



THE STRATEGY EXPERT®

Organization

Public Relations Firm

Situation

A public relations firm was working at maximum capacity but not meeting the financial and prestige expectations of the founder.

Solution

We first advised the firm to increase the rate it charges clients. This would do two things: 1) increase the quality of the clients; and 2) encourage lower-end clients to either pay more or close their account – leaving room for higher paying clients.

Next, we advised the firm to begin charging a nominal fee for those organizations requesting a proposal. Each proposal was customized to the situation and took a great deal of time to develop. The fee for the proposal was credited back to the prospect once they became a client. This too helped ensure that higher-paying clients would sign up for PR services. It also developed a small revenue stream to cover the administrative costs of developing the proposals.

Over time, the firm would sometimes have us sit in on high-profile prospects and help design strategies for success. This included a noted best-selling author and a former Super Bowl champion. The President of the firm once wrote:

“Scott is not only excellent at rapidly analyzing a situation and seeking a solution to a challenge but he is also a dedicated worker and team player with solid consulting, facilitation and presentation skills. Scott’s participation in a presentation to a prospective client so impressed the prospect’s attorney, who was present, that he referred other clients to us specifically because of Scott’s expertise and ability to communicate.”