

## **FLOURISH & BLOSSOM**

We hooked up with Blossom last year to help us recruit and train someone to win us more business.

I'm delighted to say it's worked out.

Dave has been on our payroll for 4 and a half months (the first two of which were spent being 'indoctrinated' at Blossom) and is going great guns – we've had one huge pitch come our way and a myriad of meetings and opportunities that are all down to his hard work and implementation of the Blossom system.

We've ended up with a new member of our team who's as passionate and driven about creating new business opportunities as we are about delivering the projects. We've also got a ready-made process, contact list and reporting system that works for us.

We're a small agency, we're very busy, and we know very little about business development, so outsourcing the recruitment and training to someone who's an expert seemed logical.

We also figured that if we were paying for it, we'd put everything into making sure the process worked for us in order to get our money's worth.

We found the 'consultancy bit' at the beginning an interesting way of focusing our attention on our work, our offer and how we want to grow as a company, something that we don't normally have time to reflect on.

Before Blossom, new business was a line at the bottom of our To Do list rather than an integral part of the way we run our company.

**Guy Tremlett**

Creative Director, Flourish