

30 April 2008

To whom it may concern,

I vividly remember the moment I discovered Blossom's advertisement in the Media Guardian. They might as well have plastered my name in big bold letters across the top - their proposition seemed perfectly attuned to my particular career needs. While I had grown sceptical of recruitment services, the idea of a training consultancy that specialised not only in placing people in business development roles but also *preparing* them intrigued me enough to give them one more shot...and I'm glad I did.

I had spent the previous six months trying in vain to fulfil a loosely defined 'new business' role in an unsupportive work environment that left me rather cynical about the effectiveness of such a position in any agency setting. I was nevertheless keen to continue building skills in business development - only this time within an agency that matched my personality and with the appropriate training and support so often overlooked by employers.

I chuckled at first when Blossom matched my profile to that of a thriving brand building agency called Elephants Can't Jump. With a name like that, I knew they already shared my sense of humour!

The experience could not have been more enjoyable. Throughout my time at Blossom, not only was I given the time and space to stand firmly on my feet, brush off my knees and start anew, but I could ask questions without shame, make mistakes without blame, and build the self-esteem and confidence so vital to such a demanding role. To top it all off, the Blossom office was a pleasant environment and my mentors some of the most patient, intelligent and kind people I have ever met.

I have been a proud, full-time member of the Elephants 'herd' for over six months now and am amazed at what I have accomplished so far. Blossom helped me understand how best to present the company proposition to new prospects, in both written and verbal communications. I have since used these learnings to work with the team at Elephants to develop and launch our first official company brochure. The skills I gained also meant I could contribute to the refinement of our pitch process, which has led to lots of new wins. I have discovered that business development roles are extremely valuable and fulfilling when supported by both the appropriate tools and know-how to do the job right, as well as a great staff.

Most important of all, I walked away from Blossom feeling confident and able to do my job well and make the best decisions to help grow the business of my agency...which is something I (and the rest of the herd!) will be thanking them for a long time.

Kate Lovell
Business Development Manager
Elephants Can't Jump
www.elephantscantjump.com

