



The Winning Pitch – Asset Manager Case Study

Our client, the UK head of a major Global Asset Management business, needs to increase the number of wins at the final stage of their sales process.

They are winning 25% of pitches and want to increase their win rate to 35%. This increase will provide significant organic growth from new business and improved market position.

Their teams pitch to pension trustee's with varying degrees of financial acumen and product understanding. The pitch teams must be able to demonstrate the complexity of the proposition to the finance expert, whilst being able to clearly explain a complex proposition to the non-financial trustees, each with a different perspective.

They are likely to be pitching against four other asset managers. The client teams must stand out from the competition by creating trust, conveying their understanding of the trustees risk appetite and by demonstrating their approach rather than relying on product performance alone. This is made more challenging by having little opportunity to build a working relationship with the trustees before the pitch.

In response to the brief, we led a one day 'bid winning' workshop where we recreated the competitive environment and pressure of a real pitch. Each team was given the same brief to construct their pitch before the workshop. On the day we created a board of two of the client's directors and two Powerhouse coaches. Each team pitched their solution to the "board". They received constructive feedback and a video of the pitch for review and coaching. Each team then received coaching as they worked towards refining their pitch for their final presentation. They were scored and the winner was acknowledged at the end of the day.

The contrast from the first pitch to their final pitch was very significant. They progressed from talking product to solution and demonstrating value. The senior members of the board were able to see the quality of their pitch teams and influence their thinking.

Participant feedback:

"The feedback was pointed and spot on. It picked out the shortcomings that really forced me to change the way I did things. I was very surprised with the results".

"The workshop has really increased my confidence by making me comfortable with what works and the conviction to use these ideas in pitches".

"Yes it made obvious how I can significantly improve. The feedback was tremendously useful in highlighting the "not-so-obvious".

Powerhouse Partnership, A referral based company, helps sales people and professionals win new business and increase organic revenue growth. Powerhouse partners design and lead sales and marketing transformation programmes that focus on how clients buy rather than how a company sells.