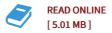




The Levitan Pitch. Buy This Book. Win More Pitches. (Paperback)

By Ed Hepburn, Andrew Maudlin, Peter Levitan

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 wellcrafted, 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...



Reviews

This book is great. I have go through and so i am confident that i will going to read through once again again in the future. I am just easily can get a satisfaction of looking at a written book.

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The book is easy in study easier to comprehend. I have study and that i am certain that i will gonna read once again once again in the foreseeable future. Your lifestyle span will likely be transform the instant you comprehensive reading this pdf. -- Dr. Jaydon Mosciski