



Conference & Incentive Travel

Time and money should not be wasted on pitching

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Agencies have to master the art of collaboration to compete in the pitching process, says client services director at Be Vivid.



Agencies are hit hard when clients use the pitching process as a procurement exercise, said Rachel Hepburn, client services director at Be Vivid.

A small agency might have either the technical ability, the strategic creative ability or the right account directing team – but they do not have all of the refined expertise they need in-house, she said.

"With the amount of time, effort, energy and financial resource spent on pitching, it's a hard one to swallow when you know you're very unlikely to win the business at the end of it," Hepburn added.

Smaller agencies should partner up for pitches with other agencies who have complementary specialist skills.

Rather than trying to be something they are not, they can play on their own strengths and also bring in outside skills to fill in the gaps.

"If you've got a good supply network around you, that's no different to having those people and those skills in-house.

"You have to master the art of collaboration with people that you have worked with before and people you trust. We've done it before with several suppliers and it has worked incredibly well."

Hepburn also advised that agencies do their client research upfront, and be smarter with what they pitch for.

"Build that client relationship upfront. Make sure the window is open to be able to ask questions, delve deeper and cross all the t's and dot the i's before you get to the stage of going for a full-blown pitch," she added.