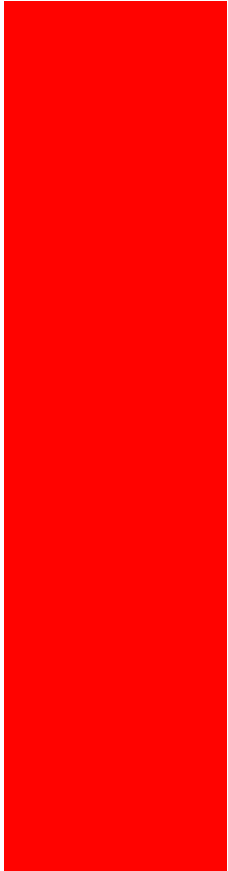


“

Blossom gave us a brighter path from the dark shadows of lead generation when we needed it most. Thanks to them we now have light at the end of the tunnel....

”

**Neil Jenkinson – Director at Dialogue 141.**



CHALLENGE /

INSIGHT /

SOLUTION /

RESULT /

To put in place a robust proactive new business and marketing strategy. To consistently engage with their prospect audience and to have all the marketing tools in place to make this effective. To increase the volume of opportunities for the director team to attend and close and to make seminars and speaking events more profound and better executed. To find the right new business person to fit in culturally and functionally to create opportunities and upwards manage the senior team.

Both agencies offer similar services but in distinctly different ways. D141 had previously outsourced their new business function but recognised the added value a full-time new business planner would bring. They needed one individual who could hot desk between both agencies allocating 50% of their time to each agency. This brings an added challenge in respect to time management and also reporting to two different new business directors within the agencies; both of which have different cultures.

Blossom interviewed over 25 candidates for the role. The successful candidate was an experienced new business person who quickly needed to be trained and exposed to all the key experience of both agencies. We needed someone adept at multi-tasking and able to think strategically about the right 'hook' for each agency. A strong character was essential as well – because of the very busy work environment of both agencies.

We created 2 separate planning blueprints and 2 distinct marketing strategies. We recruited a highly experienced new business planner who splits their time 50% between each agency – hot desking.

We built a clearly defined target list, demarcated fairly between the two businesses. We installed a new CRM system on which the new recruit was fully trained.

We developed a brand new set of case studies, credentials and there is currently 2 two new websites underway to reflect the new propositions we agreed in planning.

The new recruit managed a major event, attended by 20+ potential new prospects. She secured 5 qualified new business meetings in the 1st 3-months, 1 of which led to a pitch.

She has meaningful dialogues with over 30 key decision makers each and every week. Most importantly both agencies now have a disciplined and robust new business strategy in place.