

NEWS RELEASE: Marketing & Advertising: New Business Development Study Releases Today



RSW Study Reveals Most Internal Agency Business Development Efforts Fail
Agency New Business Development Manager Study Released June 5

Cincinnati, OH – June 5, 2007 – If you are an advertising, public relations, website development or graphic design agency seeking to grow, today may just change the way you go about securing ever more elusive new business. According to the 2007 Agency New Business Development Manager Report released today by agency lead generation firm Reardon Smith Whittaker (RSW), nearly 85 percent of agencies continue to hire new business development personnel internally hoping that “this hire will be the right hire,” – yet the vast majority in that position are gone within 18 months. The full study is available for free download at www.rswus.com, and is filled with practical insights on bettering new business development efforts.

According to findings from the study, most agency principals say that garnering new business is a more difficult than it was three years ago, with nearly 40 percent stating it is “harder” or “a lot harder” to generate new business for their firm. According to RSW US managing director Mark Sneider, it is the classic case of the cobbler’s children with no shoes as agency principals struggle to find the time and the right expertise to help them bridge the gap between agency work and agency growth.

Sneider said the perspective provided in the new study will be of significant value to agencies seeking more efficient growth, and looking to better the overall new business development program – whether through use of outside services or shoring up the efforts managed internally. “The belief that bringing a new business manager in-house is the only way to effectively get the job of prospecting done is a fallacy. The fact is, nearly two thirds of the agencies surveyed that have hired a new business manager internally over the past three years have replaced that person at least once, and a staggering one third have replaced them two or more times. It’s not the person, it’s the position. The survey clearly shows that it’s time for agency leaders to try something different.”

Nearly half say the last person hired for the new business manager position is no longer with the agency. The top reason cited for failure of a new business development manager is contained within the survey. Sneider added that valuable and informative 2006 Agency New Business Survey remains available for download at www.agencynewbusiness.com, and the agency brand potency test can also be accessed at www.agencybrandpotency.com where agencies can assess how their firm stacks up against the competition in attracting new business.

###

Reardon Smith Whittaker is a lead generation and agency branding consultancy that operates like a virtual new business development group to help agencies build pipelines of qualified new business opportunities and more effectively position themselves in the marketplace. More information can be accessed at: www.rswus.com or by calling 513.898.0940. Sneider can be contacted at mark@rswus.com.

Media Contact: Rodger Roeser, APR
Eisen Management Group
rroeser@eisenmanagementgroup.com
859.586.4302

Editors Notes: Full Survey Available

Sneider Interview Available

Sneider Interpreting Data Available