



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

Patty's brand building and business development transformation activities included:

- Innovated sales, [thought leadership](#), and [account planning](#) activities for the TCM's specialty practice groups – [Communication Systems & Services](#), [Internet](#), [Software](#), [Media](#), and [Venture Capital](#) – by formulating and implementing global thought leadership sales programs and overseeing account management activities
- Developed cross-practice [value proposition](#), including points of differentiation, messaging pillars, and proof points
- Created [case studies](#), presentations and a new sales proposal [template](#)
- Led development of PR and sales [communications plan](#)
- Uncovered, secured and managed partnerships with numerous industry and media organizations – e.g.,
  - [National Venture Capital Association](#)
  - [Telecommunications Industry Association](#)
  - [Software Magazine](#)
  - *MEDIAWEEK* ([two cover stories](#))
  - Software & Information Industry Association
  - *The Wall Street Journal*, *Fortune*, *BusinessWeek*, *Business 2.0*, *San Francisco Business Times*

#### RESULTS

- Generated [>\\$3 million](#) in new search work by creating and managing dozens of marketing, PR and business development programs,
- Added [>\\$4 million](#) in sales through strategic alliance programs with targeted Industry and Media organizations
- Obtained hundreds of [press mentions](#), generated >100% increase in media hits, secured PR ROI [~300%](#)