



# How RSW/US Helped a Midwest Agency Close with a National Professional Services Organization That Was Just the Right Fit



CASE STUDY



## Agency Profile

A Midwest agency that's part of a global network with expertise in division-level and small business communications.



## Prospect Profile

Management services organization offering human resource, benefits administration, and professional development solutions serving 30,000 small to medium-sized businesses nationally.

# The Challenge

- Part of a global network, this agency works with division-level and small business units in the B2B and B2C space.
- Their primary source of new business, referrals, was declining and new business development was a shared responsibility among account managers.
- A lack of a new business apparatus was compounded by a loss of a large legacy account that was taken in-house and consolidated with other partners.

# 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 in 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

To start, the Operations team custom-built a target list of companies adhering to tight parameters: mid-sized, based in the Midwest, and that didn't conflict with existing clients within the network. The RSW/US new business director then went to work zeroing in on prospects facing challenges with a small business unit or at a division level.

In the first few months of prospecting, RSW/US helped the client open up numerous proposal and RFP opportunities. One prospect in particular was acquiring a small business to complement their service line. The RSW/US team supported the agency's prospect nurturing with timely and relevant news content that illustrated the agency's interest and familiarity with the prospect's ongoing acquisition.

The RSW team also provided counsel that helped the agency develop compelling proposals exhibiting how their capabilities could solve specific problems facing the prospect. With this, wins started adding up.

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

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



Winning an initial project, our client rolled that into further work with the prospect's corporate parent company, resulting in **\$350K** in billings and an ongoing relationship.

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***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.***