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New Business

By Beth Krietsch

I'm trying to win a new PR account. How can I differentiate our proposal?

Don't dwell on past achievements, says Colleen Edwards, CEO and president of PowerMark. Instead, make sure you understand your prospects' PR objectives and brainstorm a set of tactics to help attain them.

"You'll energize the prospective client and increase chances of selection over another agency that's pitching standard capabilities and past achievements," she adds.

Another factor in most decisions about an agency is concerns about bait and switch. No matter how persuasive and charismatic senior staff might be, Edwards suggests getting the day-to-day person to deliver the bulk of the presentation and let the client know that what they're seeing is what they'll be getting.

At the same time, make the role of the broader and more senior team behind the presentation clear. "This will help them see that you're focused on helping your front-line team achieve the same excellence every day that you put forward in the proposal," Edwards says.