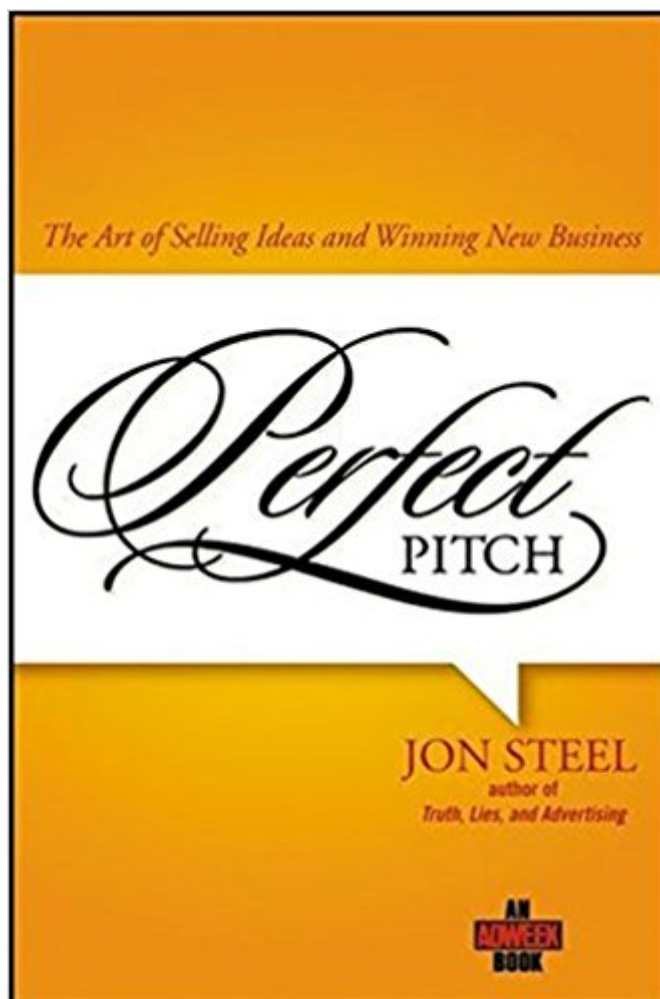


The book was found

Perfect Pitch: The Art Of Selling Ideas And Winning New Business



Synopsis

A professional "pitching coach" for one of the world's largest marketing conglomerates, Jon Steel shares his secrets and explains how you can create presentations and pitches that win hearts, minds, and new business. He identifies the dos and don'ts and uses real-world examples to prove his points. If you make pitches for new business, this is the perfect book for you.

Book Information

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Customer Reviews

"...pitching is a necessary evil, and here Steel dispenses his wisdom on how to come through the other side" (The Drum, October 17th 2008)

"What is the most moving, compelling, and ultimately persuasive argument you ever heard? I'll bet that very few people think of an argument they heard in a conference room presentation." During his phenomenal twenty-year career in advertising, Jon Steel has won more than ninety percent of the new business he has pitched, winning multi-million dollar contracts from clients like Nike, Sony, Pepsi, Porsche, and Hewlett-Packard. Now this professional "pitching coach" for one of the world's largest marketing communication conglomerates shares his secrets. Steel explains how you really create presentations that win hearts, minds, and new business. He also draws on intriguing presentation examples from the real world—including the O. J. Simpson trial, Bill Clinton's presidential debates, the speeches of Sir Winston Churchill and Dr. Martin Luther King Jr., and even his own marriage proposal to his wife. Steel identifies the "presentation crimes" committed every day across the business world and the pillars on which all successful presentations are built. He

discusses audience psychology, the importance of listening, and how to use real-world examples to make points more powerfully. Perfect Pitch covers every aspect of the pitch process, from assembling a presentation team to rehearsals and the preparation of compelling leave-behind documents. A must-read for advertising and sales professionals, this book is a should-read for anyone who makes pitches of any sort—from sales professionals to Realtors who list and sell houses to business executives who want to seal deals. The book ends with an inside look at London's successful dark horse bid for the 2012 Olympics—a perfect pitch.

I still remember how much I liked Jon Steel's previous book (Truths, lies and advertising) and I was sure his new work would be very helpful again. I'm now on page 100 and I can only say 'thank you Jon for sharing with us so much good advice'. I'm in the media advertising business for more than 20 years and I make presentations -PowerPoint presentations- to new business and clients every week. I enjoy so much reading Jon's explanations about rights and mistakes in his own presentations and those from others he have seen or participated. I would like to ask his publisher to rush for a Spanish translation of this great book. That would allow me to impose the required reading of Jon's book for all my planners. It's funny to see that the author makes, at least until page 100, not many comments about the media director's part of a presentation. I can assure you Jon, presentations about media plans (off and online) need urgent help from you. Too many times we almost kill our audience with nonsense charts plenty of numbers and very, but very boring stuff. And, I love media planning, being absolutely sure that also in our field things can be explained in a interesting, surprising and entertaining way. Just today I had a big presentation to a national food advertiser in Spain and during the presentation I was consciously thinking about Mr Jon Steel's advices. If it comes to a success, I'll let you know. Thanks again for having invested your time in showing us the way.

Jon writes in plain simple English on what makes presentations mind numbingly boring and what genuinely stand out. Read this book and take these lessons to heart. Common mistakes include: PowerPoint presentations overflowing in text. People reading directly FROM the slide overflowing in text. Monotonous and obviously scripted speaking. What makes presentations great: Speaking TO your audience and not leaving them utterly clueless. A well rehearsed pitch does not sound like a script. A presentation should transform into an informative and persuasive speech.

I was looking for a book on new business and pitching for a while and this was the only one that

really got my attention. There are many useful tips on client relations and pitching as well as real life examples on the topic. It's easy to read, entertaining and well written. It's not a textbook on how to do pitches, rather one that stimulates your mind and generates ideas on how you should do it next time. Exactly what I was looking for. Great value for all account managers / client services directors out there looking for some inspiration for their daily job.

Though I usually find these kind of business books dry and dreary, this one was a delight to read from the very first page onwards. Jon has a great sense of humor, and this infuses the book with character. For the most part, the advice relates to any business -- indeed, to any life situation. Midway through, a couple of chapters became a little slow moving (probably I just didn't feel they applied to me) but the rest was rich with insight and wisdom. The examples given are from real life, and this makes them enjoyable to uncover while allowing the reader to mentally explore how he or she would handle the same situation in their unique setting.

A must have and so good to have

This book was a really engaging read. While Steel does claim that the book is essentially his personal method for putting together a fantastic pitch, anyone can learn a lot about the process and ways to refine their own pitches. I also really enjoyed how adamant Steel was about practicing pitches and his creative insights on how to gain inspiration. This book is a great resource for anyone that wants to share an idea, not just for advertisers.

It's a hard book to pigeonhole, as you can tell from the other reviews. It's quite applicable to people in agency life, but it's by no means an ad-person's book. If your life involves coming up with creative ideas and convincing other people to buy into them, it's very worth your time. Yeah, there are some tangents, most are diversions to make a point. Every 10-15 pages I tagged things I want to return to later to put to use. Lots of good thought-starters about what to do (and perhaps more importantly what to leave out) to get people excited about your ideas.

This book is a presentation savior, for everybody, not only in the advertising business. The only thing I disagree with is the powerpoint part. The recommendations are good, but it has nothing to do with powerpoint. Only the content you put into it (and do not put into it) matters.

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