

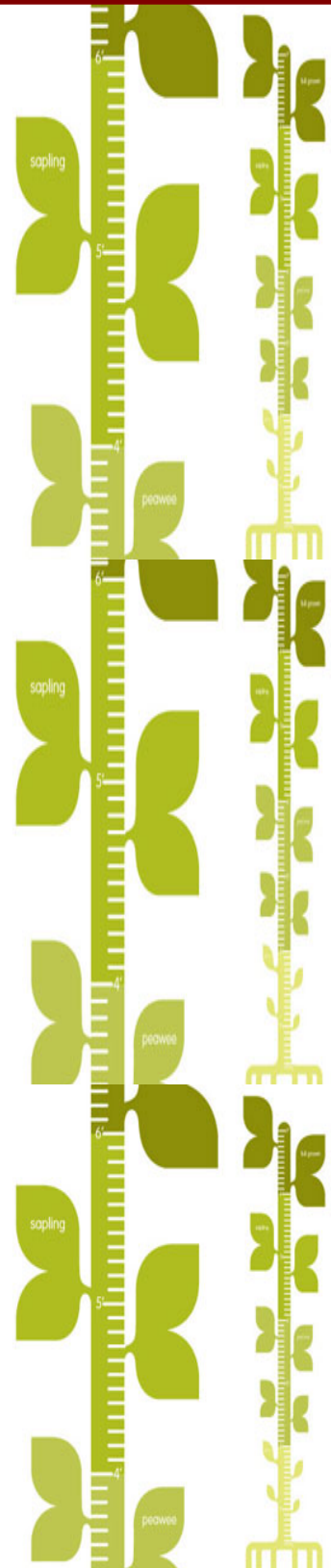
Our clients employ us to find and train the right new business person for their agency. To do so successfully, they also consult us on every aspect of their sales and marketing strategy. The big question we're always asked is for the investment, what can I expect from my new business person? What follows are the actual facts and figures based on every assignment to date...

- In 2007 and 2008 we completed two major pieces of research on the behaviour of new business people in the marketing services sector. One of the key findings was that the average length of time they stay with their agency is **12-months**. The average tenure for a Blossom trained new business person is more than double (**26-months**)
- After 12 months, Blossom-trained new business people generate on average ROI of **12:1** on the total investment of both them and Blossom
- After 1-year, the average value of the proposals that Blossom trained new business people have submitted is **£5m** for agencies targeting high value clients, and **£750k** for clients requiring project-based work
- Blossom trained new business people generate a minimum of **3 highly qualified meetings a month**. They generate a pitch on average once a quarter
- To achieve this they have **over 2000 conversations** with correctly targeted decision makers in their first year, and send them over **1600 tailored marketing communications**
- This means that in their first **6-months**, they build full brand awareness with between **250 and 400 core target companies** who most often have never heard of their agency previously
- As such in the early days they spend upwards of **70%** of their efforts talking to a cold audience. However after 6-months we see a switch where **70%** of their efforts is with a warm audience because they have built relationships with the vast majority of the audience they set out to talk to at the beginning of the campaign and are tasked with continuously nurturing them
- All of the many people we have trained have told us that they've been responsible for managing major marketing campaigns. The result of this is they now believe that **95% of their target market** has an accurate, behaviour-driving awareness of who their agency is, what their agency stands for, and the power of their agency to transform their clients' brands

All Blossom recruitment programmes are carefully tailored to help our clients achieve realistic new business goals. If you would like to talk to us about your new business HR requirements please contact the Blossom team:

Telephone: 020 7833 5262

Website: www.timetobloom.co.uk



SOME OF OUR CLIENTS:

