

THEY SAY THEY CAN DO IT ALL



THEY SAY "YES" TO THE CLIENT WHEN THEY MEAN "NO"



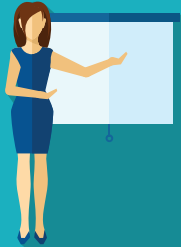
THEY BRING FIVE PEOPLE TO A MEETING AND ONLY TWO PARTICIPATE



THEY COMPLAIN ABOUT PROFITS BUT FAIL TO DEMONSTRATE VALUE



THEY PROPOSE BRILLIANT IDEAS THAT CANNOT BE EXECUTED



THEY FAIL TO CONSISTENTLY USE INDUSTRY INSIGHT AND DATA



THEY DON'T USE CLIENT BUDGETS CONSCIENTIOUSLY



THEY ARE FEARFUL OF PROVIDING HONEST AND DIRECT FEEDBACK



THEIR CFO TELLS THE CLIENT THEIR ACCOUNT IS NOT PROFITABLE



THEY LET EGOS IMPEDE SOUND BUSINESS DECISIONS



THEY DON'T WORK WELL WITH OTHER ROSTER AGENCIES



HOW TO DRIVE YOUR CLIENT MAD

COMMON MISTAKES AGENCIES MAKE WITH THEIR CLIENTS.

THEY AREN'T FULLY TRANSPARENT BUT EXPECT TO BE TRUSTED



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THEY PITCH ANALYTICS BUT DON'T DELIVER ACTIONABLE RESULTS



THEY OFTEN TAKE WORK AND RELATIONSHIPS FOR GRANTED



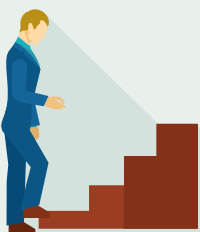
THEY ACCEPT POOR CLIENT SCOPES AND BRIEFINGS



THEY CAN'T TRAIN THEIR EVER-CHANGING STAFF FAST ENOUGH



THEY WANT OPPORTUNITIES TO EARN MORE WITHOUT RISKING MUCH



THEY USE FANCY TERMS THAT DON'T MEAN MUCH



THEY DON'T EMBED THEMSELVES IN THE CLIENT'S ORGANIZATION



THEY DON'T BEHAVE AS AN EXTENSION OF THEIR CLIENT TEAMS

