

How RSW/US Helped a B2B-Focused Marketing Agency Land a Seven Figure Win with a Major TeleCom Company



CASE STUDY

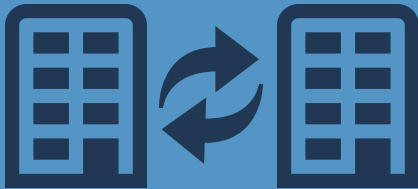


Agency Profile

Large full service branding & advertising agency.

Located in New York City and staffs 100+ employees

Specializes in building brand relationships for B2B & B2C companies



Prospect Profile

Large B2B Organizations

Unique start-ups

The Challenge

- Prior to coming to RSW/US, this agency generated most of their new business through referrals.
- They hired someone to manage new business in-house, but it didn't work out. This left them without a consistent new business strategy in place.
- They brought RSW/US on board for a more proactive approach to building their client base.

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

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

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

The New Business Director for this account understood that getting through the door is half the battle and that there is never just one way to gain access. After months of persistent and polite outreach against one of this agency's priority prospects, the NBD made an initial connection leading to a capabilities presentation – which eventually landed us a conversation with the appropriate decision-maker. The key to making that initial connection was a long-term prospecting mindset that built strong relationships at every stage.

The NBD and agency client went into each prospect sales engagement with an achievable goal...even if it meant simply getting an opportunity to present or a referral. With that specific goal in mind, they laid out a strategy for every stage of the process, which included a dedication to do whatever it took to reach that goal.

While the initial project came after seven months, the entire process took nearly a year and half, and 4 different referrals, to reach the decision maker – and the ultimate win.



An initial project with CommScope for \$200K led to ongoing work, which included a **major project for more than \$1M.**

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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.

RSW/US
New Business Solutions for Marketing Agencies

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