

\$5M Marketing Research Firm

Objective:

With the key managers in the firm focused on managing client relationships, this firm reached out to RSW to help manage the process that proved too time-consuming and difficult to manage inside.

RSW Impact:

Through the discovery process, RSW helped this agency sort out the more saleable product/service offerings and focused them on only those that ultimately proved to be most attractive to the prospects.

RSW developed a very focused communications strategy that was carried across all touch points with prospects (i.e. letter copy, new business manager talking points, one page talk sheets).

RSW also had the unique advantage of having worked in the research sector in past lives, so we could be of real value in knowing how to penetrate and effectively connect with research prospects.

Client Success:

Over the course of two years, RSW opened up forty-plus doors for this firm