

**Agency Search Consultants  
"One Piece of Advice" for Agencies  
January 2022**

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**"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 are thinking about their 2022 new business plans.

The 4A's consultant request noted, "Based on your knowledge of marketer needs, wants, and industry dynamics, what is the one thing you'd recommend an agency either do or not do that can help drive 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 meetings, final presentations, etc.)"

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

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It may not be shared with third parties.

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## The Review Process

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### Ark Advisors

"Virtual presentations are likely here to stay — even with hybrid work structures being developed, the use of virtual presentations saves travel time and money and enables more members of the agency team to participate.

But virtual presentations, especially among hybrid groups, come with their own watchouts — having a group of employees around a table in the office, combined with some work-at-home people as well, can often be confusing to the client. Make sure your video conference facilities provide a clear view of all in-office participants, make

sure the sound comes through clearly, and have your people find ways to seamlessly interact between those in the office and those at home.

In either fully virtual and/or hybrid presentation situations, body language is very telling as is tone of voice. Be sure that your team has worked in rehearsals on not just the content but also the energy you hope to put out. Personal enthusiasm and passion add to team energy overall and is the best selling tool you have."

*Ann Billock*

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## Agency Credentials & Materials

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### Ark Advisors

"Do not assume that the email you send with your RFI submission will be shared with all key client stakeholders. Instead, always include a well-considered and well-written cover letter as page 1 of your RFI (even if it is not specifically requested). A cover letter is often the most valuable, yet the most under-leveraged, piece of real estate in your entire submission. A smart cover letter offers the opportunity to demonstrate your sector expertise and to share preliminary thoughts on the brand's challenges/opportunities. Avoid an evergreen, off-the-shelf "about our agency" letter. Finally...make it personal. Keep it short. And sign it from the agency, not any individual person."

*Ken Robinson*