



Win More New Business Now! (1 day workshop) – June 23, 2009

Institute of Communication Agencies is joining forces with Sanders Consulting to offer an exciting new look at how to grow your business, to be held in Toronto, Tuesday, June 23, 2009.

About the Workshop:

You need to do new business the right way if you want to grow. One day can really make a difference! This workshop is a solid review of the often-forgotten new business basics that every agency professional can use to energize growth during competitive economic conditions.

Workshop Content Includes:

- Fifty Things to you Need to be Doing Now to Help you Agency Grow
- Key New Business Outreach Principles You need to Master
- Secret Ways to Hold First Meetings!
- How to Ask the All Important “Money question”
- How to Fast Close Prospects
- Chemistry Wins New business!

Workshop materials included in registration fee. Agenda details attached as PDF.

About the Workshop Leader: Bob Sanders

Sanders Consulting Group is a leading consulting firm specializing in the marketing communications industry. Every year Sanders Consulting Group (SCG), working exclusively with marketing communication firms, develops growth and organizational strategies for more agencies than any other firm in the world.



In his leadership position with SCG, Bob Sanders directs program and practice development, conferences, client engagements, as well as publishing and research initiatives. Bob’s experience includes comprehensive consulting and service engagements with multinational agencies, such as FCB, Leo Burnett, Y&R and JWT; regional agencies such as Sullivan, Higdon & Sink and Crosby Marketing Communications; and specialized agencies such as Fullhouse, Direct Partners and Rodale Press.

Who Should Attend: Agency personnel involved in and responsible for the new business development process. Book early! Space is limited.

Workshop Date:	June 23, 2009	
Early Bird Deadline:	June 9, 2009	
Registration Deadline:	June 16, 2009	
Venue:	ICA Executive Education Centre 2300 Yonge Street, Suite 3002, Toronto, Ontario	
Workshop Schedule:	8.30 am:	Registration and Continental Breakfast
	9.00 am:	Workshop begins
	12.00 noon:	Lunch (included in your registration fee)
	4.30 pm:	Concludes
Registration Fees:	<u>ICA Members</u>	<u>Non-ICA Members</u>
	Early Bird: \$300.00	Early Bird: \$350.00
	Regular: \$350.00	Regular: \$400.00
Registration:	Please fax or email registration form to ICA @ 416-482-1856 or sbeglan@icacanada.ca	
For More information:	Jani Yates - 1-800-567-7422 x230 / 416-482-1396 x230	

WIN MORE NEW BUSINESS NOW!

WORKSHOP AGENDA

Toronto, June 23, 2009

- 8.30 - 9.00 am **Registration and Continental Breakfast**
- 9:00 – 9:15 am **Open remarks, introductions, agenda review, rules of the road**
- 9:15-10:30 am **Fifty Things You Need to Be Doing *Now* to Help Your Agency Grow**
- A solid review of the often-forgotten new business basics that every agency professional can use to energize growth during competitive economic conditions. Included are helpful tips on basic brand checks for your firm to see if you're saying the right thing and describing yourself the right way. Take time now to update your range of services. Make sure you look open for business. Check to be sure you're using your senior people in new business the right way, and much, much more. Each suggestion is packed with helpful action steps to get you started. This powerful action list is designed to help agency owners and operators maximize new business growth this Fall.
- 10:30-11:00 am **Key New Business Outreach Principles You Need to Master**
- There are nine different ways agencies can organize themselves to do outreach to build more new business leads. Review each one and learn which ones never work. Avoid these traps with a helpful review of the pluses and minuses of the ways agencies typically do outreach including email blasting, e-newsletters, hired guns, door kickers, spec creative, phantom agency, crashing, and much more. Use this review to make your outreach activities more professional and more efficient so you get all the new business leads you can.
- 11:00 -11:30 am **Mid-Morning Coffee Break**
- 11:30 am - 12:30 pm **Agencies Tell Prospects Too Much!**
- Here are the secret ways to hold first meetings with good prospects, learning how to build trust quickly so prospects are more willing to discuss their most important communication needs with you. See how to tantalize them on what your firm can do. Learn how to search out the best places where your firm can be of service. See how to set up specific action plans so you both are clear on next steps. See why you need to spend less than 20% of the time talking about your firm. Avoid the brag-and-boast first-visit agency model that prospects hate. See why capability presentations are for losers, case histories often smell, and PowerPoint projectors drive off your best prospects. This is a powerful learning experience that agency leaders will never forget.
- 12:30 -1:30 pm **Lunch included**



1:30 - 2:30 pm

Show Me the Money!

The biggest account handling challenge agencies face is talking with clients and prospects about money and finding the real budget. Now learn how to ask the all important “money question.” See why clients feel they need to lie and why they often inflate what they can spend. Do your agency a big favor and learn how to uncover the hidden budget. Learn to walk away from prospects when the money isn’t right. Through it all, see how to remain friends so you get a call the next time when budgets are bigger. Learn the “Take Away,” the “Back Pedal,” the “Reverse”, the “Open Grave,” and how to “Money Bracket.” Never ever leave any money on the table after this important negotiation session.

2:30- 3:30 pm

Please--Please--Please, Wouldn't Someone Fast Close Me!

Learn how to run around RFPs. Forget about using limited agency resources preparing written proposals that are a waste of time. Stop blowing billable hours on dead-end prospects. Instead learn how to Fast Close prospects in 48-hours or 7-days if the prospects are especially large or valuable. Look back on this session years later and say fast closing was the most valuable set of new business skills you ever learned.

3:30-4:00 pm

Afternoon Coffee Break

4:00 – 5:00 pm

Chemistry Wins New Business!

Chemistry is the most important part of any new business presentation but few agencies know how to win new business using the unfair advantage of Chemistry. In this fast-moving, end-of-the-day session, learn how your agency’s basic likeability is projected in everything you do and say and how the new business choices you make without thinking shape your firm’s likeability early in the review. And then control your new business destiny. Learn why it’s not the creative you show or the range of integrated services you present, but rather accounts are won on how you promote your likeability every time you meet the prospects. This allows you to walk away at the final presentation with the account in your pocket because the client liked your firm better. This is an eye-opening review of the biggest new business secret around because Chemistry wins new business.

5:00 pm

Final Wrap and Adjourn



“Win More New Business Now!” Workshop – Toronto, June 23, 2009



REGISTRATION FORM: Please fax to 416-482-1856

Workshop Date	June 23, 2009
Early bird Deadline:	June 9, 2009
Registration Deadline:	June 16, 2009
Venue:	ICA Executive Education Centre 2300 Yonge Street, Suite 3002

Please select	Early Bird Rate (By June 9) PLUS GST	Regular Rate (After June 9) PLUS GST
<input type="checkbox"/> ICA Member	\$300.00	\$350.00
<input type="checkbox"/> Non-Member	\$350.00	\$400.00

Registration information:

GST #: R107508509

Name: Position:
 Organization: Member / Non-member
 Address: City: Postal Code:
 Office Phone: () Ext.:
 Email:

Payment information:

Please indicate your preferred method of payment: Visa MasterCard Cheque (payable to ICA)
 Cardholder's name:..... Cardholder's signature:
 Card number:Expiry:.....

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TO REGISTER: Please fax your completed registration form to 416-482-1856.
For more information: Please call 416-482-1396 Ext 230 or email sbeglan@icacanada.ca Institute of Communication Agencies