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2009. Sit idly by or get aggressive?

RSW's 2009 Agency Outlook Survey is in and is available for download: (www.rswus.com/surveys)

A record 246 Agency Executives (across a range of small and large agencies) responded to this year's survey.

With the economy struggling, and referrals and networking slowing, now is the time to get aggressive, not the time to sit and wait it out...because as our survey indicates, your peers don't plan on sitting around until things make a turn for the better.

Like every RSW survey, we provide perspective and counsel in the 2009 Agency Outlook Survey to help you better your position as you head into planning for next year.

How do you stack up relative to other agencies in areas like client satisfaction, retention, new business development, and marketing?

[Measure your ABP now](#)

The Agency Brand Potency (ABP) Index measures the strength of your agency's brand and business development efforts relative to over 100+ other agencies throughout North America.

We provide benchmark comparisons and recommendations on how to address issues/opportunities.

How Do I Differentiate My Agency from Others?

Depends on your point of contact.

If it's during reach-out, you want to give prospects the sense that you understand their world, their issues - then use your "RTBs" (reasons-to-believe) to help convince prospects why your agency can get them to a better place than other agencies.

Ofentimes, RTBs are multi-dimensional. They can be a combination of experience, processes, expertise, and/or source of insights.

If it's during the pitch, it is going to boil down to chemistry and showcasing that you can think beyond the task at hand. We had a client win a multi-million dollar piece of business from Kroger, in part because during their first pitch meeting (after our initial set up meeting) they talked about how they thought Kroger's approach to the review/analysis of the

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RSW has a strategic partnership with *The Second Wind Network*.



problem at hand was all wrong. Kroger appreciated the thinking. This ultimately helped set them apart from the other dogs in the hunt.

Contact us for more information:
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