



Working with Search Consultants
Featuring Mercer Island Group's
Stephen Boehler

Mirren Fall Extravaganza
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Introduction to Mercer Island Group



Three Practice Areas



Business Strategy

Product, Marketing, Sales, Competitive Intelligence



Organizational Effectiveness

Vision, Strategy, Teamwork, Development, Training



Client-Agency Relationships

Reviews, 360's, Relationship Repair, Roster Management

MIG has been an excellent business partner for Sprint for several years. They deliver excellent service levels, keen attention to detail and straight talk that helps you stay focused on what's really important. Plus they take a fun, unpretentious approach to the business that belies just how savvy they really are."

- Mark Rexroat, Sprint



Consumer, Technology, Services



Agencies

Wieden
Kennedy⁺

MULLEN

★ EURO RSCG

Starcom MediaVest[®]
GROUP

CONTINUUM



FLEISHMAN[™]
INTERNATIONAL COMMUNICATIONS
HILLARD

TVP The
Vidal
Partnership
MARKETING COMMUNICATIONS

MindShare

WEBER SHANDWICK
WORLDWIDE

deutsch
DESIGN WORKS

PUBLICIS·DIALOG

HAL RINEY

HILL|HOLLIDAY

ORGANIC[™]

Wexley
School for girls

NK

NICHOLSON KOVAC

gci group



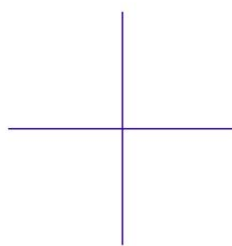
ROGERS & COWAN

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WORKTANK
BRAND STORYTELLERS

“Steve Boehler and the team at Mercer Island Group provide significant leadership and expertise in all areas surrounding the client-agency relationship. Nobody knows more about client-agency relationships and client-agency success than the folks at Mercer Island Group. And, as a client who has been accountable for that client-agency relationship and success over the years, MIG has made me look great time and time again.” - Rondi Furgason, Embarq/CenturyTel



3 Rules: How to Work with Search Consultants*

“You tell your story and show your work and if the consultant thinks you are a ‘safe choice’ for their client, they will include you.”

Mike Swenson *Barkley*



1. Communicate Effectively

- Respect our time:
Real news, real
efficiently.

“Respect our time. E-mail us, don’t send us boxes the size of Texas.”

- Joanne Davis, Joanne Davis Consulting

“Only communicate when you have bona fide news – a new piece of business, an important hire, etc...”

- Brian Goodall, Jones Lundin Beals

- Tailor communications to the consultant.

“An agency that understands honestly what their capabilities are and don’t try to chase everything.”

- Judy Neer, Pile & Company

“Be relevant in your communication. Don’t bombard consultants with every new campaign.”

- Mike Duda, Deutsch

- Be responsive.

- Leverage the press.

“Pass on relevant news about the agency – new biz wins, special recognitions, significant media coverage, etc.”

- Rand Mikulecky, Sullivan Higdon & Sink

“Agencies that ask intelligent questions – versus using the time to talk about themselves.”

- ABA Consulting



2. Great Work

- Work that gets noticed, generates buzz, wins awards.
- Big ideas, campaigns & results.
- Fresh & original.

“There’s no substitute for doing good work that gets noticed.”

• Brian Goodall, Jones Lundin Beals

“Agencies that do great work that we read about and clients brag about.”

• Joanne Davis, Joanne Davis Consulting

“First, determine if you should be on our radar. We are hired by national brands that are looking for companies doing world-class work (regardless of their size). If your work is less than stellar, quite frankly your firm is not going to be of interest to most search consultants.”

• Russel Wohlwerth, Ark/AAI

3. Build Your Brand & Be Special

- Special talent, capabilities and reputation.

“Be clear in how you’re positioned – culture, capability and competency.”

• Lorraine Stewart Rojek, The Rojek Consulting Group

“Have a genuine, clear point of difference. Virtually all agencies use the same terms to ‘distinguish’ themselves, so they remain commodity-like.”

• Robb High, Robb High Associates

“A differentiating point of view about the value you provide your clients and the world at large; sense of higher purpose.”

• Lorraine Stewart Rojek, The Rojek Consulting Group

A Final Word on “Getting on the Radar”

“Get project work along side of existing AOR resources at sophisticated client orgs, as point of entry to do great work, leverage relationships externally and cross sell against...”

*-Lorraine Stewart Rojek
The Rojek Consulting Group*



A Final Word From Agency BD Execs

“Beyond your work, your people and your process, you need a POV on how you see the world. Ideally everything else conforms to it. Agencies aren’t great at articulating what makes them different. Having a POV makes you stand out.”

- Jamie King
Euro RSCG



MIG's View: What Works w/Consultants

❖ Channel management.

Search consultants are a “channel”. Learn from “channel” experts.
Consultant-only section of Web site. Contact calendar & strategy.

❖ Tailored programs.

Search consultants are not a homogenous group! 1-to-1 marketing.
CRM-like efforts. No bulk mailings/e-mails.

❖ Easy to track, easy to repackage.

PPT, not PDF. Info readily available on Web site. FAQ. Fact sheets.

❖ Learn to sell.

“Pull”, not “push”. Leverage curiosity & credibility. Make the call
about them, not you. Stand for something important.





Free Mercer Island Group White Paper

Free download at www.migroup.com

Click on “News and Media” or go directly to:

<http://migroup.com/news & media/news & media.html>



Questions?

