

CASE STUDY / 400

Blossom is traditionally engaged to help agencies find and train either executive or manager level new business professionals. However we are always sensitive to the fact that each agency is structured differently meaning the right solution can only be determined through a thorough understanding of how the business operates and what its goals are.

400 Communications, a small but extremely well established design agency needed someone in place to create new opportunities for the business as well as managing and growing relationships with existing clients.



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CHALLENGE /

The challenge was different for Blossom in that we needed to find someone who was experienced in both client management and confident enough to proactively develop new ones. We worked hard on the copy for the advertisement and within 4-weeks we collaboratively found the right person for the job.

INSIGHT /

Knowing that the role would flip between client delivery and new business at any time, we had to ensure that any campaigns were tactical and focused – always playing to the strengths of the agency. Emphasis was placed on the importance of marketing collateral, both softcopy and hardcopy. 400 also has an impressive frequency of inbound enquiries, so we had to work hard to make sure only those that culturally align to what 400 do were engaged.

SOLUTION /

With a background in client delivery and account management we found the successful candidate needed to brush up on their new business skills. As such she spent a month with the Blossom team. During this period we developed a manageable new business strategy, helped refine the message 400 were taking to market and created a well-defined targeting model.

RESULT /

Through careful communication and planning, Blossom and 400 worked together to ensure all the tools, processes and messaging were in place and ready to deploy in the right order.

400 Communications has a confident and experienced new business / client services manager in place. Shortly after the Blossom programme they won a substantial piece of new business with a leading security firm. They have a strong proposition to take to market and have a very strong platform to grow from.

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Blossom's people got to know me quickly and accurately, and placed me in a position with the perfect agency – I cannot imagine being anywhere else now! They ensured that I knew exactly what to expect throughout the interview and in the role itself, and the training was invaluable in having a third party eye to make sure that myself and the agency were working from the same page in terms of developing business, and also helping me develop the skills to do that. Overall it was an easy and efficient process, can't recommend it enough!

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