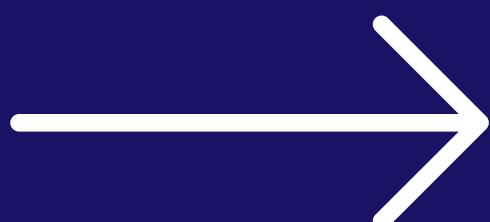


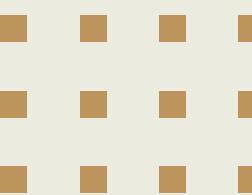
PITCH PERFECT

FIVE QUESTIONS TO ASK BEFORE YOUR NEXT CLIENT PITCH

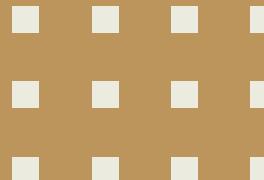
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DO I UNDERSTAND THEIR PAIN POINTS

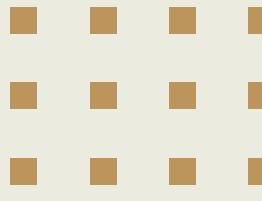
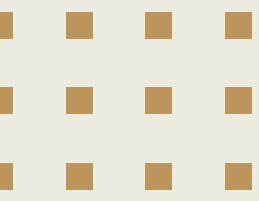


What is keeping your client awake at night? How are you going to pull together a solution that meets your client's needs and anticipates risks?



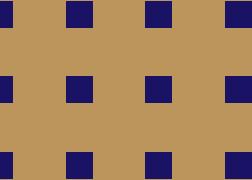
Decision making in Asia tends to be hierarchical and relationship driven. A lot of emphasis is based on personal trust.

DOES IT RESONATE WITH LOCAL DECISION MAKERS



HAVE I DIFFERENTIATED FROM THE COMPETITORS

What value can you bring to the table that is different from your competitors? Articulate that clearly in your pitch and ensure it aligns with what your client is looking for.

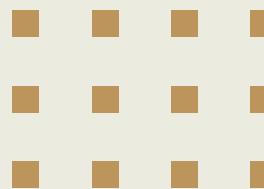


Your credentials must be relevant to the scope of the pitch and must be relevant to your client's needs in Asia.

DO I HAVE PROOF OF CREDIBILITY

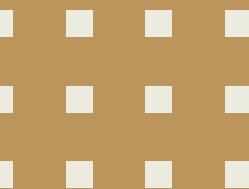
WHAT'S MY FOLLOW UP PLAN

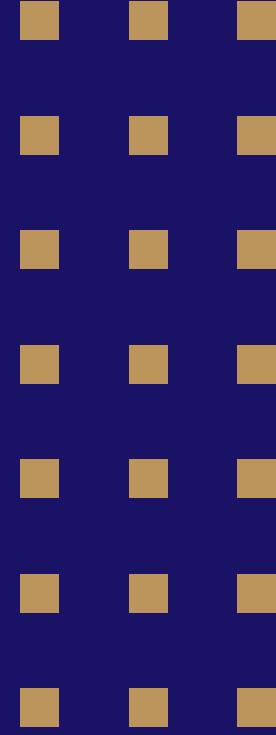
Be proactive and follow up with your client. Be ready to be flexible to tweak your proposal to fit the client's needs. Ask your client for feedback, even if you weren't successful - there are valuable lessons to be learnt.



WHAT ARE THE INGREDIENTS FOR A SUCCESSFUL CLIENT PITCH?

A successful pitch for a client in Asia requires blending of **technical excellence, commercial awareness, cultural intelligence, and relationship-building**.





PLAN YOUR PITCH STRATEGY

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