

BLOSSOM - CASE STUDY

LOYALTY MARKETING AGENCY – 5ONE

BACKGROUND

5one, who specialise in customer analysis and loyalty, were 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 for achieving steep targets, and as such were looking to find a new business person to spearhead a prospecting programme.

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

With the new investors keen to see rapid results, time was of the essence. However it was also imperative not to cut corners and to find 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.

After a thorough process of screening, we put forward the most suitable candidates from our database, and the directors of 5one were able to select an excellent candidate with the right balance of commercial ability and analytical sensibilities within just 2 weeks.

Our first priority, once the candidate was in place, was to fine-tune 5one's proposition, to ensure that it did justice to the breadth of their abilities and to position them properly against their competition. We needed an articulation of their message that emphasised the high-level they operated at, while at the same time was engaging for decision-makers who might not have used their kind of services before. And while the targeting was to focus primarily on retail to start with, we also built in targets in new sectors where their loyalty proposition could be very relevant. The Blossom team provided guidance on every aspect of this process, keeping things on track and moving forward as swiftly as possible.

While this was going on, we provided their new business executive (whose background was in management consultancy) with intensive 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.

We also provided both the new business executive and the directors with a sounding board in terms of communications and the production of marketing collateral.

OUTCOME

Our three-month relationship with 5one has seen significant changes within their business. Their new business executive, despite being based primarily at Blossom's office for the training programme, has established himself within the agency as a highly capable and reliable 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 has also been instrumental in the production of much-needed marketing collateral.

5one's steep new business targets for the year are already within sight after just 3 months, and the team is looking forward to a record year.