

/ Agency Search Consultants

“One Piece of Advice” for Agencies

February 2026

“One Piece of Advice”

The 4As asked industry-leading agency search consultants to provide “One Piece of Advice” that the 4As could share with members as they are thinking about their 2026 new business strategies and plans.

The 4As search 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 these industry-leading agency search consultants follows and is arranged by subject matter.

Ark Advisors

“You never know when a client or consultant is in the market for what you do. And sometimes that window of opportunity is very short. In order to stay top-of-mind, and to have a better chance of getting into that consideration set, I recommend sending shorter, more frequent newsletters.”

Ken Robinson

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