

Ep 70: How to Select an Agency in Today's World

with Scott Lucas, Managing Director at Sterling



- The agency focus should be on problem-solving not process-following.
 - The point here is inflexibility can be the downfall of many agencies.
 - Agencies that continue to be successful are the ones focused on doing the work in front of them AND having eyes on the future of what is coming.
 - Change is happening all of the time. The evolution of digital technologies changed consumer behavior significantly. They are savvier and more demanding.
 - Problem solving means that we listen to the clients and then come back to them with the right solutions for their needs. This means a customized approach within a standard process that is good for YOUR business.
- The agency's client lists are diversified vs. homogenous.
 - In the past, there was a lot of clout that came with 'having experience in the industry with previous clients'. There is nothing wrong with this and could be quite lucrative for agencies.
 - Today, the best agencies are diversified in the types of clients. This is smart from a revenue/business protection standpoint. They have a broader breadth of knowledge and can pull insights from other categories entirely.
- The "one-trick pony" agency model has been replaced by the "jack of all trades" agency model.
 - At one point, agencies were notorious for saying they could "do it all" but in reality they were much more fragmented- digital agencies, packaging agencies, brand agencies, retail agencies.
 - Today's strongest agencies have found ways to address all of the needs and problem solve for what their clients actually need vs. what they can offer.
 - Ask a lot of questions that will allow you to see clear examples and metrics of success. This includes case studies, backgrounds and experience of the team.
- Good agencies know that relationships continue to be the name of the game.
 - One thing that has stayed true is that the agencies that build genuine relationships with their clients are the ones that not only survive but thrive.
 - Repeat business is the very best kind of business and the biggest compliment any agency can receive.
 - "Never burn a bridge" is very real. You never want a client to finish a project with you and be apathetic.
 - Agencies should be willing and ready to jump into your business and learn the ins and outs that will make them an active and highly capable team member vs. just providing the transactional needs of the business.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete