MODULE

The Three Rs: Your Best Opportunities



In this module.

We Pick Our Clients [01]

An Unexpected Discovery [02]

The Three R’s [03]

Define Your Best Opportunities [04]

Common Objections [05]

Qualifying: The Long Term [06]

01 We Pick Our Clients

About Our Clients & Their Projects

When an opportunity arises,

how can you _____

discern whether to pursue it?

- “Because that's what we've always done…”
- “We should never say no…”
- “Our clients expect us to help them…”
- “We need the money…”

About Our
Clients & Their Projects

A difficult truth:

You chose every one of them. Accept no excuses. Take _____.

If you could do it over again, you might _____ differently.

You have the _____. Don’t settle!

02 An Unexpected Discovery

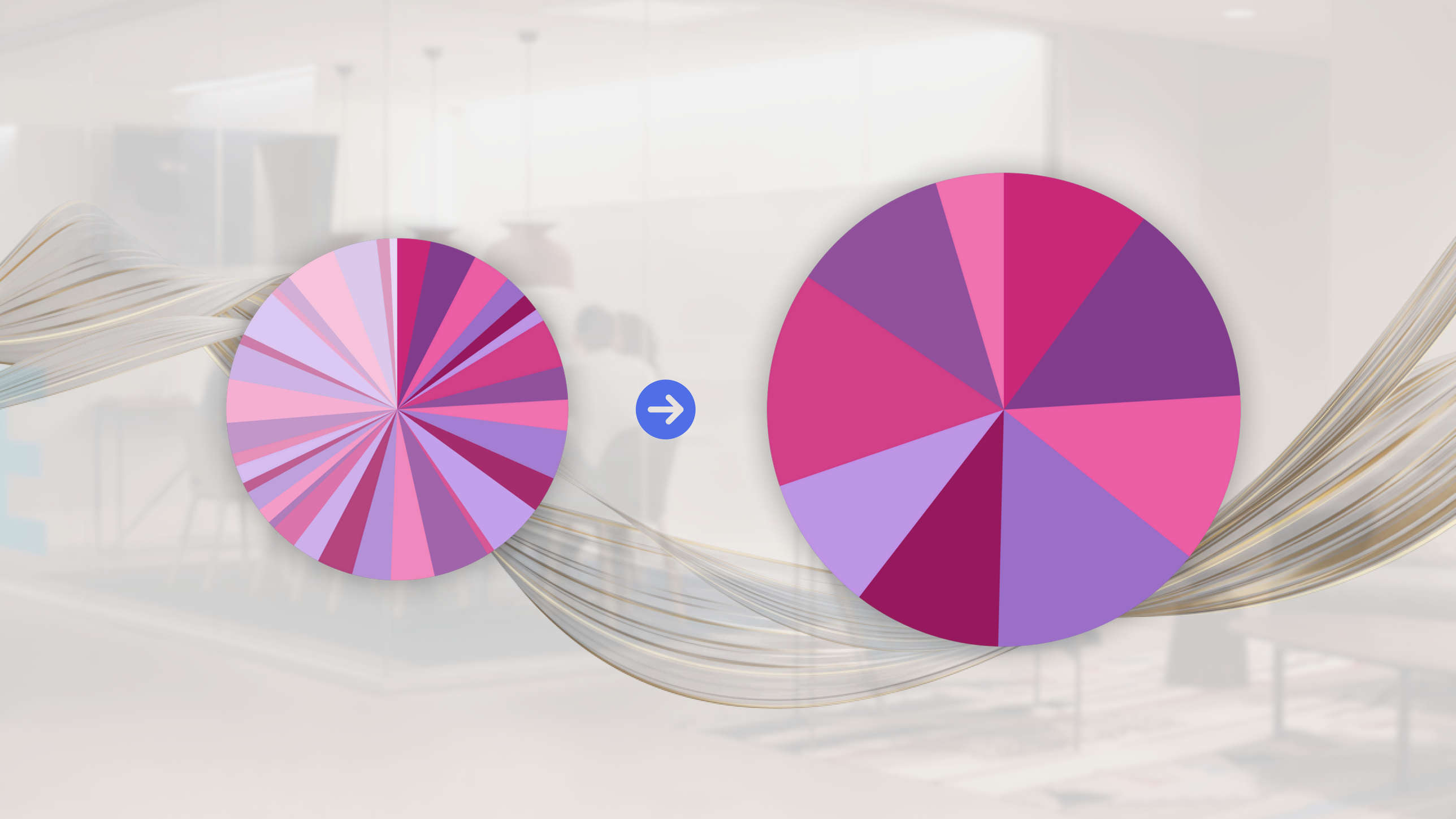


ORIGIN OF
THE THREE R'S



Implementing The Three R's took us from 252 projects/year down to 50 projects this year, **while making more money."**

FOOTY
AT TRICK & MORTAR



03 The Three R's Explained

Qualifying an Opportunity

REFER US
PROFITABLE
GROW OUR PORTFOLIO
CREDITWORTHY
FUN
LOW RISK
UTILIZE OUR EXPERTISE
SMART CREATIVE
FOLLOW OUR LEAD
GENERATE BUZZ
AWARD-WINNING
GREAT BUDGET
GREAT COLLABORATOR
SHOW APPRECIATION
REPEAT BUSINESS

Qualifying an Opportunity

- → GROW OUR PORTFOLIO
- → AWARD-WINNING
- → UTILIZE OUR EXPERTISE
- → GENERATE BUZZ
- → SMART CREATIVE
- → GREAT BUDGET
- → PROFITABLE
- → REPEAT BUSINESS
- → LOW RISK
- → CREDITWORTHY
- → REFER US
- → SHOW APPRECIATION
- → GREAT COLLABORATOR
- → FOLLOW OUR LEAD
- → FUN

The Three R's



The Three R's



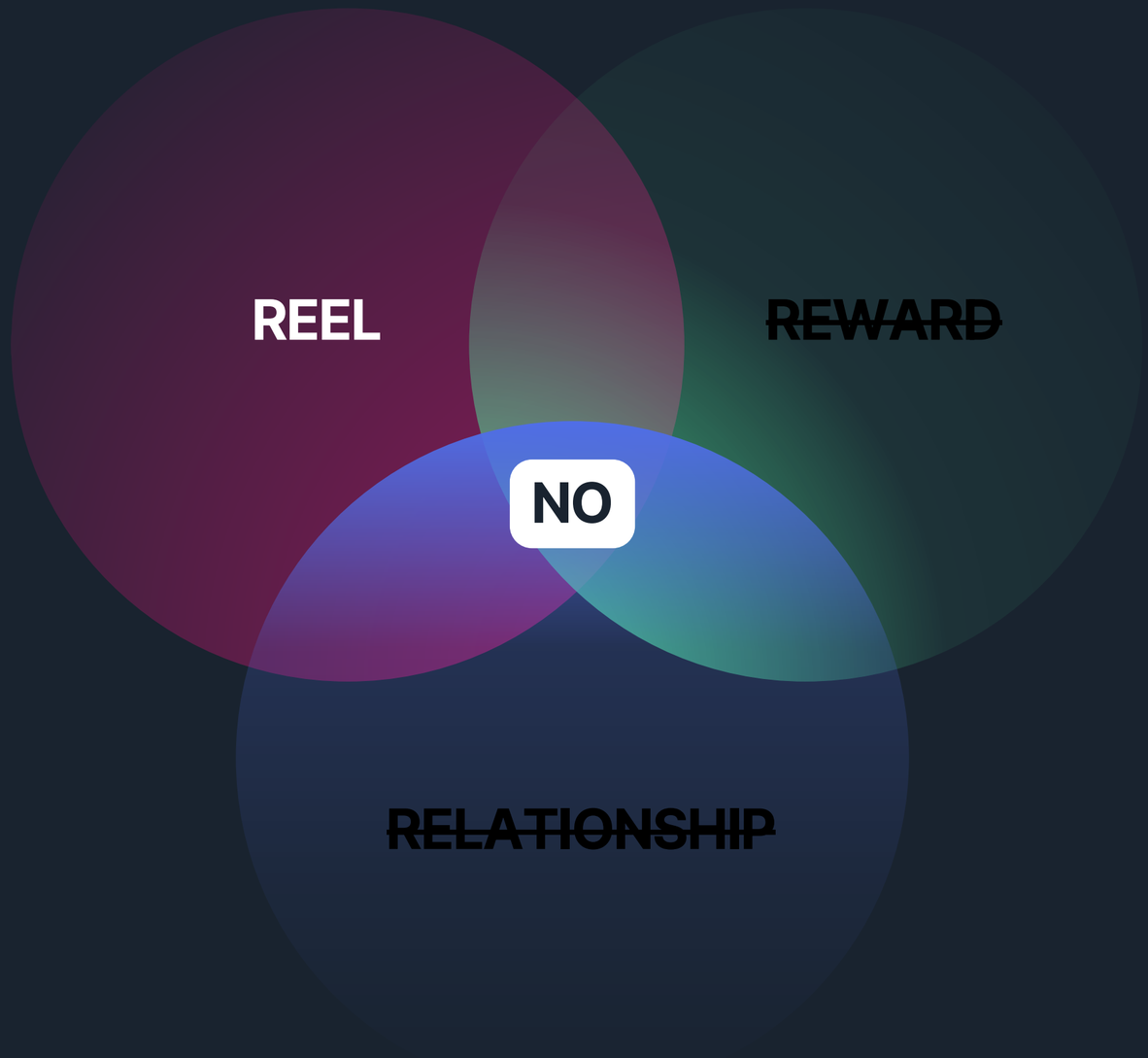
The Three R's



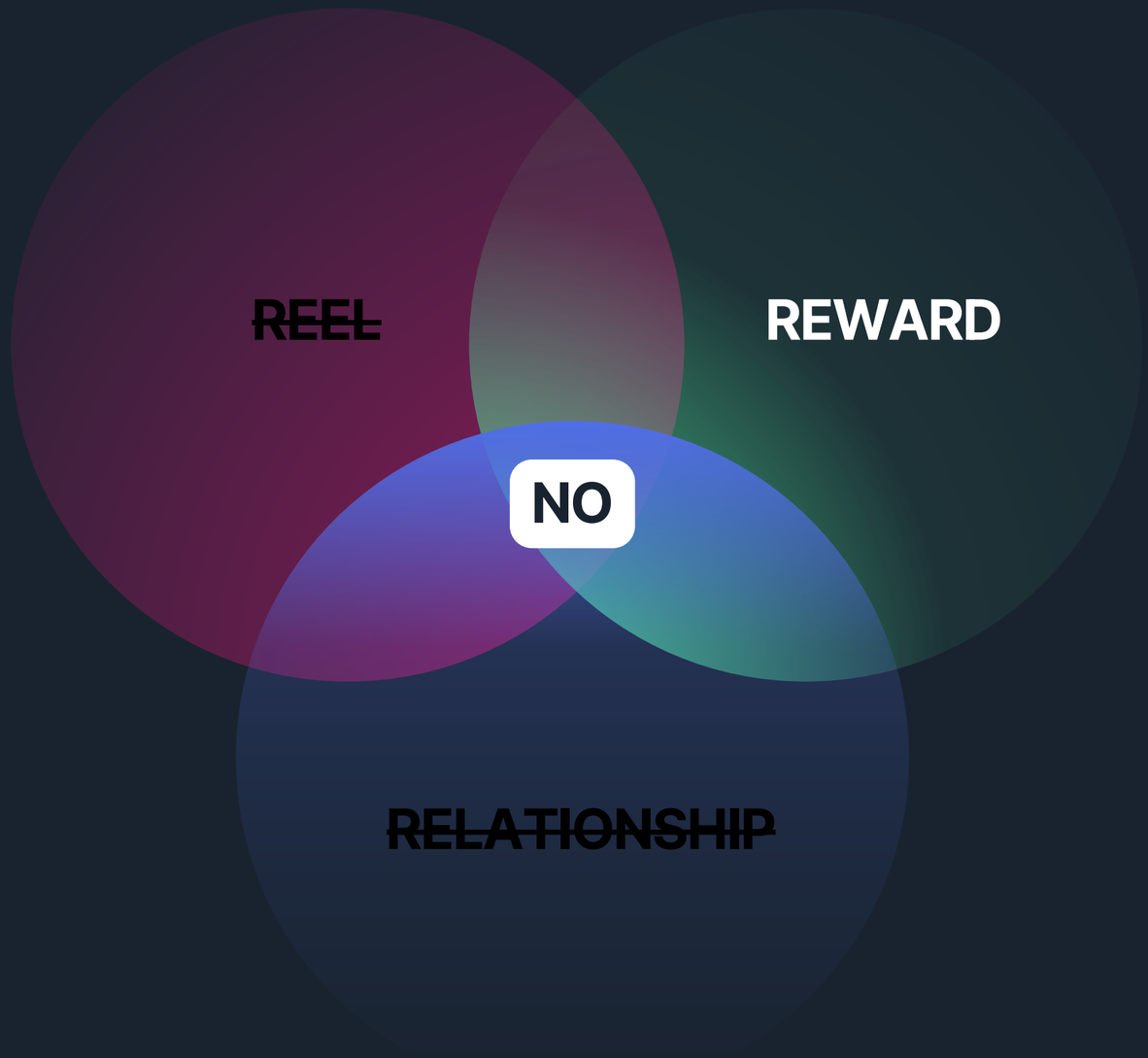
The Three R's



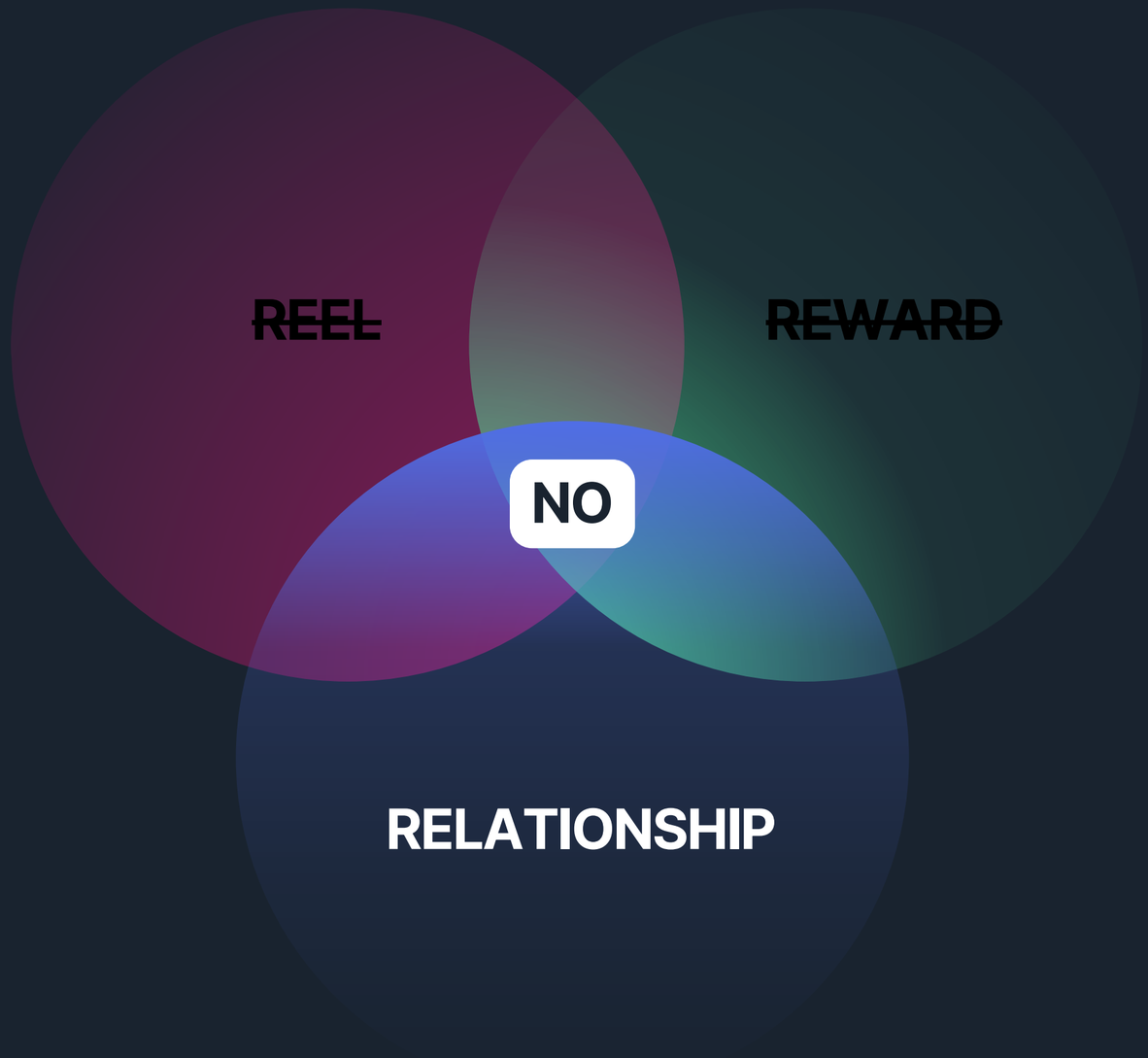
The Three R's



The Three R's



The Three R's



Defining the
The Three R's.

Reel [1]	Grow portfolio, utilize expertise, expand **reputation**
Relationship [2]	Show appreciation, bring repeat work, generate **referrals**
Reward [3]	Profitable, favorable terms, for the right **reason**/purpose

No Three R's?

No Reel...

No Relationship...

No Reward...

"The Fourth R" is...

REGRET

04 Define Your Three R's

THE THREE R'S: DEFINE
YOUR BEST OPPORTUNITIES

Worksheet.



The Three R's

RECENT WORST PROJECTS

RECENT BEST PROJECTS

HOMEWORK

- How do they stack up?
- What if you could go back, would you have accepted them?
- How else might you have invested that time and energy?

- How do they stack up?
- What if moving forward all your projects were like these?
- What is now possible?

Extra credit: Past Sales Analysis

Past Sales Analysis

CLIENTS	24		AGENCY	$432,000	11%	REPEAT/REFERRAL	$2,967,000	74%	GROWTH YES	$1,490,000	37%
TOTAL REVENUE	4.0M		BRAND	$1,523,000	38%	OUTBOUND	$589,000	15%	UNCERTAIN	$1,921,000	48%
REVENUE PER CLIENT	166.7K		ENTERTAINMENT	$1,988,000	50%	INBOUND	$444,000	11%	NO	$589,000	15%
WHALES	2		STUDIO/PRODCO	$17,000	0%						
			OTHER	$40,000	1%						

CLIENT	REVENUE	%	TYPE	SOURCE	GROWTH POTENTIAL
DISH Network	$1,100,000	28%	Brand	Repeat/Referral	Yes
Discovery	$900,000	23%	Entertainment	Repeat/Referral	Uncertain
Velocity	$550,000	14%	Entertainment	Repeat/Referral	Uncertain
JWT	$210,000	5%	Agency	Repeat/Referral	Uncertain
Janus	$185,000	5%	Brand	Inbound	Yes
ABC	$140,000	4%	Entertainment	Outbound	No
Hasbro	$135,000	3%	Brand	Outbound	Yes
Vladimir Jones	$120,000	3%	Agency	Inbound	No
FOX	$111,000	3%	Entertainment	Outbound	Uncertain
Nat Geo	$100,000	3%	Entertainment	Repeat/Referral	No
Gish & Associates	$90,000	2%	Brand	Inbound	No
CP+B	$75,000	2%	Agency	Outbound	Uncertain
Investigation Discovery	$70,000	2%	Entertainment	Outbound	No
BBC	$70,000	2%	Entertainment	Repeat/Referral	Yes
KUSA	$40,000	1%	Other	Inbound	No
CBS	$35,000	1%	Entertainment	Outbound	Uncertain
Antares	$15,000	0%	Agency	Outbound	Uncertain
Bollocks Biz	$13,000	0%	Brand	Repeat/Referral	Uncertain
Color Theory	$12,000	0%	Studio/Prodco	Repeat/Referral	Uncertain
Destination America	$8,000	0%	Entertainment	Outbound	No
E! Entertainment	$7,000	0%	Agency	Repeat/Referral	No
Goblinette	$5,000	0%	Agency	Inbound	No
Fishing Network	$5,000	0%	Studio/Prodco	Repeat/Referral	No
Hobo Industries	$4,000	0%	Entertainment	Inbound	No

05 Common Objections

Common Objections

“Should we really say no?!?”

CONSIDER WAYS TO “INCREASE THE R’S”

Reel	Pitch the client some tantalizing creative?
Relationship	Bundle with additional collaborations?
Reward	Increase your price, more favorable terms?

Common Objections

“So we can say no... but how?”

	HOW TO SAY NO
Risk	“Sorry, we are just so busy right now...”
Fit	“I don’t think we’re the right for this...”
Expensive	“Due to constraints, our price would be too high...”
Helpful	“Allow me refer you to someone who I trust...”

06 Qualifying: The Long Game

Qualifying: The Long Game

PROJECTS
NEEDS QUALITY, CAPABILITY, OR CAPACITY

GREAT FIT?

PROBLEMS
NEEDS EXPERTISE, INNOVATION, LEADERSHIP, OR RISK MITIGATION



Qualifying: The Long Game

	TARGETING	LOYALTY	SALES CYCLE	MARKET MATURITY	VALUE CONVERSATION	DEEPER NEED
AD AGENCIES	**Easy**	**Fickle**	**Months**	**Medieval**	**Hours and rates**	**Fame and awards**
ENTERTAINMENT	**Moderate**	**Moderate**	**Weeks**	**Colonized**	**Deliverables**	**Expertise and dependability**
BRANDS	**Difficult**	**Loyal**	**Years**	**Frontier**	**Results**	**Account service and strategy**



Recap.

We Pick Our Clients [01]

An Unexpected Discovery [02]

The Three R’s Explained [03]

Define Your Three R’s [04]

Common Objections [05]

Qualifying: The Long Game [06]

[THIS PAGE INTENTIONALLY LEFT BLANK]