

Fluent Interaction  
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**Re: Blossom feedback**

To whom it may concern,

The Blossom process was amazing at helping to formalise the new business process – both for myself and the agency management team. It clearly demonstrates that new business strategy *is* a professional, logical process and that it is essential to get it right at the beginning of the process in order to get the best possible ROI.

Working with Blossom to get the business proposition nailed and buy-in from management across the strategy ensures that I have all the tools and support I need in my new role. I know I won't be spending 6 months trying to get simple things like case studies and can focus on getting results.

I've been following the Pearlfinders/Blossom/Rainmaker business over the last few years, using Pearlfinders in my day-to-day new business activities at various agencies and reading and digesting whitepapers on the rainmaker website. I have always agreed with their intelligent approach to new business, therefore getting an opportunity to work directly with the team for a month was like coming to the Mecca of new business – a place where new business is intelligent, strategic and a darn sight easier and more effective than most agencies' existing in-house systems.

James Cudd really knows new business best practice inside out. His knowledge of processes, combined with his outstanding client services skills mean that most of the frustrations inherent in setting up processes are avoided – making new business activity more effective and my job a whole lot easier!

He and his team were a pleasure to work with.

Sincerely



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