



Marketing Marvels

How do you make a difference in today's competitive environment? Find the answers in this month's edition of **Marketing Marvels**. Our goal is to help you stay abreast of the current trends, offer business insight and value, show you what's working right now, and give you marketing intelligence you can apply to your business right away.

Business Insight--Hiring an Outside Provider:

Bringing in an outside company to deliver on your marketing initiatives is challenging; what they produce for you is a direct reflection of your company. Bringing in an outside company to deliver on your marketing initiatives is challenging. While outsourcing presents numerous advantages, it also presents internally and external challenges. It takes skill and effort to get the best results. Here's a checklist to help you manage the process for a successful, long-term, relationship that delivers results.

Reputation. Identify who will be working on your business. What is their background? What do their clients say about them? Do they have repeat business? Make sure you get bios of key team members and check references thoroughly.

Core Competency. What do they do best? Look for core strengths. No one company can be good at everything. What do they outsource? *Everybody* outsources something. Lots of agencies claim to be 'integrated,' which often means they have partners to handle services they don't do in-house. While this can work in some cases, make sure you're hiring them for what they do best internally.

Track Record. What is their client history? Look for case studies and examples of where they have helped clients achieve the same goals you're asking them to achieve. What are their recent client wins? Losses? Reasons for both?

Service. What is their commitment to your business? Who is your day-to-day contact? How



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involved are senior principles? Is there a management escalation plan? What happens if you're not satisfied?

Process. Do they have experience in what you are asking them to do? What are the steps involved? What can you expect after week one? After the first month? At the end of the first quarter? What is their action plan for your company? What are the metrics for success?

Vision. Where is their company headed? Does their vision coincide with your long-term needs?

Chemistry.

Credentials aside, are you comfortable? Would you enjoy having a meal with them? Always trust your gut.

Find this information helpful? Feel free to forward this email to a colleague.

Need to generate brand awareness, create buzz, acquire new customers or retain existing ones? Turn to The Smarti Solutions to access an entire world of just-in-time talent. Call us at 212-751-5456 or visit www.getsmarti.com for solutions to your marketing needs.

Best Regards,

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