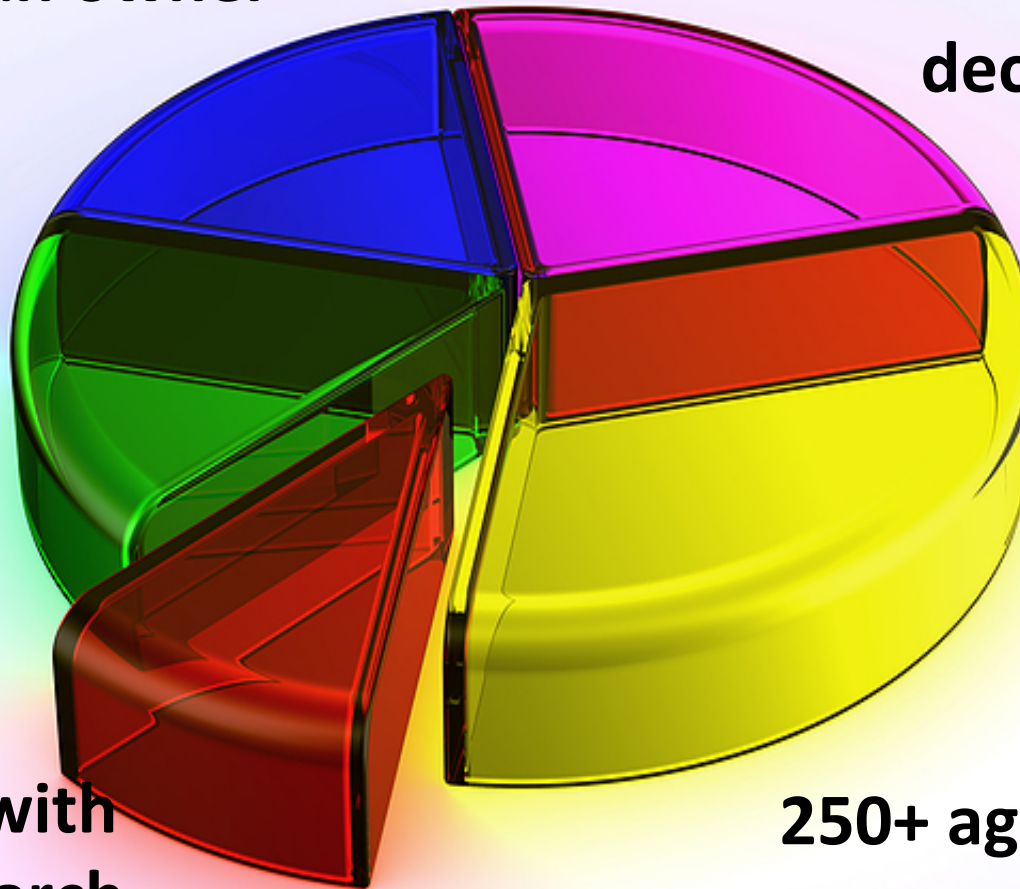


5 Mistakes that Derail An Agency's New Business Efforts



**30 years of agency
life/20 as an owner**

**Data from studies
with CMOs/
decision makers**



**Working with
agency search
consultants**

**250+ agencies every
year with AMI**

These observations come from the 4 different perspectives I bring to AMI

Want the new business silver bullet?



Decide.

The minute you decide that your agency's new business efforts are just as important as client work and client deadlines – your agency will be transformed.

Stop accepting your own excuses



The cobbler's children should have shoes.

Danger spots

The 5 new business mistakes agencies make



Mistake #1



Macro

Micro

Nano

Clients

Chart out your sales cycle



How do you fix it?



Consistency wins over volume

Research Tidbit

You are on their radar screen long before they're on yours.

85% of decision makers told us they're finding you, not the other way around.

Search Firm's Insights

If they can't find you quickly and determine:

- Agency size
- Agency capabilities
- Agency specializations/niches
- Contact information

They move on in five minutes or less.

Mistake #2

**The magical, mythical
new business guy**





**One in 100 new business
guys are successful**



**Agency owners are not
realistic in:
Time frame
Resources
Your involvement**

Research Tidbit

Decision makers don't want to talk marketing, they want to talk business problems and they don't believe your sales guy can do that.

They want you.

Search Firm's Insights

71% of CMOs say the reason they're looking for a new agency is because their current partner can't quantitatively prove marketing's impact.

New business sales people talk tactics and stuff. Clients want to talk results.

How do you fix it?

**Make your clients
feel special and
accidental (or not)
sales people**



Mistake #3



**Agencies look and
sound the same**

**We're a full service,
integrated
marketing agency**

**We have a
proprietary
process**



**We partner with
our clients**

**We've got X years
of experience on
this team**

All money is not equal



Research Tidbit

When you say full service, they say BS.

They want specialists. (25-50% of the agency's clients in my industry)

Search Firm's Insights

Most Agencies Sound the Same

dro5a

Creatively led.
Strategically driven.



BBH

Creativity can be a source
of real business advantage...

Wieden
Kennedy⁺

Creatively driven
advertising agency...

mullen

We harness the power
of creativity...

DDB^o

Use Creativity as a
force for good...

11

We partner with great brands
to answer their most ambitious
questions. Creatively.

How do you fix it?



**Four legged stool
of specialization**

Mistake #4

**You've lost
your swagger**



Research Tidbit

Your confidence keeps you in the hunt.

They want an agency who will push back, push them and help them keep their job.

Search Firm's Insights

Agencies are too timid.

They don't ask for what they want – face to face meeting, a specific spot in the pitch order, or take risks in the pitch.

The agency with swagger gets noticed.

How do you fix it?



A photograph of a report card with a red pencil resting on it. The report card is titled "REPORT CARD" in large blue letters. Below the title, there are fields for "COURSE TEACHER", "Student:", "Grade:", "Counselor:", and "Date of Report:". The main body of the report card is a table with columns for "READING-ENGLISH-BAND" and "NON-GRADED CLASS". The table contains several rows of text, including "STUDENT IS A PLEASANT", "SHOWS TALENT/ABILITY IN THIS", and "ALL AROUND GREAT STUDENT CONTRIBUTES TO A POSITIVE CLASSROOM". A red pencil is resting diagonally across the table.

COURSE TEACHER	NON-GRADED CLASS
0	NON-GRADED CLASS
1	STUDENT IS A PLEASANT
2	SHOWS TALENT/ABILITY IN THIS
3	ALL AROUND GREAT STUDENT CONTRIBUTES TO A POSITIVE CLASSROOM
4	STUDENT IS A PLEASANT
5	SHOWS TALENT/ABILITY IN THIS

Interview them too

Mistake #5

**You violate one of
their secret rules**



TOP SECRET

Research Tidbit

51% said they have a “secret sauce” that helps them vet the agencies.

46% said they have automatic disqualifiers.

92% told us what they are.



Read about those disqualifiers and their secret sauce in our free research report and learn how CMOs hire/fire agencies.

<http://agencymanagementinstitute.com/agency-tools/research-2015/>

Search Firm's Insights

The agency that comes to the pitch with the best strategies and ideas doesn't always win.

Clients can't suppress their emotions. Smart agencies stack the deck.

Search Firm's Insights

The agency that comes to the pitch with the best strategies and ideas doesn't always win.

Clients can't suppress their emotions. Smart agencies stack the deck.

Avoid these five

- Feast or famine strategy
- Mythological new business guy
- Looking and sounding the same
- Being timid and without swagger
- Violating their secret rules

And for the love of Pete – decide! Make it mandatory.



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AMI Agency
Management
Institute®