



**THE
DUVAL
PARTNERSHIP**

The Duval Partnership: An Overview

Founded in 2007, The Duval Partnership is a strategic sales and new business consultancy working exclusively in the marketing and advertising industry. We design proactive sales programs customized to agencies' strengths.

TDP builds your pipeline and drives new business revenue.

How we help:

- Implement consistent outbound sales programs and process
- Facilitate vertical and geographic expansion
- Clarify sales positioning and messaging
- Support amplification of agency awareness
- Improve Prospect Experience™ (PX)
- Strengthen case studies
- Empower farming and organic growth

TDP's sales programs are trusted by:



NEW BUSINESS GROWTH PROGRAMS

Premium:

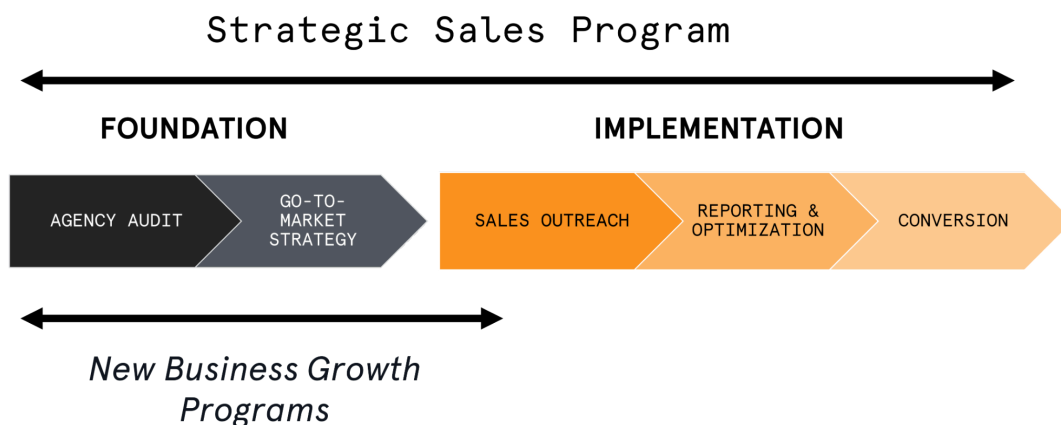
For agency leaders seeking to elevate their new business skills and approach by fine-tuning their offer, message, and sales ability. This program builds consistency, strategy, and tactics to amplify your agency's reach and take opportunities from interest to close.

Plus:

For agencies who want to gain insight into how they show up from a prospect's perspective and tighten things up to attract and capture more opportunities. We'll give you everything you need to go to market with a winnable strategy and a message that resonates.

Essentials:

Exclusively for smaller agencies (under 30 employees) seeking confirmation of their path to market and a quick route to implement a proactive, strategic sales program to generate revenue and growth.



The New Business Growth Programs differ from TDP's signature Strategic Sales Program in that the agency is responsible for implementing the program and executing outreach.

For more information, contact:

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

The Duval Partnership
www.duvalpartnership.com

Compare New Business Growth Programs:

Agency Audit	Premium	Plus	Essentials
Review strategic questionnaires from agency leadership. Your leadership team answers foundational questions to evaluate the state of the agency and internal alignment.	x	x	x
Comprehensive dive into the agency's website and all prospect-facing assets to strengthen the agency brand and sharpen key selling attributes.	x	x	
Review of agency's website and key prospect-facing assets.			x
Assess the Prospect Experience across your agency's digital footprint. We will evaluate how you show up to prospective clients.	x	x	
Review agency positioning and messaging to establish a clear message for those in need of your services.	x	x	x
Deliver a robust POV with actionable observations and recommendations including everything listed above for Premium and Plus.	x	x	
Includes "Mini POV" with high-level observations on the items listed for Essentials.			x
Go-To-Market Strategy			
Connect trends and pain points to agency solutions. Research of industry trends and insights.	x	x	
Apply prospect filters to strategically align agency with brands - Identify appropriate industries, budgets, regional/national focus.	x	x	x
Identify the best target verticals where your agency has a "right to win" based on core strengths and ability to demonstrate expertise within.	x	x	x
Present a deck outlining go-to-market plan, clearly defining steps, assets, and messaging.	x	x	x
Evaluate and provide guidance on current new business program as appropriate.	x		
Proactive Sales Program			
Target list development - Including personas, company profiles, identifying key decision-makers, and sourcing contacts.	x	x	x
Outreach messaging and supporting asset creation - We craft emails and provide copywriting support for case studies. We provide strategic guidance on thought leadership, social, blog, and other prospect-facing assets as appropriate.	x	x	
Outreach messaging - we craft emails and provide guidance to improve case studies.			x
Suggest multichannel outreach strategies to be implemented by your agency. Elements could include proactive outbound via email and phone calls, LinkedIn campaigns, conference strategies and attendance, and direct mail.	x		
Evaluation of current tools to support program efforts.	x		
Consulting			
A workshop with leadership team to ensure correct implementation of program.	x		
Consulting and workshops available as an add-on option.	x	x	x
Suggested Timeline	4-6 weeks	3-5 weeks	3 weeks