

Jordan Design is a 3D Design Agency. The quality of their visual output is what sells them best, but like many of our clients, they freely admit they don't inject the level of creative energy into their own identity as they do for their clients. Time, cost and management of internal opinions make this an easy area to defer.

This is unfortunate, as potential new clients expect that the agency's logo, website, case studies, thought pieces, credentials deck and pitch presentation, demonstrates the same level of attention to detail and quality they will expect from you when you work for them.



It takes hardheaded resolve to invest in new business properly. For many creative businesses 'sales' is a scary topic for which they need support and guidance to make sure the right solution is in place. Usually we find they address quite well some of the components of a successful new business platform - but seldom all.

And so time and again we see a weak link in the chain that breaks to undermine all the effort made on the rest of the new business process. Marketing decision makers, under huge pressures require only one reason to pass on your pitch.

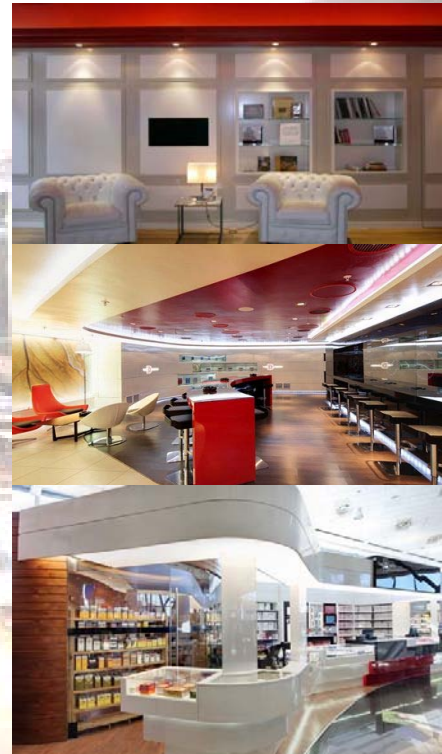
THE CHALLENGE FOR JORDAN DESIGN

- Grow - 70% from existing clients and 30% from new
- Employ a new business person to prospect, set-up and go on meetings, help with account handling, search for new opportunities from existing clients, put together pitches, respond to briefs, save the agency heads time, and champion a generally more robust new business approach
- Be smarter about who they target and why, and acquire the right contact data. All relationships built up over the last 15-years need to be nurtured
- Re-position and adjust perceptions. BAT has always been a big client and they know the tobacco industry inside out, but the website and case studies create the impression too much work is from BAT. This isn't the case - they work with a wide range of other very high profile businesses
- Redesign the website, create new case studies, a new identity - new everything - and do it swiftly. And all to be done without losing the careful, creative, family feel the agency has built and which is one important reason clients buy their services. It also needed to be done quickly
- Stop, assess and make strategies for new business, as a much needed long-term solution. The new recruit as new business manager is the person to make this happen
- Establish a clear 3 and 5-year plan. Set milestones, benchmark and install a formal weekly, monthly and quarterly reporting structure



THE BLOSSOM SOLUTION

- We found for them an experienced new business manager with a good track record within design. She had previously been an account director, so understood how to translate the process from prospect to new account, problem free
- We undertook two detailed planning sessions to audit Jordan Design's current message, their website, marketing materials, how a pitch is put together and the work they lever when talking to potential new clients. The outcome? A re-brand was clearly needed plus supporting case studies
- We agreed a proper marketing strategy and carefully selected brands to be engaging or reengaging with. Jordan's expertise in the duty free market meant their target market was broad and complex, so we advised on a new CRM system, fresh data, means to import contact history etc.
- We worked together to agree metrics for the new business campaign the new recruit would deliver. This focused on conversations per week, meetings per month, quantity of marketing incentives to be deployed, analysis of meetings to proposals and proposals to wins. From here it was easy to calculate the number of opportunities required per month to maximize growth in line with the financial target
- We also advised Jordan Design on the right bonus / reward structure for the NBM. In year-1 it is about building the new business pipeline. In year-2, as the pipeline provides a sustainable yield, it moves to a commission structure based on revenue achieved



THE RESULTS (SO FAR)

- A new identity frames the work, letting it speak for itself. The design and implementation through all areas was achieved within 12 weeks
- A clearly defined targeting strategy focuses sales and marketing resources precisely where they need to be. It was built around key events enabling campaign-able themes for each period of the programme
- Momentum - after 2-weeks of preparation and planning with Blossom, the new NBM while still in training with Blossom, set-up 11 carefully qualified meetings in 10-days
- She also arranged a formal face-to-face exploratory meeting with one of the world's top 10 FMCG brands
- 3-months in and Jordan Design has a rich database, a bigger library of prospect-facing marketing collateral, and a NBM who, rather than adding pressure on the already stretched senior team, is working in a self sufficient way to develop briefs with prospects. Most importantly Jordan Design now has a pipeline
- There is a clear set of financial targets which everyone has signed up to as a mission – both in respect to revenue for 2012 and for the next 3-years. There is also a more focused understanding of *who* they want to work with and a NBM who is under no illusion as to what is expected of her for the next 12-months
- Perhaps most importantly, they have in their new NBM, someone who fits culturally at Jordan Design. This is so hard to get right, as cultural fit is often a 'gut instinct' and not something straightforward to interview for. It was important for Jordan Design NOT to have a classic 'sales person'. They are a meritocratic business that needed someone who understands the pressures the creative team are under and capable of finding their own ways of coping to get the job done