

## RSW/US

- Methodology
- Benefits
- Deliverables

### About RSW

RSW/US is an outsourced lead generation/business development firm that only services marketing organizations (e.g. advertising, PR and digital).

RSW/US was established in the U.S. in 2005 by Mark Sneider. Mark was a former client of RSW, having hired them out of London (where it started in 1992) to represent the marketing services firm he managed for seven years. He believed that other marketing firms in the U.S. could benefit from the same supporting service.

RSW/US 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
- facilitate the close

### How RSW/US works

We assign a tenured new business director (15+ years of marketing/sales experience) who reaches out to a pre-agreed list of prospects on your behalf via post, phone, digital, and social mediums.

To the outside world, they look like they’re part of your firm (they have an email box and voicemail box in your organization). Their goal is to find qualified leads, set meetings on your behalf, and help you move closer to close.

At the outset of the program, we develop a communication strategy/brand story to frame the best way to represent your firm, in a compelling way that differentiates your position in the market.

We have a dedicated team internally who builds lists for programs. We manage all the mailings and electronic outreach for the programs.

We build content drafts for collateral to support the program – both at the outset and on-going.

### What you will gain

- 20-24 qualified meetings during the course of a year
- 30-50% of all meetings turn into bid, pitch, RFP opportunities within a few months of the meeting
- 90% of clients with RSW/US for more than a year experience a 2x-7x payout on the program

### Who can benefit

Anyone in the marketing services space can and has benefited from RSW/US services. We work with a variety of different types of firms (from digital, to PR, to full service agencies) and of varying sizes. We work with clients across the country, from New York, to Southern California, to Florida, to North Dakota.

### How to reach RSW/US

Contact Mark Sneider, 513.559.3101 or [mark@rswus.com](mailto:mark@rswus.com) or contact Lee McKnight Jr., 513.559.3111 or [lee@rswus.com](mailto:lee@rswus.com).

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