



## THE VINYARD GROUP

### **New Business Rainmakers for Advertising Agencies**

#### **The 10 High Success Tactics for Advertising Agencies for Landing New Clients**

After having been a key factor in acquiring more than 250 new clients for advertising agencies of all sizes over the past 35 years (more than \$400 million in total new billings produced), Dick Vinyard of The Vinyard Group has learned which business development tactics are the most successful. Dick has learned that 10 business development tactics have the highest rate of success. We are presenting the basic idea of each of those 10 tactics on this web site, one at a time -- and in no particular order. We have given each of them a number just for easy reference.

You are invited to request our New Business Insights, each of which provides the complete explanation of each High Success Tactic. Ask for one or all of these 10 High Success Tactics. Just E-mail Dick Vinyard at -- [dvinyard@vinyardgroup.com](mailto:dvinyard@vinyardgroup.com) and he will send you the full description of the one you request. Here is one of the tactics:

#### **HIGH SUCCESS TACTIC #6: FIND OUT WHAT THEY WANT AND GIVE IT TO THEM**

This is a tactic not known or consciously used by the majority of agencies. But we and a few other star business development producers have used it often with truly great success.

##### **The Premise**

Virtually all advertisers reach a time when they have either decided to explore a change of agencies – or are very receptive to an agency who approaches them with this tactic. Their motivation is that they have something they want. And they want to see who is out there that might be able to best give them what they want. But they don't always reveal that as their reason -- nor do they always say exactly what they want. And it is not easy to discover. Sometimes it can just be a vague thought that they have not even articulated to themselves. However, we have found that they will almost always seriously consider an agency who seems to speak to what they want -- and appears to be able to give them what they want. So it is worth it to try to find out what it is.

##### **Is it Professional to Give Them What They Want Versus What They Really Need?**

This is the natural question that most agencies ask when presented with this tactic.

And the answer is – depends. But our process makes it professional. You only give them what they want to get the account. You get the account – and **then** you give them what they need. Because, as you know, once you have them as a client, you will be able to study their situation, ask many questions of them and discover and identify their key needs. Then you can design the best strategies to meet those needs. But you can't do a good job of that until you are their agency.

### **What are Examples of What Decision Makers at Advertisers Might Want?**

This can be a variety of different things, of course, depending on the individual company and person. But we have found heads of marketing wanting help with the following from an advertising agency:

- Strategic planning to give them a new and better direction for their company or one of their brands.
- Help with new product development – perhaps even the launch of one they expect to be ready for market in several months or so. (As you know, some want a new and different agency for this rather than their existing Agency of Record).
- A plan to get them into social media marketing in the most effective way for their company/brand(s).
- Giving their company or a brand a new and powerful competitive positioning and advertising campaign.
- Improving their corporate identity and logo to bring them more into “today” and make them more competitive.
- A very unique new advertising campaign to raise their level of awareness, get mentioned in the press and enhance the company's image with shareholders.

### **But How Do You Find Out What They Want?**

It takes some work, some time, a process and patience. But the rewards are worth it. Because you don't use this tactic with every advertiser – only with the larger budget ones that you really, *really* want to land as new clients. And here is how you find out what those advertisers want:

The Process. The goal is to establish a dialogue with the advertiser. Because even though you will get close to finding out what they want by executing every step in our Process, you will never really know -- for sure -- exactly what they want until you talk with them. Here are the 7 steps in our High Success Process for finding out exactly what they want -- and getting them to talk with you:

Step 1. Select the company (or companies) that you want for this new business development process. Although this tactic will work with any company, you will have the most initial success if you select the larger companies in just one industry in which you have good experience and successful work to show. As you will see in Step 2, there is quite a bit of work involved with this tactic. So spreading the work over several companies in the same industry will be much more efficient for your agency.

Step 2. Study the company, their products/services, their customers, their industry, their competitors, their sales channels, etc.  
Try to identify and understand the challenges they are facing -- and any opportunities. Become aware of what's going on in their industry, in their company and at competitive companies/brands. The findings of this work gives preliminary and valuable clues as to what they *could* be wanting. The findings of this work may apply to every company in the same industry -- so your investment of time, etc., to take this step can be spread over as many worthwhile companies as there are in the category selected.

**For the complete description of all of the steps involved with High Success Tactic #6, Email Dick Vinyard at [dvinyard@vinyardgroup.com](mailto:dvinyard@vinyardgroup.com) and he will send you the full presentation. Then you will be able to find out what key companies that you want as new clients want -- and then you can give it to them!**

**Thanks!!**

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