

CASE STUDY /



Fluent Interaction is a user-experience agency, who had not invested in new business activity before. As a small company, the focus had been on nurturing existing client relationships, and while on the agenda, little time had been available to invest in the website and development of engaging marketing collateral.

They needed someone who could champion all of these elements so they engaged with Blossom to plan the strategy for this as well as to find, train and equip an individual to deliver this plan.

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I WOULD HAVE NO HESITATION IN RECOMMENDING THE BLOSSOM PROGRAMME.

Paul Lakin – Managing Director, Fluent Interaction

CHALLENGE /

INSIGHT /

SOLUTION /

RESULT /

Fluent had little understanding of what to expect both in terms of the HR they needed to recruit and the outputs they should expect from this. With a 'thinkers' proposition, They needed to feel a balance would be struck between creating meeting opportunities, improving their brand equity, and ensuring the meeting, pitch and conversion process was executed professionally.

Finding the perfect person for this role was critical. They needed to be an excellent new business person, with a good grasp and passion for digital marketing. They also must have a great eye for detail and experience of working closely with time-pressured directors to ensure the marketing element could be delivered punctually.

We devised a concise but effective 'sales logic' focusing on experience in understanding user's emotional and behavioural online interactions. With the proposition agreed, we created a series of case studies and devised a marketing plan to support consistent new business delivery.

Finally we purchased the right CRM system for the client and worked hard to source and supply bespoke target data (from our 70,000+ marketing contact database) to arm them with all the tools needed to do the job.

By the end of the 1-month training programme, Fluent secured a series of meetings and a brief. With a strong pipeline moving forward, Blossom and Fluent are in constant contact to fine tune for future success. The client has a practical sales platform in place, and the team has a welcome new addition, who is changing the face and future of this great agency.

“ *Fluent Interaction engaged Blossom to source and integrate a Head of New business. They were able to source a range of appropriate new business candidates out of which we found the perfect individual. We were very impressed with the Blossom service.*

Recruiting a new business resource was seen as a major leap of faith as it's a role that hadn't existed previously in our organisation. We engaged Blossom as we were reluctant to recruit for this role ourselves because of lack of knowledge around the job specification, skills required and preconceptions around what a 'sales' person would mean to the dynamics of our business.

What we liked about Blossom is that they took away the pressure from us by guiding us through the entire process. They were patient and we were able to allay all our fears by supporting us through the briefing, recruiting, selection and training stages. Not only were we impressed but also the candidates we interviewed seemed genuinely excited by the prospect of completing the Blossom programme giving us an edge over our competitors.

I would have no hesitation in recommending the Blossom programme.

Paul Lakin – Managing Director, Fluent Interaction

“ *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 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.

Blossom really knows new business best practice inside out. Their knowledge of processes, combined with the outstanding client service 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!

James and his team were a pleasure to work with.

Hannah Locke – Head of New Business, Fluent Interactive