



CASE STUDY

5ONE

Challenge:

5one, which specialises in customer analysis and loyalty, was undergoing significant change when they approached us to find a new business manager. Having received additional investment they were keen to implement a robust plan to achieve steep targets. It had been a year since anyone had been responsible for proactive new business within the agency, so there was also a need to re-establish systems and processes to enable the new recruit to carry out their responsibilities effectively.

The Solution:

Time was of the essence but it was also imperative not to cut corners in finding the right calibre of candidate - someone suitable for the task of cold business generation - quick thinking and analytical (given the nature of 5one's business) but also with the potential to ultimately take on a position of leadership of a team of people underneath them.

Blossom provided the directors of 5one with a shortlist of candidates with the right balance of commercial ability and analytical skills within just 2 weeks. Once the candidate was in place, we fine-tuned 5one's message to ensure it did justice to the breadth of their abilities whilst positioning them properly against the competition. And while the targeting focused on retail to start with, we built in targets in new sectors where their loyalty proposition would be highly relevant.

In tandem, we provided their new business executive with training to ensure that gaps in his experience, particularly sales skills, were filled. As well as 'classroom' style sessions, we also provided extensive on-the-job training on everything from the practical sales skills of closing, to pace, time management and style. Lastly we provided both the new business executive and the directors with a sounding board in terms of communications and the production of marketing collateral.

Outcome:

The three-month training programme brought about significant changes. The new business executive, despite being based primarily at Blossom's office for the training programme, established himself within the agency as a highly capable new business person, providing the team with valuable support in proposal writing, generating numerous new opportunities and having significant input in several new business wins for the agency. With our support, he was also instrumental in the production of much-needed marketing collateral.



To whom it may concern,

5one engaged Blossom to both search for and train a New Business Development Manager - a position that our business had lacked for over 12 months. With incredible speed, they not only found an outstanding candidate, but also rapidly equipped him with the bedrock of key skills, which has already helped add demonstrable value to this critical area of our business.

Geraint is now confident not just in setting up meetings over the phone, but also participating in and leading them face to face with clients - all this alongside the major contribution he's made to improving internal and external communications.

Furthermore, as the pace of our new business activity has picked up, Blossom have remained fully involved and committed, willingly demonstrating a flexibility of approach, but without sacrificing their core training and development principles.

This has contributed greatly to 5one being able to secure 2-3 significant new business wins during Geraint's first 4 months, but doing so in parallel with the provision of a comprehensive induction in the required capabilities.

I would have no hesitation in utilising Blossom again as our New Business team expands or in recommending the service they provide to other agency and/or consultancy clients.

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