**The Levitan Pitch System**

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

I’ve used the SWOT analysis tool to help me understand my agency’s plusses and minuses. This helps determine what positive agency attributes you will need to communicate and, in some cases, what has to be overcome. Example: you are the smallest agency in the pitch. Is this a good thing or a problem?

There is another angle into the client’s head and that is through your review of the other finalist agencies.

The good (smart) client divulges which agencies are in the pitch. The list of participating agencies will help your agency understand what the client is looking for and will assist you in building a better case for your agency that, in the end, will help the client have more information to make their selection.

The competitor list will help you begin to understand how you will need to create a distinctive story and how to frame your agency’s credentials, expertise, related history, and insights. You will also begin to understand how to build your pitch team to outshine the other agency’s core culture and personality.

Here is a way to manage the competitive decision.

Build a quick competitive matrix or SWOT analysis to find where you can shine and where the other agencies might fail.

**SWOT food for thought…**

Here is a sample SWOT analysis of our agency for a pitch for the U.S. Old Spice Campaign. This campaign might be rolled-out internationally. It is for my pretend agency The Happy Group.

**The Happy Group SWOT**

**Strengths:**

 Our Creative Director worked in the personal hygiene market on Unilever’s Degree

 The client found us because our work in the millennial market

 Our social media work for Samsung has recently been recognized by ADWEEK as being some of the best in the industry

**Weaknesses:**

 We are based in L.A. and the client is in P&G’s Boston office

 We do not have an international office network

 We do not have a deep mobile skill set

 We are the smallest agency on the list

 We do not have a great TV / video reel

**Opportunities:**

 Sell our nimbleness and lack of hierarchy

 Make a case that social media has to take the lead

 Team up with our friends at London’s Smith & Dockery mobile marketing agency to establish some mobile & international street cred

 Use online and offline research tools to build a series of consumer insights

 One of the clients is from Manchester – bring on freelance ‘English- accented’ account planner expertise

**Threats:**

 JWT is the incumbent

 The client once worked with Droga5, one of the other agencies in the pitch

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

If you haven’t already done so, 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.***

