

# The Mirren Pitch Decision Tool™

The purpose of this pitch planning tool is to help you better gauge whether or not to proceed forward with a specific competitive pitch/RFP opportunity. The evaluation criteria are based on insights from our research with clients and from the learning in our Workspace/CMO Roundtable Series with Harvard Business Review.

Please respond with brutal honesty (as your pitch prospect will do the same). Rate each item on a scale of 0 to 4, where 0 is "no way in hell" and 4 is "100% guaranteed." If you don't know, or are not certain, give it a "1." See the next page to interpret your score.

Revenue	Rating
1. The prospect has a firm budget in mind and has provided this to us (score no more than "1" or "2" if they have not provided budget).	
2. The prospect is certain to spend to the full extent of the budget.	
3. We can make a profit at least equal to the lowest-acceptable profit we now realize from our valued, current clients.	
Relevance (of your agency)	
4. We have recent (less than 2-year-old) case studies that speak directly to the category and the problem facing the prospect.	
5. We know who the competitors are for this pitch and we have a meaningful point of differentiation (score "1" if you don't know the competitors).	
6. We can credibly offer the solution they need (score "2" if you must use a partner you've worked with before; "1" if it's a new partner).	
7. We have access to the relevant client decision-makers (vs. just the contact)	
Reputation (of the prospect)	
8. Our people would absolutely love to work on this if we win.	
9. Our client list will look much more appealing to our other target prospects.	
10. Our client list will look much more appealing to potential new hires.	
11. The work we do with this prospect would become a great case study.	
Resources	
12. Our "A Team" is available and committed to participating throughout the entire pitch development process.	
13. The prospect has given us enough time to do our due diligence on the business opportunity, the consumer, and any other research required.	
14. The prospect has given us enough time to prepare tailored, non-formulaic written responses, pitch materials, and pitch content,	
15. We'll have plenty of time to (and will) rehearse.	
16. We'll retain ownership of any tactical ideas that are presented during the pitching process, or be sufficiently compensated for them.	
TOTAL ALL SECTIONS	

## Do you or don't you proceed with this pitch? Here are some of the Mirren Business Development considerations:

**56 or more:** Go for it, you have a good fit and (executed properly) your odds of winning are higher than the typical pitch.

**45 to 55:** Pursue only if

1. RELEVANCE scores at least 14 AND
2. RESOURCES scores at least 17

**41 to 44:** With an average score of only 2.75 or less per evaluation criteria, you should reconsider the situation. If the opportunity is good, but you're not able to increase your Resources or Relevance, your odds of beating another agency (which will have a higher score) are low.

**0 to 40: DO NOT PURSUE.** No matter what the prospect tells you at the outset of the pitch, your lack of fit will cause them concern at the point of making the final decision. You know this, you've experienced it before. Despite how your team may "feel" about the pitch, your odds of winning are significantly lower than the competitive set.

Any pitch pursued when the score is below 41 has a high likelihood of being expensive, draining, and a long-shot. There are better ways to build revenue quickly and more profitably.

To learn more about this pitch planning tool and to learn about giving your agency the best odds possible when you do pitch, contact Bob Wiesner at [bob.wiesner@mirren.com](mailto:bob.wiesner@mirren.com) or 212.388.9541.

**Mirren is a small team of new business training and recruiting specialists.**

[www.mirren.com](http://www.mirren.com)

Mirren Training works on-site to teach our agency clients how to apply The Mirren Method™ – a set of five innovative drivers that creates new leads within 90 days and accelerate conversion. By using this rule-breaking approach to differentiate, pitch and prospect, our clients consistently double and triple their growth rate.

Mirren Talent specializes exclusively in placing new business executives. Our expertise allows us to locate the best talent - and help you get the most out of that talent. We are networked deep into the new business community, and bring this select talent pool to bear in every search.

To fuel industry dialog, Mirren also produces: The New Business Conference with Adweek and The Workspace/Marketing Chief Roundtable Series with Harvard Business Review.