

Winning New Business in This Damn Recession

Thank you for joining us.

Audio: Select "Use Mic & Speakers" to use VOIP or "Use Telephone" to get dial in number and access code.
If using VOIP, it is recommended that you connect headphones to your computer for the highest sound quality.

Special Guest:
Robb High Associates

Your Email Service Partner



WELCOME!



Over 350 attendees

Penn State University
Home Shopping Network
KPMG
The Bloom Agency
AdAbility
Verisign
ADP



Your Email Service Partner

Before we get started:

- For audio – Select “Use Mic & Speakers” for VOIP or “Use Telephone” to get dial in number and access code
- To ask a question – use the Question and Answer feature on the right
- This webinar is being recorded – you will receive a copy within the next three days *Only if you joined our mailing list during the registration process
- You’ll also receive a copy of our latest white paper “Streamline Your Email Marketing Budget: Do More with Less”

Your Email Service Partner



REDKEN
5TH AVENUE NYC



The
McGraw-Hill
Companies



DEPARTMENT OF
HEALTH



Russell Stover
CANDIES®

About Listrak

Your Email Service Partner



The presenter



Robb High

917.856.1058

rhigh@robbhighconsult.com

www.robbhighconsult.com



Your Email Service Partner

Winning new business in this damn recession

Clients & the recession.

Interviewed 51 decision-makers.

Clients & the recession.

	ATTITUDE/POV	CATEGORY	#	%
1	Really stressed - may go out of business - get bought/canned	Retail, considered purchase, B2B	6	12%

Clients & the recession.

	ATTITUDE/POV	CATEGORY	#	%
1	Really stressed - may go out of business - get bought/canned	Retail, considered purchase, B2B	6	12%
2	Cutting budgets at the insistence of CFO even though I know we should spend	Luxury, non-essentials	11	22%

Clients & the recession.

	ATTITUDE/POV	CATEGORY	#	%
1	Really stressed - may go out of business - get bought/canned	Retail, considered purchase, B2B	6	12%
2	Cutting budgets at the insistence of CFO even though I know we should spend	Luxury, non-essentials	11	22%
3	Holding onto the budget to wait and see (CFO has final say)	Comsumer, retail	15	29%

Clients & the recession.

	ATTITUDE/POV	CATEGORY	#	%
1	Really stressed - may go out of business - get bought/canned	Retail, considered purchase, B2B	6	12%
2	Cutting budgets at the insistence of CFO even though I know we should spend	Luxury, non-essentials	11	22%
3	Holding onto the budget to wait and see (CFO has final say)	Comsumer, retail	15	29%
4	There's a crisis but for whatever reason our business seems solid . . . even looking a bit better	Healthcare, technology, software, auto care	19	37%
	TOTAL		51	100%

Winning new business in this damn recession

Clients & the recession.

**There are still plenty of clients
with budgets.**

Clients & the recession.

16% indicated they might change agencies before the recession ends.

Twice the normal rate of change!

Winning new business in this damn recession

Clients & the recession.

Increased opportunity.

Winning new business in this damn recession

New Business: some realities.

Winning new business in this damn recession

New Business: some realities.

Winning is all about “I like you
and trust you.”

Winning new business in this damn recession

New Business: some realities.

Agencies are **commodities** to
client decision-makers.

Winning new business in this damn recession

New Business: some realities.

**Reviews happen when they
happen - you have **no** influence.**

Which means you must:

#1 - Generate relevant awareness.

#2 - Maintain that awareness.

#3 - Get multiple face-to-face contact.

Winning new business in this damn recession

The new rules of engagement for winning new business.

Winning new business in this damn recession

New rules of engagement.

Generate relevant awareness.

Mistake

Having too few prospects on your list and only one contact per company.

New rules of engagement.

Generate relevant awareness.

**Have a mailing list of 200+
companies / 1,000-2,000 decision-
makers.**

Winning new business in this damn recession

AMERICAN EXPRESS

Kenneth Chenault	CEO
Gordon Smith	President/U.S. Cons. Card Svcs. Grp.
<u>Tom Schick</u>	EVP/Corporate Affairs & Comm.
<u>John Hayes</u>	Chief Marketing Officer
Barbara Fraser	EVP/Products & Corp. Mktg.
Richard Quigley	SVP/Global Adv. & Brand Mgmt.
Barry Herstein	SVP/Int'l. Mktg. & Comm.
Elizabeth Hurvitz	SVP/Interactive Enterprise Dev.
Mitch Stevens	SVP/Global Business Dev.
Ronald Stovall	SVP/Investor Relations
Alicia Klosowski	VP of Communications
Tony Mitchell	VP of Public Affairs
Ellen Lasch	VP/Brand Management
Nancy Smith	VP/Sponsorship Advertising
Sid Rothstein	VP/A&P Optimization/Agency Mgmt.
Gloria Mieles	Adv. Coordinator/NA
Michael O'Neill	Head of Corp. Comm.
Desiree Fish	Dir. of Public Affairs
Judy Tenzer	Director, Public Affairs
Maryann Detrizio	Mgr. International Affairs

Winning new business in this damn recession

New rules of engagement.

Generate relevant awareness.

Outbound communication is essential.

Mistake

Believing that promotional communication is effective.

New rules of engagement.

Generate relevant awareness.

Instead, find some borrowed interest topic – a “lure” – that will be interesting to prospects.

About what you know, not what you do.

AGENCY LURE

Experts about people and their money.

How they react to problems: recession, job loss, etc.

How they feel about their financial institutions

How they allocate their income: essentials vs. indulgences.

Using our Mid-America MonitorTM to track attitudes.

Winning new business in this damn recession

AGENCY LURE

We know what's next.

The agency at the forefront of what's happening in **the new media space** and how consumers are behaving toward it.

Our "[latesttrends](#)" blog is the master source for recording the changes in the new media space **as it happens.**

New rules of engagement.

Generate relevant awareness.

Use email vs. “hard” mail: 87% of decision-makers prefer it.

Mistake

**Making emails too long.
Using graphics.**

Winning new business in this damn recession

New rules of engagement.

Generate relevant awareness.

Use all text format and a no-scrolling rule.

Winning new business in this damn recession

The top 5 mistakes retailers make.

1. Using last year's schedule to plan for this year vs. setting goals based on current market data and new consumer research.
2. Advertising price when a price competitor enters your market.
3. Advertising service in a self-service segment.
4. Advertising company aspirations instead of consumer benefits.
5. Not understanding that you can **never really fool** the truly price sensitive.

NAME is a full service agency in (location) with **in-depth expertise about retailing and consumer buying motivations**. We've helped put retailers like (name) and (name) on the map. For examples of the **newest forms of branded retail space** visit [brandedspace](#).

Winning new business in this damn recession

How buyer habits differ by age.

Seniors pick up the phone. When shopping online, 62% of Seniors called a phone number they found on the company web site - - outpacing every other generation in this choice (see [seniorhabits](#) for more about what they do before they buy.)

Younger Boomers “print and run.” More than 50% printed out information and brought it to a store.

Gen Y-ers chat. Younger consumers are most likely to be comfortable about online chatting.

NAME specializes in online & printed directional media and knows the [latest consumer shopping trends](#) across all segments and geographies . . . trend information that helps clients like (name) and (name) succeed. Visit us at [agencysite](#).

Winning new business in this damn recession

New rules of engagement.

Generate relevant awareness.

**Identify who's reading them: use
an email provider & html.**

Winning new business in this damn recession

Check out the “openers, readers & clickers”

Subject	Sent On	# Del.	# Un-sub	%	# Open	%	# Read	%	Clicks
Agency pitch mistake #13	9/6	852	7	1%	131	15%	97	11%	14

Winning new business in this damn recession

Check out the “openers, readers & clickers”

R. Smith / Smith Advertising

<u>Subject</u>	<u>Date/Time</u>	<u>Opened</u>	<u>Read</u>	<u>Clicked</u>
Agency pitch mistake #8.	9/6/08 14:00			
Agency pitch mistake #2.				
Agency pitch mistake #13.	7/28/08 17:47			
Agency pitch mistake #7.	7/1/08 13:24			
Agency pitch mistake #4.	6/17/08 18:53			

Winning new business in this damn recession

New rules of engagement.

Maintain that awareness.

Mistake

Believing that occasional communication works.

Winning new business in this damn recession

New rules of engagement.

Maintain that awareness.

**Send a new / interesting email
every 4-5 weeks forever.**

Winning new business in this damn recession

New rules of engagement.

Maintain that awareness.

**Send them to your web site via
interesting links.**

Mistakes

Making your web site:

- A work of art**
- Really clever**
- A compendium of all your work**
- Devoid of people profiles**

New rules of engagement.

Maintain that awareness/web site.

Create an landing pages on your site with extensive “lure” content.

New rules of engagement.

Maintain that awareness /web site.

**Expand your “people” section:
use Q&A format and lots of
photos.**

Winning new business in this damn recession

New rules of engagement.

Maintain that awareness/web site.

Show work effectively; readability is essential; less is more.

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

Goal: get to know each other.

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

The model is **dating**.

Winning new business in this damn recession

Mistake

Trying to sell the prospect.

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

More like **“medieval dating.”**



Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

And they're already married.



Winning new business in this damn recession

Mistake

Presenting “credentials.”

New rules of engagement.

Get face-to-face contact.

**Offer something interesting
related to your “Lure.”**

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

Make it short: < 30 minutes.

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

Always an “away game.”

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

Always 2 of you, one of them.

Winning new business in this damn recession

Mistake

Sending the “available” people.

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

Casting is 90% of winning.

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

Only the best “actors” go on stage.

Mistake

**Putting all of the agency's time
and energy against the ideas.**

Winning new business in this damn recession

New rules of engagement.

Get face-to-face contact.

It's the show, stupid. They're looking for an agency, not a campaign.



Clients & the recession.

“Recession” offers.

- Retail before discount**
- Re-work vs. new work**
- Delay vs. discount**
- Give more vs. get less**

Winning new business in this damn recession

Robb High's
New Business Boot Camp 3.0
- The Recession Edition

84 critical new business strategies
11 of the latest compensation trends
45 days of 24/7 individualized consulting

San Francisco - Thursday, March 19

New York - Tuesday, April 21

www.robhighconsult.com

Use the question and answer feature to ask a question

Contact one of our experts

www.listrak.com/contact-expert.asp

www.listrak.com

877.362.4556



Your Email Service Partner



More ways to learn with Listrak



Next free webinar:

From a Whisper to a Scream: Marketing 2.0
Special Guest – Sandy Carter, IBM

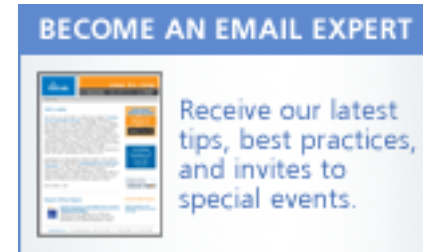
www1.gotomeeting.com/register/135521449



www.twitter.com/listrak



www.listrak.com/podcast



www.listrak.com/join.asp

Your Email Service Partner

