

Reasons for seeing agencies	Creative	Corp Coms	Print Logistics	PR	Digital	Research	Integrated	Below the Line	Other	Total
New Business Manager's sales skill/rapport on phone	18	25	25	21	20	16	20	17	12	173
Direct relevant experience and case studies	18	18	16	23	18	16	19	18	17	162
Proven ROI of case study on the phone	14	14	3	18	10	5	15	20	12	111
Unique methodology/way of working	7	14	5	10	8	25	19	16	5	110
Niche skill set (technology for example)	9	10	5	5	18	16	12	14	2	92
Gain insight	8	10	0	21	10	11	12	10	2	84
Location/proximity (inside 20 miles)	12	8	8	16	5	3	4	5	3	65
Other issue cited with incumbent	8	8	5	10	10	7	8	7	2	66
Incumbent too expensive	5	2	16	0	4	4	2	0	7	39
Recent relevant client loss	1	4	3	3	5	4	2	2	0	23
Offer of a 'free audit'	0	2	0	0	8	0	0	9	7	26

11 factors most likely to be cited by a prospect. New Business Managers then attributed a score of 0-3 for each of these factors as follows:

- 0 = neutral or occasional factor
- 1 = relevant factor
- 2 = powerful factor
- 3 = crucial factor

Reasons for meeting in descending order of significance. Colour coding has been used to highlight the significance of each reason by sector.

- 20+ points = Green: vitally important factor – will boost conversion hugely
- 13-19 points = Yellow: important factor, highly desirable
- 8-12 points = Clear: important but not crucial
- 0-7 points = Blue: could be relevant but not significant

Data for the ninth column (Other) is less conclusive as it covers a mixed bag of agency types.