



Agency-Client Relationship Experts

Public Relations | Advertising | Design | Digital | Research

## about RSW

RSW uses its strategic marketing and selling expertise in conjunction with its full team of professionals to help you:

- deliver qualified, high-interest prospect meetings.
- better position your agency “brand” in the marketplace.
- create a more consistent stream of new business opportunities

## what makes RSW unique

1. RSW is marketing-centric in its approach to business development. RSW believes that marketing an agency isn’t very different than marketing a brand. An agency should have benefits that are distinct and compelling, with reasons-to-believe (past experience/expertise) to support these benefits. RSW uses this philosophy when building “the sale” for its agency partners. We start with an immersion kick-off meeting and turn around with a positioning statement presented to the agency principals for review. Once this positioning is agreed to, it serves as the foundation for which all other business development support materials (e.g. letter copy, email copy, talking points, one-page sell sheets) are built.

2. RSW only delivers qualified leads to its clients. We are not a churn and burn organization, nor a telemarketing firm. We won’t deliver meetings where the prospect wonders why you are there. We deliver meetings that make sense, where opportunities exist, and prospect interest is high.
3. RSW is fully visible with all activities. RSW never hides in the shadows. In addition to a written monthly report and conference call with your New Business Manger (NBM) and Account Director, your NBM will reach out throughout the month to talk about opportunities, make recommendations, and exchange insights.
4. RSW constantly adds value without having you pay more. We believe the work we do must go beyond lead generation in order to be of long-term value to you. We believe we have to be more holistic in servicing on all levels. RSW has developed PR programs for client wins, been a sounding board for new business pitches, and made recommendations to improve website communication and content.

## what you will gain

- a well developed brand positioning for your agency to set you apart from your competitors
- the focus you need to expand your business development efforts, without taking resources away from your current clients
- a unique combination of targeted business development efforts, which tracks activity and identifies the most qualified prospects
- the opportunity to meet with pre-screened potential customers who are specifically interested in your services
- the opportunity to reduce overhead and increase flexibility

## who can benefit

Agencies involved in:

- Advertising
- Marketing Services
- Package Design
- Marketing Research
- Internet Applications
- Public Relations
- Media Services
- Promotion

## how to reach RSW

Contact Mark Sneider at 513.559.3101 or mark@rswus.com or Lee McKnight Jr. at 513.559.3111 or lee@rswus.com. You can also visit our site at rswus.com or our blog, “The ANB” at agencynewbusiness.com.