

Opening doors to new business



MARKETLINK understands the importance of networking and building relationships to gain new business. Our approach is to guide you in selecting activities that help you obtain relationships with new potential clients.

We know that it takes an average of 10-12 contacts to gain a valuable relationship with a potential client. We help you make those connections and keep you focused by providing creative ways to stay connected with target clients.

## Services

- **Strategy Development and Implementation**
- **Client Research**
- **Scheduling Appointments with Potential Clients**
- **Staff Training on Sales Techniques**
- **Contact Database Development and Management**
- **Client Debriefings on Project Wins and Losses**
- **Lead Development and Qualification**

## Case Study

A long-time engineering client continues to use MARKETLINK on a monthly basis to help them open doors to architecture firms they'd not known before. A short strategy session was held initially where targeted clients, project sectors and geographies were identified along with what

unique capabilities the engineers had to offer. The strategic decision was made that MARKETLINK would forge relationships with the marketing staff at these firms while introducing this firm's marketing principal to the key prospect architects thus forming two relationships within each firm to increase chances for teaming. Because of MARKETLINK's ability to forge relationships with both principals and marketing staff, several new doors were opened for this firm.

**LINK TO SUCCESS:** Teaming on proposals came immediately and ultimately projects were awarded with these new architectural firms including a \$35M Crime Lab, \$30M Convention Center Addition and \$10M in various projects at a targeted University of California Campus, among others.

### Client Quote

*"We opened a second office in Northern California. MARKETLINK developed a targeted client list for us and made the initial calls to position us for being able to meet with them and start building a relationship. We were able to work with seven new clients that first year and we've continued to work with MARKETLINK in increasing work in both our offices."*

**- Jeff Martin, McGinnis Chen Associates**