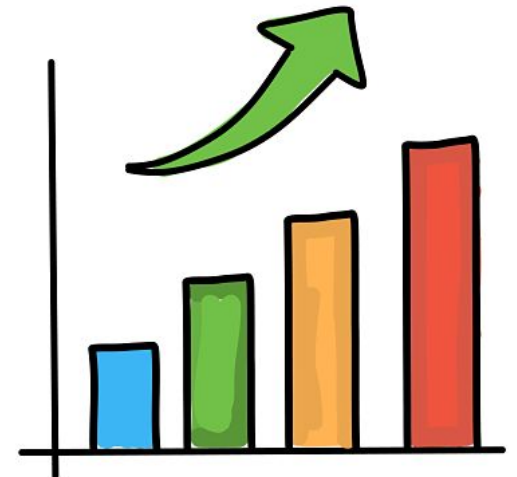


Earn more from your existing clients



Drew McLellan



30+ year agency veteran

Agency owner of 24+ years

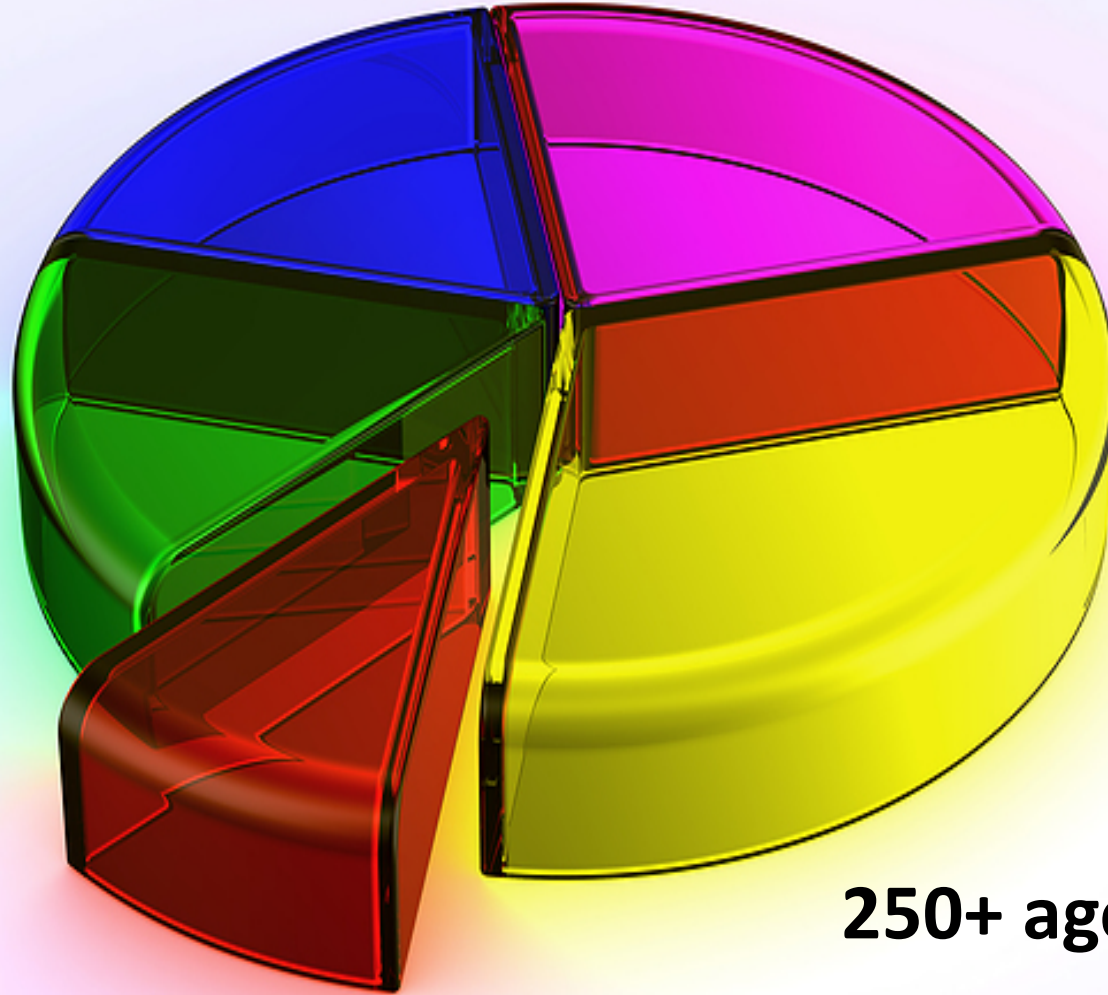
CEO/owner of Agency Management Institute

Work with 250+ agencies a year

Published in AdAge, AdWeek, Forbes, Inc., Entrepreneur, Wall Street Journal, New York Times, Agency Post, Chicago Tribune and others

**30 years of agency
life/25 owner**

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



**Working with many other
agency consultants & experts**

**250+ agencies every
year with AMI**

What we're going to cover

- What's a reasonable expectation in terms of growing your existing clients?
- How do your AEs grow their book of business?
- Your role as the agency owner/leader in growing your clients' AGI

Think of your AE's as franchisees

It's reasonable for them to grow their book of business by 10% a year.

But not without a plan. And how does that fit into your overall growth plan?

Back to growth goals

In 3 years, you could double your agency's AGI if:

You increase AGI 25% year over year.

Note: I am not recommending this as a goal but it is the most common "pull it out of the air" goal I see so we'll use it as an example of how you do the math.

Attrition Norms

You should assume 10-15% attrition.

If it's more than that – you would want to explore why. Start with the number on January 1.

So let's say January 1, 2019 you had 3M in AGI. You would expect to lose 300K – 450K by January 1, 2020.

But you are also growing the AGI over the course of the year. You don't calculate the attrition on the growing/changing number.

You calculate it based on whatever the number was on 1/01/19.

Setting Growth Goals

January 1	\$3,000,000
Expected attrition	-\$450,000 (15%)
New net	\$2,550,000
25% growth over \$3M	\$750,000
AGI Goal for 2020	\$1,200,000* (goal + replace lost \$)

*Which means your REAL AGI growth need is 40% in this example

But it's not all NEW new business



60-70% of your net new revenue
should come from existing clients.

Attrition/Growth

January 1	\$3,000,000
Expected attrition	-\$450,000
New net	\$2,550,000
25% growth over \$3	\$750,000
AGI goal for 2020	\$1,200,000 (new and replacement)
Growth from existing	\$720,000 - 840,000
Growth from new	\$360,000 – 480,000

What does that look like?

January 1	\$3,000,000
Expected attrition	-\$450,000
New net	\$2,550,000
# of clients	20 (150K avg. AGI)
Growth per client	\$42K on average (70%)
Percentage of growth	\$34% on average

Attrition/Growth

January 1	\$600,000
Expected attrition	-\$90,000
New net	\$510,000
25% growth over \$6	\$150,000
AGI Goal for 2020	\$240,000 (new & replacement)
Growth from existing	\$144,000 - 168,000
Growth from new	\$72,000 – 96,000

What does that look like?

January 1	\$600,000
Expected attrition	-\$90,000
New net	\$510,000
# of clients	20 (30K avg. AGI)
Growth per client	\$8.4K on average (70%)
Percentage of growth	\$28% on average

How do your AEs grow their book?

- They have to understand agency math
- They have to know the AGI of their current book of business and have real time updates
- They need room to think, invest, and plan
- They need to have a documented and measured plan that someone is holding them accountable for working

How do your AEs grow their book?

- Biggest advantage – their outside perspective
- They need to be a student of the client's industry
- First hand observations
 - Tours
 - Ride alongs
 - Trade show booths
 - Secret shopping

How do your AEs grow their book?

- Know how your client is being evaluated (personal goals and objectives)
- Get organization's overarching goals and objectives
- Make your clients smarter (research)
- Go deeper into the sales funnel (sales side)
- Chase lost opportunities (re-target past or close call prospects)
- Help them manage customer service in a digital age

What is the owner's role?

- CEO to CEO client love meetings
- Hold the AEs accountable to create and work their plan
- Give them access to the information they need
- Give them room/space to work the plan

What are other agencies upselling?

Regardless of how often they keep saying no...

You have to keep advocating for their success.

Crisis Communications Plan

- Identify biggest risks (financial news, accident, scandal, layoff, recall)
- Designate a crisis team (from all necessary disciplines)
- Media training
- Monitoring/reacting
- Online reputation management
- Proactively create community of supporters
- Develop internal comm. tools proactively
- The plan itself
- Dark website

Online Reputation Management

- Internal web presence (content, email)
- Social media network presences
- SEO/SEM
- Online videos (we have to get good at this)
- Directories/Review sites
- Sentiment tracking
- Analytics/traffic patterns

Research

- Qualitative or quantitative
- Repeatable
- Has to be a trusted 3rd party
 - Employee satisfaction/culture
 - Customer satisfaction
 - Usability
 - Trends
 - Audience Segmentation

How do you do 2020 differently?

This is not going to happen without a rock solid new business plan with ownership, budget, timeline and room in your schedule to make it happen.

AND

Very narrow niches (no generalist can grow this fast for more than one cycle)

AND

A plan for each existing account, focused on growth.

Building a plan

- Start with your reality (AMI one page business plan)
- Be very clear on your target (Sweet spot client filter)
- Be realistic about what you can manage
- Target prospects big enough to matter
- Have an actual plan with dates, deliverables, etc.
- Work the plan

What's included in Agency New Business Blueprint?

- 5 in-depth training modules that walk you through:
 - Why should they choose you?
 - Defining your sweet spot clients
 - The science of new business
 - Creating the plan
 - Getting it all done
- Each module includes 5-6 videos
- A complete workbook for homework sessions

How do you do 2020 differently?

- With the on-demand course, you and your staff can train together, on your own, or at your own self-guided pace.
- Set the pace in terms of completing the homework assignments at the end of each module and review them as a team.
- You can always pick up where you left off, no matter what.

SPECIAL OFFER

Course pricing is \$595 or \$795 (depending on AMI Network Membership Status) for a limited time only.

Normal pricing is \$1,195.


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http://bit.ly/AMI_ANBB

Risk free, money back guarantee

- 100% Risk Free Guarantee
- Try the course. If, for any reason, it's not for you, you can request a refund.
- You really have nothing to lose – either you find it valuable or you can request a refund.

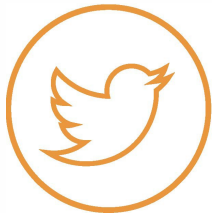


A close-up photograph of a typewriter keyboard. The focus is on a single key that has been pressed, showing the word "Questions?" in a dark, monospaced font. The key itself is a light-colored, possibly plastic or metal, with a slightly worn surface. Above the key, the top of the keyboard frame is visible, showing a series of small, dark, rectangular holes. Below the key, the bottom of the keyboard frame is visible, showing a series of small, dark, rectangular holes. The background is a dark, textured surface, likely the typewriter's body.

Questions?



Drew@AgencyManagementInstitute.com



@drewmclellan



www.AgencyManagementInstitute.com



www.linkedin.com/in/drewmclellan