

# Planning the Pitch (Location)

## SOLUTION

The conversation must be reordered to make logical sense. The first entry on the page is the first line. Conversation in proper order:

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

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.

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: 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.

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.

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

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**?

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

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

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

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

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...

Roger: Damn! 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: You upset Roger, Don. Nice '**tango**'.

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.

Each sentence has one word from the NATO phonetic alphabet included. They are bolded above.

Take the letters represented by the NATO words to get the solution:

LETSGETLIBERATED, or LETS GET LIBERATED (a phrase from the show)