

RSW/US vs. other firms

1. **Better qualified leads/ meetings.**

30-50% of what we turn over to clients turns into some kind of bid, pitch, or proposal action within a few months after the initial meeting.

2. **Superior lists.**

We have a team of list builders and cleaners on staff at RSW/US. Each list is built and cleaned just weeks before the program begins so it's more accurate.

3. **More Marketing-Centric.**

We reach out to prospects the same way you might manage your clients. We define your offering in a compelling way, differentiating your market position while maintaining consistency of messaging throughout the program.

4. **More Experienced**

The people who represent our clients come to RSW/US with 15+ years of marketing/sales agency experience.

5. **More proactive at managing accounts.**

You don't have to come to us to make the programs better, we come to you with new ideas.

6. **Marketing service firm exclusive.**

We know better than broad-based lead gen firms what works/doesn't work for prospecting in your space.

7. **Superior program control.**

All of our New Business Directors, as well as the rest of the RSW/US team are on site.

8. **Closing Facilitation.**

Our people aren't just commission based, which can place the incentive squarely on finding a meeting, without much regard for its quality or whether you close. Our New Business Directors are given good base salaries, along with bonuses based on the quality of meetings set and business you close.

9. **Full Service Support.**

We help guide the development of website redesign, provide counsel on capabilities presentations and can monitor your prospects' social media activity for example, all as part of the program.

We develop content and collateral drafts for our client programs, as well as manage the mailings for our clients. Additionally, we stay on top of news in the industry to better serve our programs.

10. **More transparent.**

You'll have weekly conference calls with your New Business Director as well as monthly update meetings (with reports) that include more of the RSW/US team.

11. **We reach out with relevancy.**

We don't just pound our chests to shout out how great our clients are to prospects. We look up news about prospects to show them we have some empathy/understanding of their world, then we bridge their situation back to your experience, showing them why we can help them achieve superior results.

12. **Not as expensive.**

13. **We deliver insights beyond the day-to-day management of programs.**

RSW/US is continuously surveying marketers and agencies to better understand what clients want and how agencies can more effectively deliver. These insights feed us a constant stream of valuable content delivered to agencies throughout the year.

14. **Walking the talk.**

We use the same methods for our client outreach as we do to generate new business for RSW/US.