



# What's the Story?

July 2017

## Why teams win

We were re-reading a chapter in “Perfect Pitch” by Jon Steel about winning new business.

Jon told the story of how his then USA agency – Goodby, Berlin & Silverstein (GBS) – had won another account in a long line of successive wins.

After their latest win they had a celebratory dinner with the Marketing Director of their new account. They wanted to ask him why he had chosen them but didn't want to ask the question. Gradually, over the evening their new client revealed all...

He didn't think they had the best TV idea or the best thinking across the board. What it boiled down to in the end was that they came across as the most united, cohesive and passionate team.

The other agencies didn't show when they were presenting that they cared about what their colleagues were saying. They would often look out the window or show impatience with how long a colleague was speaking for.

GBS on the other hand were a team interested in everything their colleagues said and collectively passionate about winning the business for the team and the agency.

We have often been asked to emphasise the importance of teamwork in our workshops. We remember an overseas client who wanted it to be central to our training. So we had T-shirts printed with “TEAM - Together Everybody Achieves More”.

## Does your team bring out the best in each other?

### Being prepared for the big game

Wimbledon is upon us and as keen tennis enthusiasts we watch with interest the preparation the top players undertake.

We booked to go to Eastbourne Tennis Tournament (June 26-July1) sometime ago. It's friendly, fun, small but always has a few good professional players, normally in the women's draw

Little did we realise that this year Novak Djokovic and other top players would be playing because they needed to get more practice on grass.

Djokovic has never in recent years, since he's reached the top, played a grass court tournament before Wimbledon. But he's not been playing well this year and felt he needed to prepare differently.

He beat Gael Monfils in the final 6-3, 6-4. He called it "A wonderful festival of tennis" and was extremely popular with the crowd.

Who knows if he will win Wimbledon, but his heart and head are now in a better place.

**How do you prepare for the big game? What's your Eastbourne?**

## **Being Generous**

Last month a famous Argentinian golfer Robert De Vincenzo died. He had won the British Open in 1967 beating Jack Nicklaus by two strokes. But perhaps he was best known for giving away his winnings from a tournament in Argentina.

After winning this particular tournament, a local woman asked for his financial help to save the life of her baby daughter. He immediately endorsed his winner's cheque to her name.

Later that evening a golf friend told him that the woman didn't have a sick child. That she was a liar. De Vincenzo said to his friend: "So the baby never died. That's the best news you could have told me."

An uplifting story, which makes us think how we can be generous, not just with money but with our time.

**The more of us that do it, the better it becomes for everybody.**

**Good luck with your stories, presentations and pitches in 2017**

*Barry Graham & Sally Clare*



28 Gloucester Road, Richmond, Surrey TW9 3BU T: ++44 (0)208 605 3782 M: ++44 (0)7976 919057 W: [speakersco.co.uk](http://speakersco.co.uk)