

RSW/US vs. an internal hire

The lifespan of a new business manager is about 18 months.*

Here are some of the reasons we're typically given for this revolving door:

1. Too many responsibilities.

Agency principals divert the attention of the new business manager so he/she can't stay focused on generating leads.

2. Wrong skill set.

A quote that came to us directly from an agency principal, "I remember you well. You were the (accurate) predictor of our (then) sales rep's impending demise..." Too many agencies try and hire the ex-healthcare sales guy or the ex-print production sales guy without regard for their real understanding of the agency business.

3. No methodology. No consistency.

Few new business managers come in with a well-grounded methodology. They might do well with 10-20 "Priority A" prospects, but often have difficulty beyond that.

4. One person can only do so much

While one person can reach out to prospects, time still has to be allocated to the critical tasks of implementing ongoing strategy, follow-up, content creation and list building/cleaning.

5. Little-to-no value.

"Setting up useless meetings" is one of the top reasons agency principals note as the reason why new business managers fail.* New business managers get desperate, and they just start pushing.

RSW/US accomplishes what an entire team would accomplish for your agency.

Here are the top 11 reasons agencies have given us for hiring RSW/US.

1. RSW/US new business directors have 15+ years of marketing/agency sales experience.
2. Ability to immediately bring a market-proven strategy to the table.
3. Writes and/or drafts new business collateral content for programs including: case studies,

introductory mailer/digital pieces and trackable, value added emails used ongoing.

4. Provides targeted list building/cleaning.
5. Manages the process consistently months and years into the program.
6. Manages all monthly mailings and/or digital outreach.
7. Orchestrates and ensures each meeting happens after it's set.
8. Provides detailed snapshots of the company and prospect prior to the meeting.
9. Conducts follow-up, post meeting to ensure all the necessary steps are taken.
10. Monitors prospects' social media activities, orchestrating any useful information into prospecting efforts.
11. Provides incentives to new business directors, not only to get great meetings but also incentives when the client closes business.

* Based on RSW/US 2008-2009 New Business Manager survey results.