

Agency "Leveling Up" Script

Introduction: Setting the Tone

"Hello [Agency Representative's Name], this is [Your Name] from [Your Company]. I hope you're well. Today, I want to discuss our current marketing strategy and the outcomes we're aiming for. As you know, in today's competitive environment, it's not just about engaging content or innovative campaigns; it's about measurable results that drive our company forward."

Affirmation of Belief in Guaranteed Results

"We've always valued the work your team does. However, we're moving into a phase where we need more than just efforts; we need predictability and guarantees. We believe, and I'm sure you'll agree, that marketing is both an art and a science. It's dynamic, but with the right insights and strategies, outcomes can be predicted with a reasonable margin of error."

The Need for a Shift

"Our company is no longer in a place where we can afford to operate on assumptions or hopes. We need a predictable plan, one that your team can stand behind with confidence. It's about shifting from growing by accident to growing with intent and on purpose."

Challenging the Status Quo

"I've noticed a trend in our discussions and the industry at large. There's a hesitancy to guarantee marketing outcomes and ROI. I understand the complexities involved, but I believe customer behavior can be predicted within a reasonable margin based on past behaviors and future intentions uncovered through targeted research."

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Request for Commitment

"What we're looking for now is an agency that isn't just involved but is committed to our success. An agency that has enough conviction in their projections to have skin in the game. So, my question to you is: Can [Agency Name] commit to a results-guaranteed marketing strategy? Are you willing to offer a guarantee on the projections we're working towards?"

Discussing the Path Forward

"If we are to continue this partnership, I'd like to know that your team is structured around delivering these guaranteed outcomes. This includes hiring, promoting, and operating based on achieving specific results; I need to know that the achievement of our outcomes is baked into your core values so that I'm assured that your entire team cares as much about our company's growth as we do."

Closing with an Opportunity for Dialogue

"Let's be honest, this is more than just business as usual; it's about pioneering a new standard together. I'm really excited about the idea of us setting a new benchmark in the industry. What do you say we dive into this together? I'm all in on making our partnership a showcase of what's possible with a bit of courage and a lot of trust. How about we schedule some time to brainstorm how we can bring this vision to life? Your expertise and our ambition could really set a new precedent here."