

BULLDOG REPORTER PRESENTS

PR Agency

New-Business Generator

Workshop

\$100 SAVINGS DEADLINE!

Register by September 1 and save \$100!
(See details on last page)

Half-Day Webinar for Agency
Principals and Senior Management

Wednesday, September 15, 2010
(Also Available as On Demand MP3)

10AM – 2PM PST; 11AM – 3PM MST;
Noon – 4PM CST; 1PM – 5PM EST

Taught by agency new-business
master and consultant **Robb High**



Agency new-business coach Robb High has won more than \$1 billion in new agency business in his capacity as CMO and head of new business development at Young & Rubicam Group, where he worked for Burson-Marsteller, and at other firms.

Win profitable new clients and skyrocket your PR firm's billings over the coming year: Discover the 47 proven secrets of a systematic agency new-business strategy . . . and start putting them to work now.

In just four hours, you'll cover dozens of proven agency new-business techniques, including:

- The single most important element in winning new business (Hint: It's not your creativity and not your presentation)
- Why *great prospecting* is a more valuable talent than great pitching
- Why your agency needs a *one-sentence* "elevator pitch"—and why most agencies don't have one
- What's the right number of prospect companies and decision-makers you should have in your file?
- How to use your *website* to market your firm (and the mistakes most make!)
- Why you should "fire" your agency's head of business development
- Who is the most important person in a client prospect company (it's not the CEO, not the CMO)?
- How *often* should you be in contact with people in your prospect file?
- What you should know about your prospect's compensation philosophy (and how to discover the truth)
- How should you present your credentials in a new-business pitch?
- How to choose a "pitch captain" for your presentation
- How long is the ideal new-business presentation?
- When (and how) should you critique a new-business prospect's current products or campaigns?
- What role should the agency CEO play in a new-business pitch?



To register or for more information, call 1-800-959-1059, register online
or purchase as On Demand MP3

How the PR Agency New-Business Generator Workshop gives you the tools to make the next 12 months your most successful year ever for new client wins

All PR firms want more business, but very few have a systematic methodology for generating it. Now Bulldog Reporter presents a half-day webinar workshop that gives PR agency principals a proven system for identifying qualified prospects, nurturing relationships and creating powerful new-business presentations that outclass—and outsell—your competition. If this is your year for a robust new-business effort, this is the ideal way to give your team the tools and inspiration to kick it off

The PR Agency New-Business Generator Workshop helps you implement the five success principles of agency business development

1. Create a defined, ongoing, systematic new-business-building culture that everyone understands and participates in.

Only a few PR agencies actually have a disciplined, methodical new-business strategy in place. Unless you have the intention to build your business and the company-wide systems in place to make it happen, you are unlikely to experience continuous growth. The PR Agency New-Business Generator Workshop gives you the vision and the techniques for implementing a consistent new-business strategy.

2. Make new-business prospecting a way of life.

Business development is the process of identifying prospects and nurturing them over time. Your client prospect contacts must be a living and growing thing—this list is the precious and vital core of your new-business efforts. The PR Agency New-Business Generator Workshop shows you how to identify and qualify the new-client prospects that make most sense for you to invest in.

Can Robb High make a difference for your agency? Here's what one PR agency CEO says:

Robb High's advice has made a bottom-line impact on our agency. In my view, he is among the most effective teachers of new-business development techniques in the PR industry. I would recommend him to any agency looking to break through on the new-business front.

**Jennifer Prosek, CEO
CJP Communications, New York**

3. Communicate your special position or distinction regularly to the marketplace.

Most PR agencies fail to distinguish themselves clearly and dramatically in the marketplace, so they are perceived by clients as “plain vanilla”—especially on their websites. The PR Agency New-Business Generator Workshop helps you position

yourself in ways that are meaningful and memorable to clients—and tells you the most effective ways to communicate your special distinction.

4. Focus on building personal relationships with prospects—rather than on impressing them.

Ideas and creativity are necessary once you've started working with a client, but when it comes to winning the business in the first place, these qualities come in a distant second compared with the power of personal relationships. The PR Agency New Business Generator Workshop tells you the best ways to build personal relationships—and the best people at the client to focus your personal attention on.

5. Orchestrate your new-business pitches with the care and flair of a Broadway show.

Most agency new business presentations emphasize the wrong information, feature the wrong people and tell the wrong story. The PR Agency New-Business Generator Workshop helps you focus on the critical elements—including a winning style—that have proven time and again to convince prospects most forcefully to choose one agency over the competition.



**Robb High, President,
Robb High & Associates**

Robb High has helped more than 325 PR, interactive, advertising and design firms of all sizes—from eight to 800 employees—boost their new-business win rates. *In his career, Robb has been involved in winning more than 146 new clients, representing more than \$1 billion in new billings.* Prior to starting Robb High & Associates, Robb was CMO and head of business development at Young & Rubicam Group, where he led new-business initiatives at Burson-Marsteller, Landor, Wunderman, Mediaedge, and others. Prior to his Y&R experience, he was COO and part of a core team that built Kirshenbaum & Bond from a small agency of 35 people to a large, multi-disciplinary agency with a staff of 410. In addition to his new-business development practice, Robb is an agency search consultant and has watched dozens of marketing communications firms compete.

This concise, half-day webinar gives you 47 practical techniques and a new-business system that's proven to win profitable new clients

In the course of three sessions, spanning four hours (with two 15-minute breaks), you and your team will review the all fundamentals of a successful agency new-business strategy and its implementation. Because this webinar is interactive, you'll be able to ask specific questions of Robb High during Q&A periods, as well email your questions in.

Please note: If you or any member of your team is unable to attend any part—or all—of this webinar, you will be able to download an integrated audio/video version including transcript after the event for no additional charge.

In just one-half day, you'll bring your entire business development team up to speed on best practices in new-business prospecting, cultivating and pitching.

Prospecting for New Agency Business: How to Identify and Capture Quality Prospects

10AM – 11:00AM PST (Starts 11AM MDT, Noon CDT, 1PM EDT)

Your first step in creating a new-business system is developing a disciplined new-client prospect list—both the companies and the individual decision-makers who have the power to choose you, optimize your talents and give you profitable billings. Learn how to get organized, how kick-start your campaign, and how to make it *a way of life*. Here are some of the techniques you'll cover:

- Who in your organization should be involved in new business, and who should lead the effort?
- Why the agency new-business effort is different than anything else you do—and how you have to adjust your culture
- The single most important factor in winning—and keeping—new clients (most agencies get this wrong)
- How new-business prospecting is just like dating . . . and *how it's not*
- Why prospecting is more important than pitching—and how great prospecting can help you beat your competition
- How to generate and qualify a list of new prospects—and which client staff should always be on the list?
- What is the proper role of your website in the prospecting process—what should be up there, and *what should not?*
- What should be the single most important goal of your prospecting efforts?

15-MINUTE BREAK

Cultivating Your Prospects—and Getting Invited to Make the Pitch

11:15AM – 12:15PM PDT

(Starts 12:15PM MDT, 1:15PM CDT, 2:15PM EDT)

The few PR firms that actually have a list of prospects usually fail to understand its potential or use it to powerful advantage. Learn what your *real goals* should be with prospects and how to tell if you're succeeding. Find out which kinds of materials you should and should not send to your list. Discover the correct process for advancing the prospect to the “dating” stage and then to the pitch invitation. Here's some of what you'll cover:

- How to institutionalize a *serious* prospecting and cultivation process in your organization
- How to be “top of mind” when the prospect is ready for a change
- Which kinds of outbound communications impress and move clients to

“like” you (and which typical communications *fall flat*)?

- How to create a PR agency “brand” that means something to prospective clients—how to represent it in your communications and on your website
- What are the most critical elements in your prospect cultivation campaign?
- How often should you be communicating with new-client prospects?
- Why you can't “sell” a client on hiring you
- What to do on a “client date” and *what not to do*
- How to make your RFP responses stand out in the crowd

15-MINUTE BREAK

How to Create and Deliver a Winning PR Agency New-Business Presentation

12:30PM – 2PM PDT

(Starts at 1:30PM MDT; 2:30PM CDT; 3:30PM EDT)

Most agencies put heroic energy into the actual presentation, but they usually expend their efforts on the wrong things. Learn what clients are really looking for in an agency and from the presentation. Learn how to take control of the pitch environment and experience. Learn what you must do and what you should never do during the pitch. Most importantly, get winning tips on what you should do *before and after* the pitch—actions that most agencies completely neglect. You'll cover these techniques and many more:

- Who from the client staff should be invited to your new-business presentation?
- What you should *cut completely out* of your presentation (that most agencies devote inordinate time to)
- The real criteria clients use to choose their new PR firm (and why most new-business pitches ignore it)
- How to handle a prospect request for “spec” work (you can't ignore it, but you shouldn't make a fool of yourself)
- What you should always include in your new-business pitch that the client rarely asks for
- Why the single most important element of your new-business presentation takes place *outside* the actual pitch—and how to use this to win the business from agencies who don't understand it
- How to make your presentation *interactive* . . . and why this single element can help you outclass your competition
- How to use “spontaneous” ideas as a secret weapon during your presentation
- Why less is more in every new business pitch: Less time, fewer slides, fewer samples.

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**Robb High, President,
Robb High Consulting**

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[register online](#) or purchase as [On Demand MP3](#)

YES! We want to learn the proven secrets of a systematic PR agency new-business strategy

You can attend this webinar from the convenience of your office computer and phone or with your entire team around a conference room table.

Please note: If you or any member of your team is unable to attend any part of this webinar—or the entire webinar—you will be able to download an integrated audio/video version including transcript after the event for no additional charge.

REGISTRATION FEE: \$695 per dial-in site or unlimited on-demand access

SAVINGS OFFERS: Registrations received on or before 5PM, Wednesday, September 1 pay only \$595. Additional discounts are available for multisite registrations. If you would like to register more than one site within your agency, please call our Client Satisfaction Representatives at 1-800-959-1059.

Name _____

Title _____

Company _____

Street _____

City, State, Zip _____

Phone (____) _____

Email _____

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PAYMENT: Payments must be made in advance of the event and may be remitted in the form of check or credit card charge to Bulldog Reporter/Infocom Group, 124 Linden Street, Oakland, CA 94607, or by calling 1-800-959-1059. Participants may be billed, preferably with a purchase order number, *but full payment is due prior to the workshop.*

CANCELLATIONS: Cancellations by 5PM (PDT) Wednesday, September 1 will receive a credit toward Bulldog Reporter products and services, less a \$50 processing fee. Registrants who do not attend or who cancel after the deadline are responsible for the entire fee.



124 Linden Street
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www.bulldogreporter.com
1-800-959-1059