



# A Shot of Winning Pitches

Duration: 2 Days

Pitch to win : Start winning more pitches and watch your business grow

Pitching is an essential part of winning new business. The question is how do you stand out in the crowd, and come away with a win, again and again and again? Because that's what it takes to grow your business, boost employee morale after working long hard nights, and get a sufficient return on your investment in the pitch.

Are you winning 60% of your pitches? If you're not, you're in a catch-22 situation - to pitch, with no return on investment, or not to pitch, and not grow the business. Neither scenario is ideal.

But what if you could increase your win rate significantly? Winning pitches is a skill like any other skills, one that you learn through trial and error. Now, you can cut down your learning curve. Jeff Orr, former Executive Creative Director of creative agency TBWA\ Kuala Lumpur, who has had a 100% win rate over last 3 years, will share his secrets of winning pitches in this 2-day workshop.

You will be guided on :

- How you can distinguish yourself from your competitors.
- How to make of the briefing to get you started on the right track
- Truly understand the client's reason for the pitch despite minimum contact
- How to build trust in 30 minutes
- How to continue to build your relationship with the client while you're working on the pitch
- How to strategise for a winning presentation

Armed with these new tools, you too will be ready to lead your agency to more and more wins, and greater and greater success.



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Who should attend : MDs, GMs, CSDs and CDs of agencies doing Creative, Digital, Media and PR who are deeply involved in pitching for new business.

Lead Trainer : Jeff Orr

Co - Trainer : Janet Lee

Duration : 2 Days

Time : 9:00am - 6:00pm

Contact [jon@95percent.com.my](mailto:jon@95percent.com.my) or call 03-2095 2995/1995 (Jon) to register.



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## Lead Trainer

Jeff Orr

Jeff came to Malaysia in 1990 for the standard 3 year expatriate tour. That was 30 years ago.

In his 30 years here, Jeff was Executive Creative Director at Grey Worldwide (where he was also regional Creative Director), BBDO Malaysia and TBWA. He has attained the stature of creative guru, not just in Malaysia but the region.

Jeff's skills at winning over people are evident at work, where he masterminded pitches as an ECD. He has had a 100% win rate over the past 3 years. His persuasive skills are also evident in his role as founder of Malaysia's Creative Council, where he was instrumental in raising the bar for the standard of creative work in Malaysia by establishing the coveted Kancil Awards as the Malaysian ad industry's top annual creative awards.

Not content to rest on his laurels, he is now consultant to agencies and clients as The Simple Brand which underscores the constant pursuit of the simple solution.



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## Co-Trainer

Janet Lee

Trainer & CEO

During her 20 years in advertising, as a Copywriter and Executive Creative Director, Janet was blessed to have had her every dream fulfilled. She was a founding member of Spider Network, a local agency that rose to international fame when they became the first Malaysians to bring home the major international awards: The One Show and New York Art Directors Club.

In 2000, Janet's passion for people moved her to design and deliver experiential training programmes. She spent three years conducting leadership trainings for the Young Achievers' Club, where she worked with a group of high achievers, coaching them to maintain straight A's while leading a balanced life that included creating intimacy with family members and leading community projects.

By this time, Janet realised that she had an uncanny ability to see and bring out the gifts in each individual. Her new goal was to develop herself as a Trainer, and she drove herself with the same passion and commitment that led to her unprecedented achievements in advertising. In 2004, she became a Certified Trainer for the Character Building Module of Malaysia's National Service Programme, and was appointed as a Trainer of Trainers.

Janet's strong background in both advertising and training puts her in a unique position to provide relevant and impactful trainings for the advertising industry. As Director and Trainer of 95% The Advertising Academy, Janet's results speak for themselves: the top Kancil Student Award winners for the past four years were students of 95%.

Working closely with the Association of Accredited Advertising Agents (4As), 95% has created several revolutionary training programmes, including Shine, Shine Leaders, Fuel, Ad Unplugged and Hydrogen.

Janet's goal in setting up 95% is to empower others to also have the joy of celebrating the fulfilment of their every dream.