



DOWNLOADABLE TOOL



The Mirren New Business Tool Series™

The Mirren Go/No-Go Pitch Decision Tool™

This custom interactive new business tool will help your team evaluate whether or not to proceed with each competitive review/RFP opportunity (and whether or not you can win).

The Mirren Go/No-Go Pitch Decision Tool™

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Introduction

This custom interactive new business tool will help your team evaluate whether or not to proceed with each competitive review/RFP opportunity (and whether or not you can win). Getting your entire team aligned around a common – and strategic – set of criteria will help eliminate resources wasted against reviews you should avoid. And when proceeding forward, it will help your team identify the gaps holding you back, which then informs strategies to increase your odds of converting the business.

The interactive Mirren Go/No-Go Pitch Decision Tool is on Page 3, built in Excel and immediately ready to start working in. With every review, gather your team and work through each evaluation criteria step-by-step, entering your score as you go. Print settings are in place to help view your findings on paper.

Your Score Interpretation is on page 5. Based on your Final Percentage Score, a recommendation is provided in terms of whether or not to proceed forward with the review. As you use this tool over time, you may find a need to fine tune and customize the list of criteria and your final go/no-go percentage scoring benchmarks. Simply adapt the tool as necessary.

Be prepared to re-evaluate your score throughout the pitch process when new information presents itself. This includes being prepared to remove yourself at any point in the review should your score drop below the minimum threshold. You will gain nothing by proceeding forward when your odds are low, except a loss in reputation, team morale and profit. Competitive reviews should not be seen as a way of "introducing the agency," which is best saved for proactive prospecting.

This tool is provided for use only by marketing services agencies to help with new business effectiveness. Note that by using this tool, your agency accepts full responsibility for any actions it may take as a result of that use. This is meant only as a guide. As we all know, pitching is not an exact science.

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The Prospect:

Answer with brutal honesty, as your pitch prospect will do the same.
For those you can't yet answer, score no more than "2," as more client discovery will be required.

Rate each criteria on a scale of 0 - 5:

0 = 100% Disagree, It's Grim; 1 = We're Weak; 2 = We're Neutral;
3 = We're Somewhat Strong; 4 = We're Strong, 5 = 100% Agree, It's Certain.

A.	Relevant Experience	Your Score 0 - 5
1	We have (or can create) case studies of less than 2 years old that directly address the prospect's category and business/marketing challenge. Score no more than "3" if only strong relevant target demographic experience and no more than "1" if no category or target experience.	
2	The prospect can specifically state why they have selected our agency to participate in the review (to ensure we're not a filler agency). Score no more than "3" if the prospect has not confirmed this.	
3	We can credibly provide the solution they need, as we've provided it to a similar client before. Score no more than "3" if providing the solution with a partner the agency has used before; less if a new partner.	
4	We know who the competitors are (or know the size/type/geography) and they do not have any significant advantages over us. Score no more than "2" if we have no idea who we're up against.	
B.	Revenue	Your Score 0 - 5
5	The prospect has provided the budget, it meets our minimum requirements, fits the scope, and they're sure to spend it. Score no more than "2" if they have not provided a budget.	
6	There is long-term revenue growth potential with this prospect.	
C.	Reasonable Brief	Your Score 0 - 5
7	The objectives for the assignment are clear, realistic and focused on meaningful business impact (versus tactical metrics such as awareness, traffic, click-throughs, etc.).	
8	The steps and due dates in the pitch process are reasonable and will allow the agency to present itself in the best possible manner (without damaging its reputation). Score no more than "2" if there is no opportunity to present any submissions or presentations in person, in particular the final strategic/executional recommendation.	
D.	Resources	Your Score 0 - 5
9	We have a team lead, an "A-team," and supporting resources immediately available and committed to driving the entire pitch process. Score lower if a multi-office pitch team is required (for communication/collaboration/chemistry decrease). Score lower if providing the solution with a partner the agency has used before; less if a new partner.	
10	The team is willing and available to thoroughly rehearse at each presentation stage of the review.	

E. Reputation (of the prospect)		Your Score 0 - 5
11	Our people would love to work on this account and it would be a good case study, making us more marketable.	
12	The Prospect has a positive history with agencies and producing good work. Score "2" or less if the prospect has fired several agencies within the last 2 years. Score "2" or less if the prospect's past work is weak and lacks a sound strategic foundation.	
F. Recon		Your Score 0 - 5
13	We are being provided direct access to the senior decision-maker, versus just procurement or the contact. We are able to then build personal rapport and get intel beyond the written brief. Score no more than "3" if you can get your questions answered by the decision-maker, but not directly. Score a "5" if you are provided enough access to have your questions thoroughly answered by the decision-maker.	
14	We are able to present our work in person. Score "0" if there is no opportunity to present any submissions or presentations in person. Score no more than "3" if you can present only your questionnaire response or capabilities or final recommendation in person, and score more if you can present 2 of the 3 items in person.	
G. Reason for the Review		Your Score 0 - 5
15	Is it Time-Based or Issue-Based? If the incumbent's contract has expired and is up for renewal (incumbent will have a slightly higher chance of winning), score a "3". If the prospect has an issue with the incumbent or if there is a new client decision-maker, score a "5" (incumbent will have a low chance of winning). If you fear a "procurement-driven cost-cutting exercise" with the incumbent, score a "2" or less.	
Total Possible		75
Your Total		
YOUR FINAL PERCENTAGE SCORE		

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Score Interpretation

Should you or should you not proceed with this competitive review/RFP? Let's have a look at Your Final Percentage Score and our recommendations:

- 85% +** **Go For It:** You have a good fit and (executed properly) your odds of winning are higher than the typical competitive review.
- 75 - 84%** **Favorable Odds for Strong Pitch:** Barring any new information that would drop your evaluation score and with a minimum score of "15" in Relevant Experience and "8" in Resources, you should consider proceeding forward.
- 65% - 74%** **Shakey Ground:** No matter how the team feels about their odds of winning, you're not in a strong position. Only consider pursuing this opportunity with a minimum score of "15" in Relevant Experience; "7" in Reasonable Brief; "8" in Resources; and "7" in Recon. Be prepared to immediately remove the agency from the review if your evaluation score drops at all.
- 50% - 64%** **Stop and Reconsider:** With an average score of only 2.5 - 3.0 per evaluation criteria, you should reconsider the situation. If the opportunity is good, but you're not able to score high enough in Relevant Experience, Reasonable Brief, Resources and Recon, your odds of beating a strong agency are low. At least one competing agency (if not more) will score much higher on this same evaluation.
- 0% - 50%** **Do Not Pursue:** No matter what the prospect tells you at the outset of the pitch, you are a filler agency. Your lack of fit will cause them concern at the point of making the final decision. You know this, you've experienced it before. Despite how your team may "feel" about the review, your odds of winning are significantly lower than the competitive set.

As previously mentioned, be prepared to re-evaluate your score throughout the pitch process when new information presents itself. This includes being prepared to remove yourself at any point in the review should your score drop below the minimum threshold. You will gain nothing by proceeding forward when your odds are low, except a loss in reputation, team morale and profit. Competitive reviews should not be seen as a way of "introducing the agency," which is best saved for proactive prospecting.