



How RSW/US Helped a Healthcare-  
Focused Full-Service Agency  
Connect the Dots to Win AOR  
Relationships Worth Over \$5 Million



CASE STUDY



## Agency Profile

Full-service firm of about 25 people

Based in Jacksonville, FL

Experience in Medical, B2B & Consumer



## Prospect Profile

The agency won several new pieces of business over the course of its multi-year relationship with RSW/US.

Essilor of America was their most recent win.

# The Challenge

- While this agency came to RSW/US with clear objectives, an appreciation for new business methodology and excellent collateral, they were having trouble winning new clients.
- Previous new business efforts with internal representatives hadn't delivered consistent results.
- The agency founder knew she needed new business expertise that would bring objective, candid insight and provide counsel on a peer-to-peer level.

# The Process

Every RSW/US Program Contains:



### Value-Driven Prospecting

Each client has a tenured New Business Director (NBD) with 15-20 years' experience in sales and marketing. Ongoing, value-based, and consistent exposure to prospects is part of every program



### Database Development

We are firm believers in combining human intelligence with technology to build lists – one company at a time and one prospect at a time. We meticulously and strategically develop each list.



### Tech Stack

Our tech stack is an integral part of every client program, from database creation to ongoing prospecting efforts. We pride ourselves on ongoing reviews of current technologies/platforms.



### Ongoing Content

Our MarCom team audits client content assets prior to program start, and make recommendations for additional content ideas they would like to see developed, working with your team to implement those ideas.



### Multi-platform Prospecting

We know successful programs must include multiple mediums used in concert with each other, including phone, email, social media, direct mail and technology in order to break through effectively.

# The Path To Success

The client operated in the competitive pharmaceutical and hospital markets, but RSW/US also sought to leverage experience in related segments such as vision care, skin care and aesthetics. The pursuit of lucrative market niches as well as the broader healthcare industry, meant that communications had to reflect the nuances of each market segment.

Despite early promising opportunities, the agency was struggling to close business. Their approach in meetings was sound, so the New Business Director and RSW/US management recommended reviewing proposals before the agency submitted them to prospects. Seeing that the agency's proposals consisted primarily of recommended services and associated budgets, we saw that room for improvement existed.

The RSW/US team coached the agency on "connecting the dots" for prospective clients, establishing clear links between the agency's experience, the prospects' needs, and the solutions the agency was capable of delivering. In this case, we helped them exhibit how past experience with a large company in another segment of the vision care industry translated to the prospect's needs and objectives.

On average, a new business director at an agency lasts 18 months.

RSW new business directors have an average tenure of 8 years.



Winning **AOR status with Essilor of America** was a significant achievement, bringing **\$4.5 - \$5.0 million in billings**. Additional wins included being named **AOR for Valeant Aesthetics** and securing a **PR retainer for Hu-Friedy**.

## Contact:

Lee McKnight  
VP Sales  
513.559.3111  
lee@rswus.com

*RSW/US is an outsourced agency lead generation and new business development firm that works exclusively with marketing service companies to find and win new business.*

*We help agencies by better positioning them in the market, finding qualified leads, setting meetings and helping move them closer to close.*