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Our sole objective is the growth of your company

Pitch New Business has a single focus. We do nothing but hunt for new clients for our agency and marketing services partners.

Our expertise is in devising and implementing strategies which drive new business into agencies and marketing services companies.

Here's what we provide to you:

- Growth of your company by gaining new, profitable clients
- Meetings with positions of authority who will award you business with a budget, a brief and a current declared need for your particular offerings.
- A targeted approach to new business that aligns with your company.
- Leveraged use of ancient and current tools to increase awareness, probe for opportunities and generate a solid interest in utilizing your talents for introduction, conversation and client acquisition.
- A corporate partner with a singular focus on the growth of your new business: we do the input, so you get the output.
- A clear window, with full vision into our daily actions on your behalf.
- Guaranteed results.
- A team of new and experienced business professionals.

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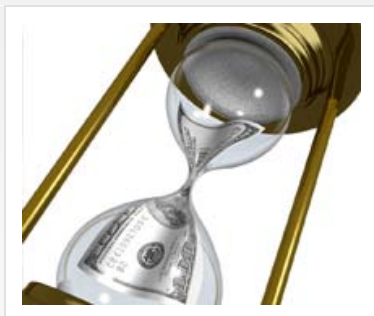
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You keep farming and we'll do the hunting

Our clients (and that probably means you) have senior roles running their shops on a day-to-day basis. That means they think and dream about sustained, consistent, strategic, day-in and day-out outreach.

Then they put it off until tomorrow, while they fight the daily fires and look after the current accounts.

We will be in the hunt for new business opportunities each and every day on your behalf.

"We'll keep opening the doors and introducing you to senior marketing decision-makers on the client side on major brands, folks who control the budget and can pull the trigger on hiring your firm."

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Test and refine. That's our mantra too

By utilizing our email platform, **Pitchit**, you will have full access and full creative control over the output. You will also have access to your **Pitchit** reporting, allowing you to see who is reading what, when, and for how long.

We need to know what is and what isn't working in your outreach, and more importantly, so do you.

You tell your clients to "test and refine". That's our mantra too.

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Guide for growth

New Business Growth: The result of an ability to commit time and a few resources to a focused program.

Guide to a successful new business program with or without the services of Pitch New Business:

- Have a new business plan which is being followed and implemented daily.
- Dedicating time and resources to finding those elusive marketers that have a need for your expertise.
- Utilizing the best-of-breed data resources and best-of-breed technology for outreach and tracking of message efficacy.
- Have an enthusiastic set of focused new business experts continually review and massage your new business campaigns.
- Engage prospects with relevant information on a regular basis.
- Again, provide the time to work consistently on messaging and make at least 30 calls per day to those who have never, ever heard of you and several to those that have.
- Attending the required amount of qualified meetings each month with potential clients who have a declared, near-term need and budget for your services. With the required amount being dependent on your ratio of wins to losses and your new business goals.

By successfully managing the above, an internal new business program can succeed. Time and focus are often the constricting elements and the reason for a partnership with Pitch New Business.

Pitch New Business is experienced in working with an established new business director or team, establishing a new program or evolving a program which is lacking a focus and redundantly stalls.

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You need to know the whole truth and nothing but the truth

Nothing annoys an agency head more than not knowing the absolute truth regarding the state of their new business activity. You need to know the whole truth and nothing but the truth and not the party line given to you by your new business company.

To cure this woe we insist that you have 24/7 access to your new business database and to the reporting from all of our activity that we undertake on your behalf. Your agency will have a direct relationship with our chosen CRM provider, Salesforce.com, as far as you own the subscription to it and all the data held in what is after all, your repository.

You and your team



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Creating opportunities geared toward winning results

The team working on your behalf will include a board director, an account manager and an account coordinator. Your account team is financially motivated to make sure that the opportunities they create for you have the best possible chance of resulting in you winning that business. Our forecasts suggest they can double their salary via this incentive scheme. That's motivation!

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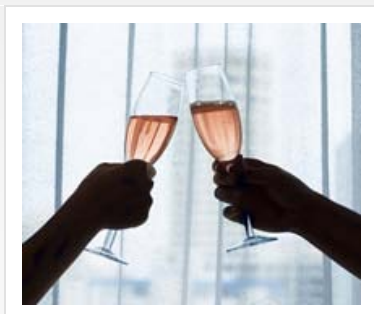
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Skin in the game

Just as you don't subsidize your clients, we can't afford to subsidize your new business campaigns. However, we do insist on having "skin in the game" via two different but easily understood elements:

The first is a monthly retainer which is deliberately kept low, yet fair.

The second element is a minor share in the first year's EBITA of any client you win through our introduction.

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Six months from now
The nitty gritty (duration)

Business professionals who know how to deliver the results our clients demand

Whilst not soothsayers, we are all experienced new business professionals. We know what is possible and how best to deliver the results our clients demand.

To this end we undertake that within 6 months one of the following will have occurred:

- You will have attended at least 6 new business meetings.
- You will have been invited to participate in at least two Pitches.
- You will have won an account through our introduction.

If for some reason this has not happened, we will suspend all charges until we have achieved our promises. We have never been in this position yet and don't intend to be!



Understanding what it takes to make your prospects...clients

In six months from when you first engage with the most robust new business acquisition system in existence, you will have a fully functional CRM system in place, populated with accurate information, up-to-date evidence of each prospect's state of play and a clear understanding of what is needed to make your prospects what they should be, clients.



Six months from now
The nitty gritty (duration)



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Long-term relationships, not long-term contracts

We don't believe in long-term contracts with lengthy notice periods. There is of course, a contract, as there needs to be a firm understanding of what's expected by each side.

We believe that our work should stand on its own merits and only ask that you agree to help us to help you and work with us closely to ensure success.

Our aim is still to be working with you ten years from now.

Six months from now
The nitty gritty (duration)

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Our people

William Quennell. Following the sale of his last new business company in the USA and having built and run two of the world's most successful new business agencies, William Quennell (Pitch's Founder and Chairman), decided to take some time to re-think the accepted new business agency model.

An old hand in the new business world, though not too ancient at 42, William realized that the "old" model (high monthly retainer and the vague promise of a number of qualified new business meetings) badly needed bringing up to date. The old model simply isn't sustainable, evidenced by the owner of one of the largest new business generation companies in the US admitting in last year that their average client retention was just 7 months.

Before joining Pitch PR as Managing Partner, **Tim Fordham-Moss** was with Publicis Group international PR firm MS&L for over nine years in differing roles including joint MD of the London office and Global Account Director for P&G, one of the agency's largest international clients. Over the nine years Tim was with MS&L London the agency grew 500% thanks to new business wins, both domestic and international, from companies such as Procter & Gamble, Philips, Starwood Hotels and Resorts, Western Union and First Data.

Tim has over two decades' experience in public relations, working extensively across FMCG, corporate, consumer and healthcare sectors at senior management levels. This work has ranged across issues and crisis management, corporate reputation, integrated marketing campaigns, international program direction and co-ordination, senior counsel and the numerous financial disciplines of running agencies, clients and international accounts.

Lisa Colantuono is a strategic partner at Pitch. She is also Managing Partner of AAR Partners and Co-Founder of Access Confidential, our chosen database partner. A decade of dedication to creating 'partnerships that matter' by helping new business executives add 'science behind the art of new business'.

Account Managers

All of the account managers at Pitch are seasoned professionals in marketing and advertising. Each is blessed with a bloodhound nose for new business and a dogged determination to get their clients in front of marketers that have a brief and a budget. Their working lives are based around utilizing best of breed technology to root out those elusive marketers that are in the buying mode, now.



Pitchlist

Service that delivers the results you deserve

Target lists are compiled in two ways: from qualified leads that you already have or from a new business database supplier. We are happy to utilize data from any source.

However, we do have a preferred supplier in this arena. In our experience, Access Confidential is the only "central intelligence hub" that delivers efficiency, effectiveness, and the accuracy that new business executives need to prospect and pitch.

Access Confidential is not only a comprehensive database, but also a new business service center that shares our core objective – to grow your company.

Owned and managed by AAR Partners, Access Confidential is an established and prominent search consultancy that has managed more than 1,500 reviews over the past quarter of a century. We have christened our joint venture PitchList.

If your agency is already a subscriber to PitchList, then we'll be one step ahead in the process. If not, we'll get you scheduled for a demo of the comprehensive application and give you all the info you need to join the list of hundreds of agencies already reaping the benefits of PitchList.

PitchDoctor

A keen sense of "do's and don't's" when pitching new business

Great, so you've got to the stage where you've been invited to pitch for a piece of business and it's all hands to the pumps. We suggest that you pitch one of us.

From our pool of senior management we have individuals that have pitched for and won major PR, DM, advertising and interactive accounts across many different markets.

We can also arrange for our friends at AAR Partners to act as your PitchDoctor.

After 28 years and more than 1,500 reviews the partners at AAR have a keen sense of the "do's and don't's" in pitching new business and will share those insights with you before the pitch. Having studied the brief in depth, we are able to look for anything that doesn't help your cause and are ruthless in providing a brutal simplicity of truth that could well give you the edge come the big day.

As you'd expect there is an incremental charge for this but it's less than you'd think and worth every penny; even if it's just as a sanity check!

This service is also available as a standalone product.

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