



How to find (and hire) the right agency.

Hiring an agency can be the best (or worst) decision of your career. Here's how I can help.

I HAVE ZERO EXPERIENCE HIRING AGENCIES

You've done great in sales and marketing. You've worked your way up. The C-Suite trusts you. You've been promoted to a star position and you are feeling the pressure. You know you need help. It's time to hire an agency but you've not done it before - or often. It's a lot of responsibility. Expectations are high. How do you know what to pay? How do you work with an agency? How do you get started - and get the results you're after? How and when do you communicate up?

"I don't want to look like I don't know what I'm doing."

From a seamless RFP process that is easy for you - or an introduction to the right firm - the key is to have a baseline to work from. I can prep you with what to expect, help outline an effective on-boarding process and provide counsel on how to get the most from your agency partner. Learn how to be the client that agencies fight to do their best work for - because you know what you're doing.

I'VE HIRED AGENCIES BEFORE

You're an experienced marketing, communications, brand officer/or director and:

- You don't have time to guide your staff through the agency selection process, or;
- You've not had great experiences with agencies - they just don't "get you," or;
- Your board or the C-Suite have a number of agencies they've worked with and you need help objectively assessing each one and making a recommendation.

"Did I mention that I don't have time for this?"

Sometimes you don't have time for a long and drawn-out procurement process. You need someone with experience to objectively research agencies and kick-the tires on your behalf - all while representing you/r company well. Someone who can objectively make the right introductions and assist with negotiating a deal. Can you also develop a presentation for the C-Suite? "And, oh, yeah, did I mention that I don't have time for this?"

I'M IN PROCUREMENT

Your role is to help your company find the best vendors and/or partners to work with. You've covered product before so the service area is new to you. Your company has rigorous guidelines to incorporate and you need to cost compare. Why do agencies need so much information? How do you effectively outline the assignment and get them to put their best foot forward within the budget you have? Marketing wants one thing, procurement targets demand another.

"How do you turn the situation into a win-win?"

Hire someone with an agency perspective. Someone who has led, responded to, written and won/lost hundreds of RFP's over the years. A well-written RFP will attract the most effective agencies, position your company in the best light, save everyone time and get the relationship off on the right foot. Can you also provide perspective on budget templates and how to develop consensus among a diverse internal team?