



CASE STUDY

3-MONTH PROGRAMME

Challenge:

5one, who specialise in customer analysis and loyalty, were undergoing significant change when they approached us to find a new business manager. Having received additional investment, they were keen to implement a robust plan for achieving steep targets, and as such were looking to find a new business person to spearhead a prospecting programme.

It had been a year since anyone had been responsible for proactive new business within the agency, so there was also a need to re-establish systems and processes to enable the new recruit to carry out their responsibilities effectively.

The Solution:

With the new investors keen to see rapid results, time was of the essence. However it was also imperative not to cut corners and to find the right calibre of candidate - someone suitable for the task of cold business generation - quick thinking and analytical (given the nature of 5one's business) but also with the potential to ultimately take on a position of leadership of a team of people underneath them.

Blossom telephone interviewed and then met face-to-face with a number of potential candidates, and from the shortlist provided the directors of 5one were able to select an excellent candidate with the right balance of commercial ability and analytical sensibilities within just 2 weeks.

Once the candidate was in place, we fine-tuned 5one's proposition, to ensure that it did justice to the breadth of their abilities and to position them properly against their competition. We developed their message emphasising the high-level they operated at. And while the targeting focused on retail to start with, we built in targets in new sectors where their loyalty proposition could be very relevant.

In tandem we provided their new business executive with intensive training to ensure that gaps in his experience, particularly sales skills, were filled. As well as 'classroom' style sessions, we also provided extensive on-the-job training on everything from the practical sales skills of closing, to pace, time management and style.

We also provided both the new business executive and the directors with a sounding board in terms of communications and the production of marketing collateral.

Outcome:

Our three-month relationship with 5one has seen significant changes within their business. Their new business executive, despite being based primarily at Blossom's office for the training programme, has established himself within the agency as a highly capable and reliable new business person, providing the team with valuable support in proposal writing, generating numerous new opportunities and having significant input in several new business wins for the agency. With our support, he has also been instrumental in the production of much-needed marketing collateral.

