Win That Pitch Pioneers Industry Partnerships to Become the First Full-Service Global Pitch Consultancy

Tuesday 21 May, 2019

London, May 20th – leading pitch consultancy **Win That Pitch,** today made a slew of strategic partnership announcements, to make them **the first global *full-service* pitch consultancy.**

With new strategic partnerships including access to highly respected business associates, training accreditations, design and research support, along with a unique artificial intelligence insights offering, it is poised to help agencies, brands and individuals present with confidence, enabling them to Win That Pitch.

The new full-service offering now includes:

- **Access to senior associates** who are all leaders in their fields across the business, charity, consumer lifestyle, government and agency sectors
- **24/7 design support** ranging from proposal and pitch design to infographics and pitch theatre materials
- **Strategic partnership with a leading psychology and artificial intelligence** provider to enable agencies to utilise AI for research and analysis during the pitch process
- **Partnership with independent research specialist ICG**, who can identify research experts from their membership of 400+ specialists to support pitch insights
- **Continuing Professional Development Standards Office (CPDSO) accreditation** for pitch and presentation workshops and online pitch masterclass course

Founder & CEO of **Win That Pitch**, Dean Russell shares:

"Pitches are pivotal to growth for most agencies, businesses and non-profits and so with these partnerships, Win That Pitch *is achieving our vision of becoming a one-stop-shop to cater for all aspects of presenting and pitching.*

"Despite the importance of pitching to business growth, it can often be the most stressful part of the job for many employees – especially junior and mid-level team members. Not everyone enjoys presenting and for many organisations pitches can vary wildly depending on the experience of the team. That's why Win That Pitch *provides best practice support, training and services to ensure everyone can deliver their best pitch and avoid common mistakes and pressures.*

"Being able to present with confidence and pitch effectively, is both a science and an art, so Win That Pitch *has developed a full range of services to reflect the practical realities of pitching in the real world. We go beyond just sales to help businesses grow their income, and help individuals grow in their careers. We cover every aspect of the pitch process from reviewing briefs, writing proposals, presenting pitches through to helping run pitch processes.*

"Our services are purposely designed to help a wide range of organisations; from helping established brands freshen their approach to assisting agencies in taking their pitches to the next level and win bigger clients through to start-ups aiming to win investment and non-profits successfully pitch for grants.

"With access to senior industry specialists, researchers, design support services and even artificial intelligence for pitching, we can now say that we are the only global full-service exclusive pitching agency.

"We also know that the best way to win new business is by having a strong pitch team. That is why I am also excited to announce that our online pitch training course and offline workshops have been accredited by the Continued Professional Development Standards Office (CPD). Our cost-effective CPD courses are now available to help junior teams and pitch veterans alike improve their skills to pitch to win, every time."

Media:



Related Sectors:

Business & Finance :: Charities & non-profits :: Government :: Manufacturing, Engineering & Energy :: Media & Marketing :: Public Sector & Legal ::

Related Keywords:

Pitch :: Win :: Success :: b2b :: Business :: CPD :: WTP :: Strategic :: Full-Service :: Consultancy :: Agency :: Development :: Training :: Presentations ::

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Amanda Rosewarne, CEO, CPDSO stated "*We are delighted to award Win That Pitch with the coveted CPD Standards Provider status and welcome them to our global CPD community. Demonstrating a dedication to excellence in lifelong learning,* Win That Pitch
have achieved a CPD badge that displays they have been independently verified and recognised as a formal CPD provider."

About Win That Pitch (www.winthatpitch.win)

We believe that everyone should have the confidence and skills to showcase who they are and what they do. We know that presenting, giving speeches and pitching is often when this confidence is critical. So, we help individuals, teams and organisations develop winning presentations and pitches. That's why we offer services that can help anyone achieve success. We understand that presenting and pitching is more than just sales or presenting alone. That's why we offer a full-service range services to help any individual or organisation pitch successfully, covering every aspect of the process from briefing to proposals, pitching to post-pitch.

We do this through training, workshops, hands-on consultancy through to audits and mentoring. We even have a number of free e-book downloads available on our website. We love pitching and presenting and are passionate about helping our clients do the same.

Win That Pitch is a member of the Federation of Small Business and Chamber of Commerce.

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About The ICG

The ICG is a strong network of 400+ experienced researchers, many of whom have been running successful research consultancies over several years. The ICG provides a centralised resource for both clients and members alike.

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About CPDSO

The CPD Standards Office (CPDSO) works to improve the standard of CPD provision across all industry sectors. Organisations accredited by CPDSO are identified as offering a high level of positive learning opportunities, and work with the CPD Standards community to raise skills, knowledge and education. The CPD Standards Office is unique in delivering research based CPD accreditation and is overseen by an Expert Advisory Board comprising of CPD experts, academics, employers and professional bodies. It has accredited thousands of CPD training activities, delivered all over the globe, with providers based in over 40 countries.

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About Dean Russell

Founder & CEO, **Dean Russell is the author of 'How To Win: The Ultimate Professional Pitch Guide'** and is a leadership and pitch advisor. He is a Fellow at the RSA, a former vice chairman of the Federation of Small Business and has over 20 years of experience helping start-ups, brands and agencies win game-changing and must-win pitches.

Dean has also recently been appointed as a start-up mentor for London+Partners (the Mayor of London's official promotional company which promotes London internationally as a leading world city in which to invest, work, study and visit) and as an adjunct lecturer for Ashridge Business School (part of Hult Executive Education) and lecturer at the Institute for Direct and Digital Marketing (IDM).

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About Win That Pitch Associates

Our Win That Pitch Associates are all leading experts in their respective industry and sector and can provide a wealth of specialist expertise and insights for your presentation, pitch and beyond. Each of our Associates has been hand-picked for their experience and ability to help transform the success of the individuals and organisations they advise.

Our Associates can provide a range of support from acting as specialist advisors for individual proposals, presentations and pitches through to ongoing coaching and consultancy to help you or your organisation achieve measurable success.

Dani Bernstein

A highly respected and well-known personal development coach, executive search & selection specialist. Dani has over 30 years of experience in the marketing and advertising industry with specialist experience in retail, FMCG and agencies. Founder of meTomorrow, Dani coaches a number of high-profile and well-known individuals from the worlds of business and entertainment helping them to realise their full potential.

Mark Burnett

An International Data Practitioner and GDPR Data Protection Officer, Mark provides advice to all types of organisations in the UK, EU and beyond. Mark helps agencies and brands create a sustainable data governance and data protection strategy to ensures projects will be compliant with the relevant laws.

Jane Cave

A proven leader and expert in the marketing and professional education sectors, Jane has extensive experience across multiple sectors ranging from automotive to government. Jane is the former Managing Director of the Institute of Direct and Digital Marketing and Head of Research & Evaluation for the Department of Work & Pensions.

Ranj George

A UK and global communications expert with experience in consumer lifestyle, technology and entertainment. Ranj has been involved in high profile integrated campaigns working with major brands including Sony, Formula E and the latest Snickers campaign with Elton John.

Howard Lake

A fundraising and digital expert in the third sector, Howard advises non-profits and charities and is the founder of the world's first web resource for professional charity fundraisers. Howard is a regular commentator in the sector and has helped hundreds of charities achieve success.

Alistair Maclennan

A sales and customer experience expert with a background working across UK, Europe, Africa and Middle East. Alistair has nearly 30 years experience delivering training programs into many of the global FTSE and Fortune 100 organisations.

Steve Mcateer

An experienced director and senior manager with a proven track record transforming complex public/private organisations. Steve has advised Local Authorities and not for profit organisations, leading economic development, change management and commercialisation initiatives as CEO, Director and Head of Service.

Kate Nicholas

Kate is a strategic communications consultant who works a wide range of private, public and voluntary sector organisations. Former Chief Communications Officer for global Charity World Vision and Editor-in-Chief for PRWeek, Kate has extensive experience of in-house and agency best practice communications and developing national and global business and public engagement strategies. With specialist expertise working with charities and faith based organisations.

Chris North

Chris North is a veteran agent in the radio and television industry. He has experience working with well-known talent across BBC and other mainstream channels. Chris understands what modern mainstream media looks for in campaigns, and how to present with confidence and passion.

Shaun Orpen

A C-Level Commercial Marketing Leader with a track record of developing global commercial growth strategies for both blue chips & ambitious SMEs in the Software / Telco sectors. Shaun previously held board-level marketing roles with brands including Microsoft.

Victoria Page

Award winning brand strategy and responsible business specialist. Victoria advises agencies and brands on purpose and sustainability strategy, as well as how to avoid purpose-washing and be an authentic force for good.

Prof. Chris Roebuck

A globally experienced leadership expert who with experience working with senior leaders across business, government and military. An Hon Visiting Professor of Transformational Leadership at Cass Business School, Chris regularly appears in the list of Most Influential HR Thinkers.

Remeny Royle

Remeny focuses on building good relationships and humanity in business, supporting business owners with client care, retention and growth. With over 20 years' experience working with agencies on client relationships, marketing and business development she ensures organisations build strong, long-term relationships with clients.

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For more information contact michelle@WinThatPitch.Win **or call 0800 0293739.**
Visit www.winthatpitch.win for more information on Win That Pitch.

Dean Russell is also available for comment, quotes and interviews on pitch and presentation related media opportunities and speaking events. Also contact michelle@WinThatPitch.Win for details.

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