

Winning the Pitch

	Yes or No? √
BEFORE YOUR PRESENTATION—HAVE YOU:	<input type="checkbox"/>
Met the Preconditions to Submit a Proposal	<input type="checkbox"/>
Is it the right client for you?	<input type="checkbox"/>
Is there a defined and agreed-upon issue?	<input type="checkbox"/>
Are the objectives of the engagement clear?	<input type="checkbox"/>
Have you discussed the value of the work?	<input type="checkbox"/>
Have you met the economic buyer/executive sponsor?	<input type="checkbox"/>
Have you verbally agreed the outline of the proposal?	<input type="checkbox"/>
Have you scheduled a follow up meeting?	<input type="checkbox"/>
Is the pricing acceptable?	<input type="checkbox"/>
Prepared for Your Presentation	<input type="checkbox"/>
Discussed the agenda/areas of interest with your client?	<input type="checkbox"/>
Know who is coming from the client’s side?	<input type="checkbox"/>
Have decided who is coming from your side?	<input type="checkbox"/>
Received coaching from someone inside the client’s organization?	<input type="checkbox"/>
Listed all concerns and risks, and actions to address them?	<input type="checkbox"/>
Developed your media/communications strategy?	<input type="checkbox"/>
Prepared thoughtful questions	<input type="checkbox"/>
Developed relevant client examples	<input type="checkbox"/>
DURING YOUR PRESENTATION—DID YOU:	<input type="checkbox"/>
Re-clarified the agenda—asked which parts to emphasize?	<input type="checkbox"/>
Focus the discussion on THEM instead of YOU?	<input type="checkbox"/>
Educate the client?	<input type="checkbox"/>
Entertain the client—make the session enjoyable?	<input type="checkbox"/>
Engage the client intellectually and emotionally?	<input type="checkbox"/>
Use relevant client examples?	<input type="checkbox"/>
Ask thoughtful questions and listen attentively?	<input type="checkbox"/>
Have a two-way conversation rather than a monologue?	<input type="checkbox"/>
Add value through ideas, best practices, thoughtful questions, insights, etc.?	<input type="checkbox"/>