



How RSW/US Helped a Pharma Focused Marketing Agency Win New Client Work to Fuel Continued Growth



CASE STUDY



Agency Profile

Focused on Biotech, MedDevice and Pharma industries

Large Agency of about 100 employees

Offices in Philadelphia & San Francisco



Prospect Profile

A pharmaceutical company that develops new cancer therapies.

Their needs included a strategy to address healthcare professionals, as well as patients and their families.

The Challenge

- This agency was on a fabulous growth curve, more than doubling its size in 2011 to nearly 100 employees.
- Exciting as that was, leadership knew they needed to step up new business efforts to ensure on-going vitality.
- However, they wanted to keep client-focused strategists and creative people fully engaged on existing business. At the time they engaged RSW/ US, only two people in the firm, the Owner and EVP, were dedicated to new business.

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

The RSW/US new business process is far more than making phone calls. Our New Business Directors prospect strategically, using targeted proprietary lists and researching prospects in-depth before reaching out. Even that first call is intelligent and relevant. Moreover, RSW/US NBDs stay involved beyond the first meeting, helping our clients move closer to closing successfully.

Our consistent, multi-channel approach to outreach was the key to getting the door open with this prospect. We know that the first touchpoint will rarely result in an opportunity and that polite persistence is a powerful tool. In this case, the prospect's needs were longer range and a series of other "hot" business priorities extended our contact with him for a period of months.

Follow-up paid off. Throughout the process, our New Business Director was disciplined and persistent, while professionally developing the prospect relationship through this phase. After the NBD secured a meeting for our client, he also supported the Owner and EVP as they continued to develop the relationship and manage it through to close.

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

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



An **initial \$150K design assignment** with this pharmaceutical company, opened up further **strategic planning responsibilities worth an additional \$300K.**

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.

RSW/US
New Business Solutions for Marketing Agencies

6725 Miami Avenue, 2nd Floor
Cincinnati, OH 45243