



CASE STUDY

Business Development and Sales Leadership for Blue-chip Retained Search Firm

SITUATION

Spencer Stuart is a global board and executive search firm. They retained my services to jumpstart and lead business development and sales activities for the firm's Technology, Communications & Media (TCM) practice and the Westplex Region (six California offices).

ACTIVITIES

The firm retained my services for over 30 months. The new business development and sales programs that I led – which included significant cold-calling – [transformed](#) the practice and region's go-to-market and sales strategies.

Innovated sales, [thought leadership](#), and [account planning](#) activities for the TCM's specialty practice groups ([Communication Systems & Services](#), [Internet](#), [Software](#), [Media](#), and [Venture Capital](#)) through dozens of global thought leadership sales programs and account management activities.

Led all brand-building and messaging activities and developed a cross-practice [value proposition](#), including points of differentiation, messaging pillars, and proof points. Created [case studies](#), presentations and a new sales proposal [template](#). Secured and managed multiple industry and media strategic alliances, developed a strategic PR and sales communications [plan](#), and established / managed partnerships with industry and media organizations – e.g., the [National Venture Capital Association](#), the [Telecommunications Industry Association](#), [Software Magazine](#), Software & Information Industry Association, *MEDIAWEEK* ([two cover stories](#)), *The Wall Street Journal*, *Fortune*, *BusinessWeek*, *Business 2.0*, *San Francisco Business Times*, and many other media outlets.

RESULTS

Dozens of sales activities and programs generated [>\\$3M](#) in new search work. [Press mentions](#) produced >100% increase in media hits and public relations ROI of almost [300%](#) (not inclusive). Industry and media alliances (for Spencer Stuart and other clients) added [>\\$4M](#) in sales.