



# Planning the Pitch

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Our liquor-infused meetings can often seem jumbled. It's hard for the secretary to keep everything in order! It seems she got this conversation all mixed up.

**Roger:** Thanks for meeting, gentlemen. We need to schedule a time for the lima beans pitch. When works for everyone to fly out?

**Don:** I disagree - We have enough A-1 ideas to bring them to the client. They're not perfect, but we're dancers. We can tango our way through this one. A drink, Pete?

**Pete:** You upset Roger, Don. Nice 'tango'.

**Pete:** Make it the Echo Canyon course and I'm on board.

**Pete:** It's too soon to talk flights. I'd echo what was said yesterday: We're not ready to show it to the client yet.

**Roger:** We'll do it - That's their favorite course. Anyone for a refill? And what ideas have you straight-shooters come up with for this tango?

**Don:** I have one better, Pete: "The beans preferred from India to Ireland."

**Roger:** Damnit! I'm the alpha here, and I say a Shakespeare story isn't going to move beans. You're not dancing your way out this time.... [silence]

**Pete:** Sure, I'll have another. "Lima beans: the best for your family."

**Pete:** Indeed, there must. This is precisely why I echoed the concerns about us being ready. Who is ready for another?

**Roger:** Well Pete, Don has high level ideas but he knows this account better than anyone. If he thinks we're ready, we'll go forward. Let's stay casual, though - Over a round of golf, we'll see how the client likes what we've come up with.

**Don:** I'll take one, Pete. We can still make this work: Imagine a Romeo-esque love story, with the beans as the central turn...

**Pete:** Nothing like the first drink of the day. If you think we're ready, though, you must be like those hippies: As high as the Sierra Nevadas.

**Don:** But do we still get to go to Echo Canyon?

**Roger:** No, Don. No Delta flight to the canyon. Bring me a better pitch.

**Roger:** Pete? Don? You expect those slogans to get a 'bravo' from the client? There must be something better.

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