

Creating a consistent and effective pitching approach for an international network



Our client was a major international professional services network who wanted to adopt a more consistent and seamless approach when bringing the network's firms together to pitch for work across international jurisdictions.

Given the varying resources and international pitching experience across the network, it was important that any solution drew, not only on best practice international pitching approaches, but did so in a way which could be easily applied.

Delivering a highly practical resource

By conducting research amongst the network firms and working closely with a representative testing group throughout the project, we developed a dedicated international pitches resource on the network's intranet which comprised:

- A bespoke international pitches guidelines manual – giving best practice advice on key actions to take at each stage of the international pitch process
- Supporting tools to help those involved in the pitch to take the right actions
- Templates, including proposal documents and pitch presentations to give consistency in brand 'look' and style
- Cultural guides to give the network's professionals tips on pitching effectively in specific target territories
- Links and signposts to other related resources within the Network

Driving a change of approach

To help communicate and motivate the network's firms to utilise the international pitches resources we gave an overview presentation at the Network's annual conference.

We also undertook a series of webinars which delivered a 'tour' of the guidelines manual and supporting resources. The webinars also enabled people from across the network to ask questions and gain answers to the pitch challenges they were facing.

The project also enabled us to help the network improve the way it tracks and evaluates the success of the international pitches it undertakes.

For more information about our work on creating practical, best practice pitching guidelines and resources please contact

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