

## The Levitan Pitch System

The Levitan Pitch System is included in the book, *The Levitan Pitch. Buy This Book. Win More Pitches.* The book is available on Amazon.

The elements of the Levitan Pitch Playbook have been designed as ‘physical’ management tools that you will share with the individual members of your pitch team. The Playbook’s objective is to assist with the daily management of your team and to literally get everyone on the same page, as well as increase the efficiency of your pitch development process.

Use the Playbook to get past the inefficiency of the standard pitch process and reduce your agency’s collective groan when they hear that you are about to embark on yet another new pitch.

## The Pitch Budget

Whether you are a small or large agency, not having a budget for your impending pitch is a mistake. Why?

Budgets are a good thing to have. Think of every dollar you don’t waste as profit.

I’ve seen agencies go way overboard on a pitch to find, even if they won the account, that it will take forever to recoup the money spent on winning the business. I’ve even seen agencies go into a serious financial black hole because it took the client 4 months to pay the first invoice.

A Portland agency had to staff up its programmer roster just to be able to prove to Microsoft that they could build the technology required to win a large project pitch. Then once the agency won, the marketing client wanted them to get to work ASAP while the agency services contract was being negotiated with procurement. Once that was set, the agency sent their first invoice. This was about 3 months into the process. It then took the client 90 days to pay. That’s 180 days from the first time the agency started to do work to win and then service the client.

Many pitches are for projects. Get real and budget accordingly.

Every agency will do this assessment differently based on their perception of the value of this new client (monetary value / agency business development value / agency reputation value / momentum value, etc.)

Do the math and be realistic. What is the account worth to you and what will your profit (not revenues / billings) be – and when?

### **Pitch Budget Elements:**

**Here are some elements to consider for your master budget...**

#### **Staff time:**

Don't forget to include any costs associated with RFI and RFP development.

The pitch development FTE labor cost could be your biggest cost *by far*

There is often a cost to your current client relationships – not sure how to calculate this but pay attention to current client vibes

#### **Research costs – in-house or contracted:**

Client research  
Category research  
Competitive agency research – a good thing to understand  
Research production like man-on-the-street interviews

#### **Partner / Supplier costs:**

Freelancers  
Partner agencies  
Production resources

#### **Creative Materials:**

Design and production of presentation materials  
Video production  
Presentation system  
Room set-up  
Gifts

Leave behind

#### **Food and Beverages**

#### **Transportation:**

Air  
Hotel

Car rental

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Give me a shout if you want to discuss how to improve your new business marketing plan or pitch batting average.

If you haven't done so yet, you could also go to Amazon and purchase your very own copy of the world's best *how to* book on pitching...

***The Levitan Pitch. Buy This Book. Win More Pitches.***

