

The Growth Series

Win better opportunities. Grow stronger clients. Learn faster from every outcome.

Growth depends on three connected disciplines: choosing the right pitches, growing existing clients and learning from every win and loss.

**WIN**

Pitch Intelligence

Choose the right opportunities and read the client more accurately.

GROW

Client Value Growth

Protect important relationships and find credible growth.

LEARN

Win-Loss Audit

Turn outcomes into evidence and better future decisions.

ONE DISCIPLINE STRENGTHENS THE NEXT

Better qualification improves the opportunities pursued. Stronger client understanding creates more value once they are won. Evidence from outcomes sharpens the next decision.

Start with a free 30 minute diagnostic

Identify the current vulnerability and the right first step: pitch judgement, client growth or learning from outcomes.

[BOOK A
DIAGNOSTIC](#)

Pitch Intelligence Masterclass

Understand why the prospect is looking for a new agency.
Win more of the right pitches.

THE COMMERCIAL CHALLENGE:

The written brief only tells you part of the story. Every pitch decision is also shaped by stakeholder pressure, incumbent dynamics, procurement, trust and delivery risk. This masterclass helps senior teams understand the bigger picture, qualify harder and build a pitch that stands apart by hitting the right notes for the prospect.

WHAT YOU'LL TAKE FROM IT:

- Spot weak opportunities, hidden risks and red flags earlier
- Ask better questions to reveal the real client problem
- Build a clear win theme, story and team contribution
- Turn every outcome into useful intelligence for the next pitch



INSIDE THE SESSION

- What clients are really looking for
- Qualification and red flags
- The brief behind the brief
- Better questions and chemistry
- Pitch strategy, roles and follow-up

BEST FOR

Founders, CEOs, MDs, new business leads and pitch teams pursuing valuable or complex opportunities.

LED BY ANDY WEST AND JAMES TUTT

Senior agency experience and client decision-making insight, with candid discussion and practical actions rather than generic sales training.

Start with a free 30-minute Pitch Health Check
Identify current strengths, vulnerabilities and fit.

FORMAT & COSTS

Up to 10 participants
Half day | £2,500
Bespoke | On request

Pitch Foundations Masterclass

Help emerging talent understand how clients buy.

Learn how pitches really work from day one.

THE COMMERCIAL CHALLENGE:

Most Account Executives and Account Managers only see a fraction of the new business process. They may support research, prepare credentials or attend chemistry sessions, yet never learn what is really happening behind the scenes. This practical half-day masterclass gives emerging talent an inside view of the pitch process and shows how every team member can influence the result.

WHAT YOU'LL TAKE FROM IT:

- Understand how agencies win new business
- Learn what clients look for when selecting an agency
- Recognise the value of preparation and curiosity
- Understand where AEs and AMs create value
- Build confidence in client meetings and pitch activity
- Learn from real pitch wins and losses

INSIDE THE SESSION

- How agencies win new business
- What clients are really buying
- The brief behind the brief
- Passion, preparation and first impressions
- Influence of AE and AM team members
- Research that strengthens a pitch
- Real pitch stories and lessons

BEST FOR

Account Executives, Senior Account Executives, Account Managers and emerging client service professionals beginning to participate in new business activity.

LED BY ANDY WEST AND JAMES TUTT

Senior agency experience and client decision-making insight, with candid discussion, practical actions and real pitch stories rather than generic sales training.

Start with a free 30-minute chat about your team's needs

Review the team's current pitch involvement, confidence gaps and development priorities.

FORMAT & COSTS

Up to 10 participants

Half day | £2,500

Client Value Growth Masterclass

Turn strong client relationships into sustainable growth.

THE COMMERCIAL CHALLENGE

Some client relationships are shaky. Others are healthy, yet you're not unlocking new budgets. Both call for a clearer view of client priorities, decision makers and unmet needs. This masterclass gives account leaders a practical way to protect revenue, spot the hidden opportunities for growth and become even more valuable to the client.

WHAT YOU'LL TAKE AWAY:

- See strong, fragile and static relationships more clearly
- Spot when scope is shrinking or growth has stalled
- Uncover unmet client needs and unresolved client problems
- Build a repeatable rhythm for account growth

Growth from existing clients can be more predictable, sustainable and cheaper to acquire than revenue won through competitive pitches.

BEST FOR

Founders, CEOs, MDs, client service directors and senior account leaders responsible for key clients.

LED BY ANDY WEST AND JAMES TUTT

Senior agency experience and client decision making insight, with candid discussion and practical actions rather than generic sales training.

Start with a free 30-minute Client Growth Diagnostic
Review relationship strength, stalled growth and fit.

FORMAT & COSTS

Up to 10 participants

Half day | £2,500

Bespoke | On request

Win-Loss Audit

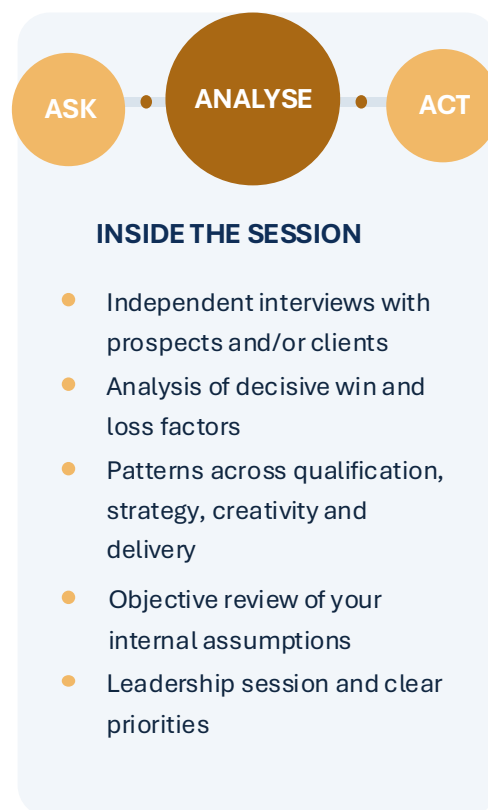
Get the feedback clients rarely give. Turn it into more wins.

THE COMMERCIAL CHALLENGE

Most pitch feedback is filtered, polite or incomplete. The real value comes from an independent third party speaking directly with prospects and clients, uncovering what genuinely influenced their decision and where opportunities were won or lost. By separating evidence from assumption, you can make better qualification choices, sharpen your pitch approach and increase your chances of winning the next opportunity.

WHAT YOU'LL TAKE FROM IT:

- Clarity on why you win, lose, or get left behind
- Stop repeating the same costly pitch mistakes
- Focus efforts on the factors that will improve win potential
- Build a stronger, evidence-based approach to future pitch opportunities



BEST FOR

Founders, CEOs, MDs, new business leads and agencies reviewing recent wins, losses or near misses.

LED BY ANDY WEST AND JAMES TUTT

Senior agency experience and client decision making insight, with candid discussion and practical actions rather than generic sales training.

Start with a free 30-minute Win-Loss Diagnostic

Review recent outcomes, available evidence and the right scope.

FORMAT & COSTS

Scope and price reflect the number of interviews and depth of analysis required

Which product fits the need?

Four starting points. One shared goal: stronger agency growth.

WIN BETTER PITCHES	BUILD EARLY TALENT	GROW CLIENT VALUE	LEARN FROM OUTCOMES
Pitch Intelligence Masterclass	Pitch Foundations Masterclass	Client Value Growth Masterclass	Win Loss Audit
USE WHEN	USE WHEN	USE WHEN	USE WHEN
High value pitches are misread or under-qualified.	Emerging talent needs to understand how pitches work.	Important clients are drifting or accounts have stalled.	Feedback is vague and pitch patterns keep recurring.
PRIMARY OUTCOME	PRIMARY OUTCOME	PRIMARY OUTCOME	PRIMARY OUTCOME
Stronger qualification and better pitch judgement.	Confident AEs and AMs who add value in pitches.	Stronger retention and repeatable account growth.	Clearer diagnosis and practical priorities.
FORMAT	FORMAT	FORMAT	FORMAT
Half day £2,500 Longer/ bespoke on request Up to 10 participants	Half day £2,500 Up to 10 participants	Half day £2,500 Longer/ bespoke on request Up to 10 participants	Tailored scope based on interviews and depth of analysis
START WITH	START WITH	START WITH	START WITH
Free 30-minute Pitch Health Check	Free 30-minute team needs chat	Free 30-minute Client Growth Diagnostic	Free 30-minute Win Loss Diagnostic

Unsure where to start?

Use the diagnostic to identify where growth is being lost and which intervention will help most.