

\$2M E-Media Agency

Objective:

This e-media agency was interested in building a constant stream of prospects interested in the work offered by this e-media agency. The agency was not interested in working on a CPA basis, but rather was only interested in CPM type work. This agency had a sales person on board who also was helping with reach out, but this agency wanted to extend their reach. They turned to RSW to help.

RSW Impact:

RSW's new business manager had to get fully up-to-speed on the huge variety of offerings and types of media in the e-media industry. In addition to studying the client's selling and presentation materials, the new business manager spent a number of hours in training with this client to insure that they were well prepared for virtually any situation.

Given the nature of this industry, this effort required more calling than a typical RSW business development effort.

RSW created talk sheets and mini-presentations they could easily be pushed out to prospects electronically when asked for more information about the agency.

This client had recently attended a couple of trade shows, so they came to the table with an enormous volume of potential prospects. Challenge was knowing who (among these very large lists) was right for this client. With many prospects working on CPA, it was vital that RSW quickly cut to the core of a prospect's needs and find opportunities that were right for this client.

The new business manager began each calling effort by checking out websites to see if they could determine how the prospect operated. Minimally, they were able to glean some insights about the prospect that helped them in their prospecting efforts.

RSW was able to turn over up to three bid/pitch opportunities during each of their calling sessions for this client as a result of our efforts.

Agency Success:

This agency has won a number of pieces of new business as a result of RSW's efforts and there has consistently been a pool of warmer prospects within this program.