

----- Original Message -----  
From: Robb High  
To: Steve Cody  
Sent: Tue Jul 01 13:04:17 2008  
Subject: Agency pitch mistake #7.

The mistake: Bad casting.

After an agency review clients always tell the winner . . . and the losers . . . that the decision was based on the "thinking" or the "ideas." Why? Because they want it to appear their selection was based on "professional" criteria.

In fact, research among 200 client decision-makers indicates that their decisions are really almost entirely based on how they feel about the people. It's ALL about "I like them and I trust them to do the job."

And because most reviews are basically set up as "1 or 2 blind dates and get married," the unfortunate reality is that first impressions are critical and casting is 90% of winning.

The fact that someone is the CEO, a department head, on the "team that did the work" . . . or has available "bandwidth" . . . is irrelevant. The only concern should be how well a person can perform and connect "in the room in front of the client."

So the rule always is: "Only the best actors go on stage. Always."

One idea to make everyone a better actor: contract with a graduate student from the drama department of a nearby college to provide each person on the new biz team several hours of individual coaching. They'll all become far better presenters after just 4-5 hours of training.

To find out more about how to create better pitches plus 83 other critical strategies for making your agency new business program more effective, attend Robb High's New Business Boot Camp 3.0 <http://enews.robbhighconsult.com/c.asp?dJgoJDbwNX58nzFLCYxpqQY920Bv5aZffKkShaWD+hKQ> . It's for small-to-mid-size firms of all disciplines: advertising, interactive, public relations, promotion, media, direct marketing and multicultural (over 325 agencies have attended in the past 20 months.)

In one full day you'll learn more innovative and practical ways to improve your agency's new business performance than from any other source anywhere. Plus, attendees get 24/7 individualized consulting for 45 days following the workshop to work on prospecting system implementation, RFP responses, pitch preparation, web site re-vamping, incentive compensation proposals, etc.

The next Boot Camps are scheduled for:  
San Francisco / Thursday, July 17  
Toronto / Tuesday, July 22  
Minneapolis / Tuesday, August 12

To learn more about Boot Camp 3.0 and how it will help your firm, go to robbhighconsult  
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<<mailto:rhigh@robbhighconsult.com?subject=Please%20send%20me%20a%20list%20of%20some%20past%20attendees.>> for a list of names of some past Boot Camp attendees to ask them for their opinions.