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Agency NEW BUSINESS PRACTICES for Q4

What agencies can do right now to foster organic growth with current clients and drive new business with prospects—in and out of a pitch.

1

TAKE A TEMPERATURE CHECK

In the throes of the day-to-day work, communicating on the larger goals and opportunities of a client-agency partnership can get lost. A performance evaluation or informal check-in one to two times per year can make a huge difference in the health and optimization of your relationship.

2

ASSESS YOUR SCOPE OF WORK

If business needs and agency deliverables have changed, go beyond minor tweaks to last year's scope of work. Take the time to ensure the scope reflects the work you're doing now and the needs of your client as you head into the new year.

3

TAKE STOCK OF YOUR STAFFING PLAN

Ask yourself: do we have the right people for the needs of our client's business today? If not, it's time to revisit your staffing plan. Pro tip: Clients don't want to see people on their plan who are less than 10%.

4

BE A PROACTIVE PARTNER

First, implement a culture of curiosity. Then, make sure your long-term clients know they're getting the lion's share of your strategic thinking. Keep your partnership fresh by always bettering your processes, approaches, strategy, etc.

5

KNOW THE TRICKS OF YOUR CLIENT'S TRADE

Know your client's business. Read your client's industry trades, understand their business model, learn how they make their money. And this goes for everyone on an agency team—not just account management.

6

BE SPECIFIC (AND HONEST) ABOUT YOUR AGENCY'S ABILITIES

When pitching new business, you don't have to be a jack of all trades. *What do you do best?* Lead with specifics and explain what challenges you're best at solving

7

TARGET YOUR TOP PROSPECTS

Focus your new business efforts by identifying your top prospects by brand, vertical, or business challenge. Coming up with your own client short list and circulating at your agency will help streamline your efforts

8

KNOW WHEN TO SAY NO

Saying “no” to new business is hard, but sometimes necessary. Reviews are costly and can demotivate employees if it's a pitch you really can't win.

9

PLAY BY THE RULES

Deliver on what the client is asking for in a pitch. Meet the requirements at each stage of the process. Before you show extras, truly answer the assignment.

10

DO SWEAT THE SMALL STUFF

Now that many pitches are back in person, you must be all in or all out. The devil is in the details, and often separates #1 from #2. Having the correct client logo, a deck that's legible on a big screen, a rehearsed presentation— these things matter.