



MCCA New Business Services

Powered by Boost New Business

Services available

- Credentials and sales collateral reviews
- New business audits (incl. mystery shopper activity)
- Pitch team mentoring and pitch doctoring
- Pitch process guidance
- Marketing and communications strategies (incl. entering awards)
- Prospecting channels (incl. intermediaries and telemarketing)
- Tender reviews
- Business development focused training programmes

Who is Boost New Business?



Founder Liz Childerley is a business development consultant and trainer, who has gained a wide line of sight over the last 10 years during her career in the marketing services industry working for both large networked agency groups, and independent agencies.

She joined Archibald Ingall Stretton from Ogilvy, where she held Board responsibility as Head of Business Development across the 141 Worldwide and OgilvyAction brands and prior to that she was at Business Development Director at WWAV Rapp Collins Group and was proud to be associated with them when they achieved top ranking in various reputations surveys.

She has a solid track record in converting leads into new clients and has galvanized team efforts to secure clients such as EDF Energy, Diageo, Logitech, Fage, Norwich Union, Somerfield, Sony, Dell, Hertz, Novartis and Barclays.

Liz has championed the value of procurement specialists within business development, working closely with financial directors and specialist procurement departments in both Omnicom and WWP where she spearheaded internal training initiatives and blueprints for best practice.

She has also been asked to speak to this specialist audience through CIPS (Chartered Institute of Purchase and Supply).

In 2009 Liz founded 'Boost' – an independent consultancy that specialises in helping businesses and individuals sell more effectively, improve their performance and ultimately, bottom line growth.

For further information contact Scott Knox on 020 7535 3555 or scott.knox@mcca.org.uk



www.mcca.org.uk

To energise communication agencies for a changing future, by sharing knowledge, sharing vision and **sharing possibilities**