

Mirren Agency / Client Relationship Evaluation™

This guide is designed to provide you with a model to benchmark the health of your client relationships – and your client-facing teams. This will inform which clients are most vulnerable, why, and steps you can take to immediately strengthen the relationship. Importantly, this will also help provide insight for untapped organic growth opportunities.

Mirren provides the training for account and pitch teams to capture a greater share of each client's spend. Ultimately, teams learn the skills to more effectively lead clients, become indispensable strategic partners, generate more organic growth, and win more new business.

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How Secure Are Your Most Valuable Accounts?

Pre-empt client departures with the *Mirren Agency/Client Relationship Evaluation™*

As you know, the agency/client relationship requires constant nurturing. If you're simply delivering what's expected, that's not enough. Being an indispensable partner means consistently over-delivering – not in time, but in value.

In fact, clients are loyal to business performance, not personal relationships. No matter what kind of agency you are, they expect you to understand and address their priority business goals through all of the work your agency delivers. The agencies with the highest growth rates across digital, advertising, PR, experiential, and more, have made this shift.

Consider this. When clients think about how well your agency is performing – it's not in isolation, you're being measured against all of their marketing partners. Your weaknesses are actually being compared to the strengths of the roster agency they value the most.

Ultimately, clients leave agencies for a variety of reasons. Often, this stems from spiked expectations – due to the complexity and pace of change. Agencies that don't proactively lead the client, can't demonstrate strategic value, and contribute little to no business impact are perceived as tactical vendors and are the most vulnerable to losing accounts.

In many cases, client departures could have been easily prevented. Based on [Mirren's Organic Growth Custom Training](#) with hundreds of agency teams, the **Mirren Agency/Client Relationship Evaluation™** benchmarks both the health of your client relationships and the effectiveness of your client-facing teams. This informs which clients are most vulnerable, why, and what steps you can take to immediately strengthen the relationship. Importantly, it also provides insight into untapped organic growth opportunities.


How to Assess Your Most Valuable Client Relationships

This evaluation model is designed to have you rate the agency from the perspective of the client. As you assess your agency's performance with each account, how would they score you, and why?

To get started, prioritize your highest-value clients, and identify an internal team that will most objectively rate the agency's performance.

For each client, you'll address four key categories: Cultural Fit, Core Capabilities Effectiveness, Talent Effectiveness, and Business Results. For each category, you'll rate the effectiveness of your agency (and team) on a scale of 1 - 5:

- 5 = We nail it across all areas of the account
- 4 = In most areas of the account
- 3 = In some areas of the account
- 2 = To a small degree
- 1 = Not at all

The Mirren Agency / Client Relationship Evaluation™		Score 1-5		
Cultural Fit	Collaborative Relationship	<input type="text"/>	1 Not at all	
	Desirable (People want to work on the business)	<input type="text"/>		
	Furthers the Agency's Longer-Term Objectives	<input type="text"/>		
Core Capabilities Effectiveness	Strategy	<input type="text"/>		2 To a small degree
	Program Execution	<input type="text"/>		
	Service Offering	<input type="text"/>		
	Client-Centric Organic Growth Plan	<input type="text"/>		
Talent Effectiveness	Aptitude	<input type="text"/>	3 In some areas of the account	
	Dedication	<input type="text"/>		
	Assertiveness	<input type="text"/>		
Business Results (The Proof)	Client: Category-Specific KPI Impact	<input type="text"/>	4 In most areas of the account	
	Agency: Remuneration	<input type="text"/>		
			5 We nail it	

The following pages include text fields where you can add your scores and notes.

Take a deep dive into each category, rating the agency on a scale of 1 – 5, based on the client’s perspective:

Cultural Fit	Collaborative Relationship	Score 1-5
	The client's senior decision-maker would say: "When the agency and client come together, there's incredible energy and innovation."	
	Desirable (People want to work on the business)	Score 1-5
Your CEO would say: "Our people actively try to get an opportunity to work on this account."		
	Furthers the Agency's Longer-Term Objectives	Score 1-5
	Your CEO would say: "The client aligns with the agency's business goals." (revenue growth, capabilities utilization/innovation, category penetration, etc.)	

Your Scoring and Next Steps

1 = "Not at all;" 2 = "To a small degree;" 3 = "In some areas of the account;"
 4 = "In most areas of the account;" 5 = "We nail it across all areas of the account."

<p>Core Capabilities Effectiveness</p>	<p>Strategy</p> <p>The client's senior decision-maker would say: "The agency provides a level of strategic direction that directly impacts the overarching marketing strategy for the brand, ultimately resulting in business growth."</p>	<p>Score 1-5</p>
	<p>Program Execution</p> <p>The client's senior decision-maker would say: "The agency consistently executes all projects in a manner that is on spec / on time / on budget – and completely painless. They are on top of everything and make it easy for me."</p>	<p>Score 1-5</p>
	<p>Service Offering</p> <p>The client's senior decision-maker would say: "The agency provides innovative new services that represent the best of what marketing can do to drive my business growth."</p>	<p>Score 1-5</p>
	<p>Client-Centric Organic Growth Plan</p> <p>The client's senior decision-maker would say: "My agency team is clearly operating against a plan that is focused on accelerating my growth."</p>	<p>Score 1-5</p>

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Talent Effectiveness	<p>Aptitude</p> <p>The client's senior decision-maker would say: "My agency team members each have the technical skills to perform their individual function at a high level."</p>	Score 1-5
	<p>Dedication</p> <p>The client's senior decision-maker would say: "My agency team members won't accept anything less than their best work."</p>	Score 1-5
	<p>Assertiveness</p> <p>The client's senior decision-maker would say: "My agency team proactively leans in with initiatives to grow my business – consistently. On a day-to-day basis, they anticipate and address my needs as it relates to their role on my team – they make it easy for me."</p>	Score 1-5

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<p>Business Results</p> <p>(The Proof)</p>	<p>Client: Category-Specific KPI Impact</p> <p>The client's senior decision-maker would say: "The agency impacts my business growth in a way that is tangible and meaningful – against the KPIs specific to my category."</p>	Score 1-5
	<p>Agency: Remuneration</p> <p>Your CEO would say: "We command a higher-than-normal margin, which includes a fee model more focused on client benefit vs. time." (Value-based / Multi-tiered / Incentive)</p>	Score 1-5

Your Scoring and Next Steps

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Evaluating Your Score and Planning Next Steps

Your lowest scores are where you're most vulnerable and must consider immediate action, particularly as prioritized against what is most important to this client. Leverage your strengths to improve in your weaker areas.

For example, if your Talent Effectiveness scores are exceptionally high, this could be leveraged to improve a low Program Execution score. If your Strategic Capabilities are strong, involve the strategy team to improve your Organic Growth effectiveness.

Note that the greater the range between your highest and lowest scores will indicate a propensity for significant levels of disorganization, stress, and challenge.

Next, outline the top 3 to 5 most important steps that will improve the health of the relationship with this client. Include action items, due dates, and who will be accountable.

Notes



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