

# Table of contents

<b>Acknowledgements</b> .....	6
<b>I. Introduction</b> .....	7
1. Getting started .....	7
2. Using this report .....	11
<b>II. Where we are now</b> .....	13
1. Where do the opportunities come from? .....	13
2. International pitching .....	14
3. Types of pitches .....	16
3.1 From the coffee... ..	16
3.2 ...To the request for proposal or tender .....	18
4. Win ratios .....	18
5. Where do people go wrong when pitching? .....	19

6. Receiving poor requests for proposals from business	24
7. Pitching as the incumbent law firm	24
<b>III. The context</b>	27
1. Know the competition	27
2. Know yourself	28
3. Relationship building	30
4. Contextual advantages	31
4.1 Profile building	31
4.2 Living your business values	32
<b>IV. Approaching a pitch</b>	35
1. Do we want to pitch?	35
2. Do the preparation and research	38
3. Who are our targets?	39
4. Dealing with the procurement department	41
5. Panels	45
6. Personality traits	45
7. Putting together your account team	50
8. Unique selling proposition: why buy us?	50
9. Brand context	51
10. Credentials	53
11. The client's specifications: reading between the lines	54
12. Theme and style	56
13. Pricing	57

<b>14. Drawing the relevant material and points together</b>	58
<b>15. Good writing</b>	60
<b>16. Visuals and design</b>	62
<b>17. You think you are finished... then go the extra mile</b>	63
<b>18. Getting in front of the client</b>	64
<b>19. Face to face</b>	64
<b>20. The presentation</b>	65
<b>21. Feedback</b>	68
<b>22. Now go and do it!</b>	70
<b>About the author</b>	71
<b>About Globe Law and Business</b>	72