

## The Added Value of RSW/US

### Pre-Prospecting Preparation

#### Communications Strategy Development

We build a communication strategy/brand story at the start of every engagement so that messaging is compelling, differentiating, and consistent throughout the program.

#### Prospecting Plan Development

We develop an organized plan, detailing what supporting material needs to be built and how to sequence the material so that it maximizes the effectiveness of the program.

#### List Development

We build and clean targeted lists within weeks of the prospecting effort to ensure maximum productivity.

#### Content Development

We write new business collateral content for programs including case studies and introductory mailer/digital pieces.

### Prospecting Support

#### Ongoing value-added email development

We draft content monthly for trackable, value-added email outreach programs – drawing from blogs, white papers, social media efforts or other external sources.

#### Company/Prospect Snapshots

Detailed snapshots of the company and prospect provided prior to each meeting.

#### Social Media Monitoring

We can monitor prospect activity to supplement RSW/US's targeted prospecting process with the most current information.

#### Coaching/Strategy Planning Pre-Meeting

We provide counsel leading up to the initial prospect meeting.

### Post Meeting Support

#### Post-Meeting Strategy Discussion

We often discuss strategy for follow-up after meetings to improve chances for closure.

#### Post-Meeting Follow Up Support

We can write content for follow-up communication and ensure any follow-up meetings are scheduled accordingly.

### RFP/proposal review

Prior to submission, RSW/US can offer its expertise in reviewing RFP responses or proposals.

### Ongoing Tracking of Post-Meeting Progress

RSW/US New Business Directors can track deadlines, additional meeting re-scheduling and additional prospect requests to ensure all the necessary steps are taken to move activity closer to close.

### Other Support

#### Site Recommendations

We can provide recommendations for redesigning websites or for new category-specific landing pages used specifically in prospecting.

#### Survey Development/Management

We can also develop and manage surveys to prospects for our agency clients. This allows you to garner industry-specific data to use in your prospecting or other activities.

#### Pre/Post Tradeshow Prospecting

We can book meetings at trade shows as well as follow up afterwards.