

Advantages of Having a Retainer Relationship with thePRguy incorporated

Benefits to the Client

- ➔ Guarantees access to the skills of an Accredited specialist with 30 years' experience, without the associated overhead costs;
- ➔ Guarantees access to these specialized professional services at lower-than-market rates, for services provided under retainer as well as for additional services;
- ➔ Locks-out competitors' access to unique consulting expertise for the period of the retainer;
- ➔ Allows the flexibility to deploy the consultant *anywhere* in the client's business, for internal and external communication issues;
- ➔ Provides a mechanism to gain the regular and consistent involvement of the consultant in the client's business. This allows ...
 - Continuously developing and deepening the consultant's knowledge of the client's business units, executives and managers, sensitivities, jargon, issues and how they relate to one another;
 - Building consultant's exposure to and facility with internal research-based information including employee surveys, customer satisfaction data, public opinion polls and so forth;
 - Building trust and confidence between the consultant, involved client personnel and key vendors;
 - A decreased learning curve for new assignments;
 - Advice that considers and accounts for multiple, inter-related factors;
 - Faster delivery of more sophisticated work products;
 - A continuously decreasing need for modifications to consultant's work products; and
 - Better integration with client's other consultants such as advertising agencies of record and legal counsel.
- ➔ Provides prompt access, through professional network, to other communication specialists including media training, public opinion polling, agency evaluation and selection, senior executive speech writing, communication ethics and others.

Benefits to the Consultant

- ➔ Many of the above;
- ➔ Predictability of income and cash flow;
- ➔ Longevity and continuity of the client relationship;
- ➔ Fair compensation for planning services, a value-added activity that frequently must be provided gratis as part of "proposing" new project assignments from project-only clients;
- ➔ Ability to focus on providing the service, rather than selling it, increasing time available for client-service time;
- ➔ Opportunities to delve more deeply into the client's organization and issues, allowing more sophisticated work products and, thus, greater professional satisfaction.

thePRguy incorporated
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