

RSW/US: Methodology, Benefits & Deliverables

About RSW/US

RSW/US is a full service, outsourced business development group that helps Agencies (of any type/size) win new business by developing positioning and prospecting plans, building the industry's cleanest and most customized lists, getting clients qualified meetings in front of decision makers, and moving clients beyond the initial meeting to get them closer to close.

RSW/US was established in the U.S. in 2005 by Mark Sneider. Mark was a former client of RSW, having hired them out of London (where it started in 1992) to represent the marketing services firm he managed for seven years. He believed that other marketing firms in the U.S. could benefit from the same supporting service.

RSW/US uses its strategic marketing and selling expertise in conjunction with its full team of professionals to help you:

- deliver qualified, high-interest prospect meetings
- better position your agency "brand" in the marketplace
- create a more consistent stream of new business opportunities
- facilitate the close

How RSW/US Works

We assign a tenured new business director (15+ years of marketing/ sales experience) who reaches out to a pre-agreed list of prospects on your behalf via post, phone, digital, and social mediums.

At the outset of the program, we develop a communication strategy/ brand story to frame the best way to represent your firm, in a compelling way that differentiates your position in the market.

We have a dedicated team internally who builds lists for programs. We manage all the mailings and electronic outreach for the programs.

We build content for collateral, including newsletters, surveys or case studies (for example) to support the program – both at the outset and on-going.

What You Will Gain

- 20-24 qualified meetings during the course of a year
- 30-50% of all meetings turn into bid, pitch, RFP opportunities within a few months of the meeting
- 90% of clients with RSW/US for more than a year experience a 2x-7x payout on the program

Who Can Benefit

Anyone in the marketing services space can and has benefited from RSW/US services. We work with a variety of different types of firms (from digital, to PR, to full service agencies) and of varying sizes. We work with clients across the country, from New York, to Southern California, to Florida, to North Dakota.

Pre-Prospecting Preparation

Communications Strategy Development: We build a communication strategy/brand story at the start of every engagement so that messaging is compelling, differentiating, and consistent throughout the program.

Prospecting Plan Development: We develop an organized plan, detailing what supporting material needs to be built and how to sequence the material so that it maximizes the effectiveness of the program.

List Development: We build and clean targeted lists within weeks of the prospecting effort to ensure maximum productivity.

Content Development: We write new business collateral content for programs including case studies and introductory mailer/ digital pieces.

Prospecting Support

Ongoing value-added email development: We draft content monthly for trackable, substantive email outreach programs – drawing from blogs, white papers, social media efforts or other external sources.

Company/Prospect Snapshots: Detailed snapshots of the company and prospect provided prior to each meeting.

Social Media Monitoring: We can monitor prospect activity across a variety of platforms to supplement RSW/US's targeted prospecting process with the most current information.

Coaching/Strategy Planning Pre-Meeting: We provide counsel leading up to the initial prospect meeting.

Post Meeting Support

Post-Meeting Strategy Discussion: We often discuss strategy for follow-up after meetings to improve chances for closure.

Post-Meeting Follow Up Support: We can write content for follow-up communication and ensure any follow-up meetings are scheduled accordingly.

RFP/proposal review: Prior to submission, RSW/US can offer its expertise in reviewing RFP responses or proposals.

Ongoing Tracking of Post-Meeting Progress: RSW/US New Business Directors can track deadlines, additional meeting re-scheduling and additional prospect requests to ensure all the necessary steps are taken to move activity closer to close.

Other Support

Site Recommendations: We can provide recommendations for redesigning websites or for new category-specific landing pages used specifically in prospecting.

Survey Development/Management: We can also develop and manage surveys to prospects for our agency clients. This allows you to garner industry-specific data to use in your prospecting or other activities.

Pre/Post Tradeshow Prospecting: We can book meetings at trade shows as well as follow up afterwards.

Get connected.

More information can be accessed at www.rswus.com or by contacting Mark Sneider (Owner/President of RSW/US) at 513.559.3101 or mark@rswus.com or Lee McKnight Jr. (Director of Business Development) at 513.559.3111 or lee@rswus.com.