

The Levitan Pitch. Buy This Book. Win More Pitches. (Paperback)



Filesize: 5.47 MB

Reviews

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be play, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.
(Rene Olson)

THE LEVITAN PITCH. BUY THIS BOOK. WIN MORE PITCHES. (PAPERBACK)

Peter Levitan, United States, 2014. Paperback. Condition: New. Language: English. Brand new Book. The Levitan Pitch. Buy This Book. Win More Pitches. is the definitive how-to guide for every advertising, design, digital and PR agency that wants to increase its odds of winning new accounts. Based on 30 years of pitching for new accounts, I know that there is no such thing as a standard marketing services pitch scenario. Every client category, assignment, timetable, budget, search consultant, procurement system, and client personality is unique. However. While there is no standard pitch or agency, I know from experience that there are universal pitch criteria that can be identified and addressed regardless of the type or size of client, specific marketing objectives, or agency. To that extent, The Levitan Pitch is designed to deliver one master benefit: You will win more new clients. In Chapter One of this book, I discuss the very high cost of failing to run well-crafted, efficient pitches. The costs of failure include poor agency staff morale, individual employee burnout, and the financial cost to an agency's bottom-line that comes from the cost of participating in four-month agency searches and funding an agency's annual business development plan. This chapter tells the story of Saatchi & Saatchi Advertising's "The Worst Advertising Pitch Ever." Chapter Two offers an escape hatch. You should not pitch every account that comes knocking. I give you a handy tool to gauge both the value of the prospective client and your agency's chances of winning. Chapter Three begins to help you position the pitch for success. We look at the essential facts of the pitch and dig into understanding the client's mindset by understanding the type of assignment, type of relationship they are looking for, and what type of agency will fulfill their needs. Chapter Four delivers...



Read The Levitan Pitch. Buy This Book. Win More Pitches. (Paperback) Online



Download PDF The Levitan Pitch. Buy This Book. Win More Pitches. (Paperback)

Relevant eBooks



SAS and Elite Forces Guide Prisoner of War Escape & Evasion: How To Survive Behind Enemy Lines From The World's Elite Military Units (Paperback)

ROWMAN & LITTLEFIELD, United States, 2012. Paperback. Condition: New. Language: English. Brand new Book. The POW How To Escape Handbook covers everything you need to know about making a successful return to friendly territory. Beginning...

[Read eBook](#)

»



How to Deliver a Great Speech That Will Change Minds & Influence People: Tips, Tricks & Expert Advice for Effective Public Speaking (Paperback)

Atlantic Publishing Co, United States, 2015. Paperback. Condition: New. Language: English. Brand new Book. Public speaking is an art, and some of the most effective communicators in history have been artists. Think of Steve Jobs,...

[Read eBook](#)

»



The Little Book of Yes: How to win friends, boost your confidence and persuade others (Paperback)

Profile Books Ltd, United Kingdom, 2018. Paperback. Condition: New. Main. Language: English. Brand new Book. From the authors of the international bestseller Yes! This travel-sized handbook will become your go-to key for ensuring that the world...

[Read eBook](#)

»



The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly (Paperback)

John Wiley & Sons Inc, United States, 2017. Paperback. Condition: New. 6th Edition. Language: English. Brand new Book. The international bestseller now in a new edition When it comes to marketing, anything goes in the...

[Read eBook](#)

»



How to Prepare for the PMP Exam (version 4 update) (PMP certification exam authoritative reference books(Chinese Edition)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: Unknown Pages: 371 in Publisher: Machinery Industry Press List Price: 55.00 yuan...

[Read eBook](#)

»



Scientific and Applied Pharmacognosy, Intended for the Use of Students in Pharmacy, as a Hand Book for Pharmacists, and as a Reference Book for Food and Drug Analysts and Pharmacologists (Paperback)

Wentworth Press, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This work has been selected by scholars as being culturally important, and is part of the knowledge

[Download](#) [ePub](#)

»



The Gold Digger Journal: A Blank Lined Writing Notebook with a Fake Book Cover to Carry in Public (Paperback)

Independently Published, United States, 2019. Paperback. Condition: New. Language: English. Brand new Book. Would you like get some attention? Don't mind people gazing at you in public places such as the airplane, train and bus?

[Download](#) [ePub](#)

»



How to Survive Anything, Anywhere (Paperback)

McGraw-Hill Education - Europe, United States, 2004. Paperback. Condition: New. Language: English. Brand new Book. Get Out Alive!How to Survive Anything, Anywhere is a complete handbook of the urban and wilderness survival skills practiced by

[Download](#) [ePub](#)

»



Saudi Arabia's Permeable Internet Ict (Information and Communications Technology) - Examination of Chinese Closed Internet Restrictions Compared to U.S. Open Web, Saudi Diversification (Paperback)

Independently Published, United States, 2019. Paperback. Condition: New. Language: English. Brand new Book. Due to countless political, economic, and social interactions between China and the United States since China's opening to the West in 1971,

[Download](#) [ePub](#)

»



Ninth-grade English. On - supporting the People's Education Press textbook new goals - new materials. graphic

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 236 Publisher: Liaoning Education Press Pub. Date :2010-4-1. Global authority psychologists. physicists. biologists

[Download](#) [ePub](#)

»