



creativity + commerce + culture

**Agency Search Consultants
“One Piece of Advice” for Agencies
January 2020**

“One Piece of Advice”

4A’s asked industry leading agency search consultants to provide “One Piece of Advice” that the 4A’s could share with members as they begin thinking about their 2020 new business plans.

The 4A’s consultant request noted, “Based on your knowledge of client marketer needs/wants and industry dynamics, what is the one thing that you would recommend that an agency either do or not do that can help the effectiveness of their new business efforts? We welcome your advice in any area of the agency search and selection process (prospecting, RFI/RFP submissions, creds, chemistry, presentations, etc.)”

The advice shared by industry leading agency search consultants follows. The advice is arranged by subject matter.

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This document is confidential and for the private use of 4A’s member agencies only.
It may not be shared with third parties.

Agency Positioning & Credentials

Ark Advisors

"If you have not already done so, make 2020 the year that your agency hires a full-time, in-house, non-billable New Business professional. Without a dedicated leader in this role, business development efforts are often reactive, inconsistent, incomplete and ineffectual. Biz Dev is a specialized skill worthy of investment. You will find that the ROI on a seasoned pro is exponential."

Ken Robinson

Pitch Process

Ark Advisors

"When you undertake a new business pitch, always designate a clear pitch leader — too often, a pitch 'team' of key top managers are brought together (often C-suite positions), and both time-management and decision-making suffer with too many chefs and too much input. The designated pitch leader can come from any discipline, but should be in charge of ending discussions on a timely basis, helping to arrive at the best possible consolidation of the ideas put forth, and then guiding the team through the timely execution of the agreed-upon POV."

Ann Billock