

YOU'RE A NEW BUSINESS PROFESSIONAL. WHERE DO YOU GO TO GET BETTER AT WHAT YOU DO? WHERE DO YOU GO FOR TRAINING?

We know professional training is rarely available for new business people employed in marketing and creative services. Many are self-taught, developing with time techniques that work for them. Few employers know how to train, retrain or enhance their people's skills – especially those in the new business department. Yet the pressure to perform remains, creating tensions between the expectations on those often left to their own initiative, and their realistic chance of delivery. New business people have never been under so much pressure.

At Blossom we are continually surprised how few training and HR development options agencies have available to them, especially when you consider how other industries substantially invest in this area. So we have a different approach. The new business people who come to us wishing to progress their careers, benefit from a total training that takes them back to boot-camp, then teaches them the advanced techniques we and our sister companies, Pearlfinders and Rainmaker, use each day to help hundreds of agencies win new business.

But we go even further. We also work closely with all our clients to ensure their new employees have all the tools in place that they need to excel at new business development. The right training and the right equipment means an improved probability of success for everybody.

Of course the focus for new business varies from agency to agency. Some need to win new revenue from cold, others have a large pool of lapsed clients they want to start talking to again and many need to make more money from their existing accounts. But it's nearly always a combination, and to succeed, especially in the long-term, the agency needs a strong plan for new business, supported by the right infrastructure. Key components should include an easy-to-use CRM system (and using it effectively), ensuring they hold the richest contact data, and having a constantly evolving library of support marketing material. But even more critical is that the people we place and their new employers have *the most compelling message* to take to market. The whole subject of planning new business development campaigns is at the heart of our training. It's an area we are famous for.



We strongly believe that training should be viewed as an investment for a business as a whole, not just for the individual. We also understand that no matter where people are in their career, there's always scope for development - and an easier, more effective performance as a result.

In our view, the new business department is the most important function of an agency. Our clients are distinguished from others, in that they choose to invest in development of their people as a key input of their business.

We are currently working with a wide range of agencies where we are tasked with not only developing existing employees, but also finding the right new business professionals to join them and of course to be trained or retrained by us. If you feel your department would benefit from the support that Blossom provides or you'd just like a chat, give us a call. And as good new business people are a rare breed, if you know of anyone that is looking for a new opportunity, please do direct them to our [website](#), or ask them to get in touch.

Kind regards,

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