

## The Levitan Pitch. Buy This Book. Win More Pitches.



Filesize: 4.09 MB

### ***Reviews***

*This published publication is fantastic. it had been writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
(Junius Herman)

## THE LEVITAN PITCH. BUY THIS BOOK. WIN MORE PITCHES.



Peter Levitan, United States, 2014. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.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...



[Read The Levitan Pitch. Buy This Book. Win More Pitches. Online](#)



[Download PDF The Levitan Pitch. Buy This Book. Win More Pitches.](#)

## Other Books

---



### **Children s Rights (Dodo Press)**

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author...

[Read Book »](#)

---



### **Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)**

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Getting Your FREE Bonus Download this book, read it to the end and...

[Read Book »](#)

---



### **From Kristallnacht to Israel: A Holocaust Survivor s Journey**

Dog Ear Publishing, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In the 1930s, as evil begins to envelope Europe, Karl Rothstein...

[Read Book »](#)

---



### **Three Simple Rules for Christian Living: Study Book**

Abingdon Press, United States, 2009. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book. Three Simple Rules for Christian Living by Jeanne Torrence Finley and Rueben P. Job This small-group...

[Read Book »](#)

---



### **No Friends?: How to Make Friends Fast and Keep Them**

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Do You Have NO Friends? Are you tired of not having any...

[Read Book »](#)



**Tales of Wonder Every Child Should Know (Dodo Press)**

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author

[Save eBook »](#)



**Rumpy Dumb Bunny: An Early Reader Children s Book**

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Rumpy is a dumb bunny. He eats poison ivy for breakfast and annoys

[Save eBook »](#)



**The Old Peabody Pew (Dodo Press)**

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author

[Save eBook »](#)



**Penelope s Irish Experiences (Dodo Press)**

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author

[Save eBook »](#)



**THE Key to My Children Series: Evan s Eyebrows Say Yes**

AUTHORHOUSE, United States, 2006. Paperback. Book Condition: New. 274 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.THE KEY TO MY CHILDREN SERIES: EVAN S EYEBROWS SAY YES is about

[Save eBook »](#)