

PILE AND COMPANY'S TOP 10 INSIGHTS of 2024

As we reflect on agency search this year and consider how every agency can put their best foot forward in 2025, here are the insights that rise to the top.

1

Your new business process should always be "on."

To compete in today's pitch environment, your new business process should always be "on"—nimble, vetted, and ready to go.



Be a chameleon.

Adapt to the client in front of you. Provide a high-level look into who you are and what you do and then go deeper into the experience/capabilities the pitch client is looking for.

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3

Tell a story.

Approach the pitch the way you approach your clients' work. Tell the story of how you've helped other clients and how you can help them.



Be memorable.

Even in the final stages of a pitch, a client is meeting with multiple agencies. Don't assume, at any point in the process, that they fully understand how you can help them. Connect the dots at every stage.

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Mirror the client's team.

When all else is equal, the agency team wins the business. Present a team who not only offers varying levels of expertise, but also serves as an appropriate match to the client's team.



Showcase your strategic chops.

Agency search clients want a strategic business partner. In a pitch, show how your agency solves business challenges and brings strategic thinking to the table.

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Give clients GREAT.

Unsurprisingly, every client wants great. Great creative. Great digital. Great media plans. How is great defined? Innovative, business-driving ideas that will help them meet their goals.



Be confident enough to pass on a pitch.

Before saying yes to an RFP, be honest about your capabilities and experience. If a client's needs don't align with your agency resources, be confident enough to pass.

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Establish partnership goals from the start.

As you confirm business challenges and marketing objectives with a potential client, don't neglect to confirm partnership goals. Understand how the client works best with agency partners.



Make the health of the partnership a priority.

After you've won a pitch, be sure you have a plan in place for partnership check-ins. Quarterly relationship discussions/evaluations are a great way to resolve any issues and evolve with the changing needs of the business. Keeping the business is just as important as winning the business.

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Pile and Company is a leader in agency search and management consulting.

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