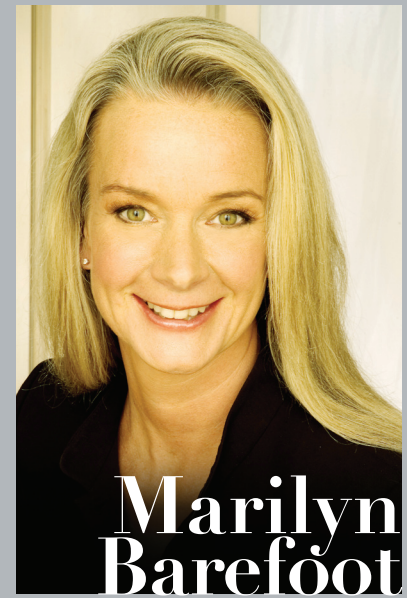




New Business Strategies

That Will Knock Your Socks Off!



Marilyn Barefoot

New business is like pure oxygen. It energizes. It stimulates. It nourishes.

An agency is like the human body - if you only breathe the air you just exhaled, you'll perish.

Despite the fact that new business is the life blood of the agency, few agency folks have ever received any training on how to go about it successfully.

Whether it's pitching a new client or growing business from an existing client, new business success depends on a planned, organized approach.

Through this high-energy hands-on session delegates will learn and formulate a plan to apply a series of **new business strategies that will knock your socks off!**

By attending this session delegates will learn:

Why and how organic growth from existing clients is the most misunderstood aspect of new business.

How to leverage existing relationships to generate new business – or new business opportunities – without pitching.







The role of social media in new business.

12 simple steps to getting thrown off a pitch list!

Every great team has a sparkplug, a unique energy source, an active ingredient... someone who helps to give the team a personality. For Barefoot Brainstorming, that someone is Marilyn Barefoot. Classically trained in tier one companies like Coca-Cola, McDonald's, General Mills, Nike and Microsoft, Marilyn combines a wickedly smart and analytical brain with an intuitive gut.

A summa cum laude graduate from major advertising agencies like Vickers & Benson, Bozell Palmer Bonner, Cossette Communications and BBDO, Marilyn is obsessive about originality. A hands-on leader, Marilyn's sessions have been known to cause blips on Doppler Weather Radar screens. Marilyn inspires teams to look at every pitch as an opportunity to be different.

Marilyn Barefoot

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