



How RSW/US Helped a Full
Service Agency Win a Six-Figure
Piece of Business with One of the
Nation's Largest Insurance
Companies



CASE STUDY



Agency Profile

Mid-size, full service agency.

Focused entirely on insurance industry.

Headquartered in Connecticut.



Prospect Profile

Large, national insurance company with agent marketing groups and B2B/commercial lines.

The Challenge

- This full service agency focused on the insurance industry came to RSW/US after several disappointing attempts at generating new business.
- The agency had cycled through three different Business Development Directors in as many years, with little or no client acquisition as a result.
- Additional direct mail campaigns had also failed to generate new business opportunities.

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 RSW Operations team built a list for the agency, which included the 5th largest P&C insurance company in the nation. This prospect was a perfect fit for the agency, so the New Business Director committed to making the connection.

Like most top-tier insurance companies, it was difficult to break through via email but RSW/US outreach is bolstered by a combination of digital tools to gather intel on the company and prospect, phone outreach, and direct mail (an uncluttered and effective space today). In this case, the direct mail campaign, which included a brochure that featured success in the category, was especially effective.

Initial phone conversations revealed challenges the prospect was facing but no immediate need. However, the relationship that developed and the prospect's increased awareness of our client's industry experience would pay off. Later, when the agency principal was introduced to additional members of the prospect team, one member was surprised to learn that we were not introduced to the company by the traditional referral. He commented, "No one gets in"... but RSW/US did!!

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

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



Six months after the initial meeting with the fifth largest P&C insurance company in the country, the agency signed a contract for a project in the **six-figure range**.

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