



THE
DUVAL
PARTNERSHIP

NEW BUSINESS AUDIT

NEW BUSINESS SUCCESS DEPENDS ON HOW PROSPECTS PERCEIVE YOUR AGENCY. WHAT KIND OF EXPERIENCE ARE YOU GIVING THEM?

Your agency's success is helped—or hampered—by how it presents to prospective clients. TDP's New Business Audit evaluates how your agency presents across all touchpoints, so you can consistently meet prospects' expectations.

Benefits of a New Business Audit:

- > Take a fresh look at how you appear to prospects everywhere
- > Get clear, actionable insights about areas for improvement
- > Stop missing opportunities due to oversights and shortcomings in your online presence
- > Identify new issues that were not on your agency's radar
- > Become more prospect-centric in your agency messaging and website experience
- > Leave prospects with a stronger impression of your agency
- > Helps create a strong foundation for your new business efforts

What is Prospect Experience™ (PX)?

PX refers to how prospective clients see your agency across channels and whether you consistently provide the information and experience they expect. A poor PX negatively impacts all of your new business efforts. It can mean the loss of potential opportunities before you even have a conversation.

The Duval Partnership centers the prospect experience when auditing agencies' new business universe, identifying areas of weakness and opportunities for improvement.

Why TDP?

With decades of agency sales experience, The Duval Partnership has earned its reputation as an expert in agency new business. We deliver the unbiased, outsider perspective you need to capture the interest of more prospects. Long the foundation of TDP's respected sales programs, we now offer our detailed New Business Audit as a standalone service to put PX optimization—and stronger new business programs—within reach for every agency.

For more information contact:

Mark Duval
c. 917.270.4274
e. mark@duvalpartnership.com

The Duval Partnership
www.duvalpartnership.com