

# Client Unlock

## For agencies who want to turn existing clients into their biggest growth lever

- Client retention
- Lifetime value
- Organic growth

The playbook has changed. Brands have more options, higher expectations and less time for agency relationships that don't extend beyond delivery.

Being closer to your client's business isn't a nice-to-have, it's the difference between relationships that grow and ones that plateau. What keeps clients (and grows them), is the experience of working with you. How well your team understands the drivers and strategy behind the brief. How commercially confident they are and how consistently that comes through in every interaction.

Somewhere between the pitch and the day-to-day delivery, that experience can start to waver. And often by the time it surfaces, the client has already started to consider alternatives.

**Client Unlock builds the capability and the conditions to make sure that doesn't happen.**

### CHOOSE A MODULE | BUILD A PROGRAMME | RUN ALL SIX

#### 01. Client Experience

**Experience is everything from how you pitch and onboard to every interaction in between.**

This module maps the full client journey and builds a deliberate, workable system around it - taking proven approaches and working through what they mean in practice for your agency. Grounded in what's actually feasible, not just what looks good on a plan.

#### 02. Leading with Value

**There's a difference between delivering well and being seen as a strategic partner.**

This module focuses on the moments where that distinction matters - how to bring commercial thinking into everyday conversations, shape briefs rather than just receive them, and frame the agency's work around what it actually delivers for the client's business.

#### 03. Unlocking opportunities

**Growth within existing accounts rarely happens by accident.**

This module covers how to approach account planning with intent - mapping where opportunity sits, identifying whitespace the client hasn't defined yet, and building a structured picture of where a relationship could go. So when the commercial conversation happens, the groundwork is already done.

#### 04. Commercial acumen

**Commercial confidence changes how a client-facing team operates.**

This module builds understanding of the numbers that matter: how work gets scoped, priced and protected, and why that matters for the agency. The client-facing impact is a team that can talk confidently about investment, scope and value, without underselling, over-promising or giving ground they shouldn't.

#### 05. Handling difficult conversations

**Difficult conversations don't damage client relationships - avoiding them does.**

This module is about building the confidence to address challenges constructively, whether that's scope creep, quality of work, misaligned expectations or a relationship that's drifting. Handled well, these conversations don't just resolve problems - they deepen trust and raise the standard of how you work together.

#### 06. The system behind the work

**The experience a client has shouldn't depend on who's managing their account that day.**

This module builds the practical foundations for consistency - how accounts are structured, communication cadence, shared ways of working, and AI in practice: the tools, prompts and workflows that make client work faster and sharper. Less reliance on individual knowledge. More confidence across the board.

# How it works

## Preparation & delivery

Each module begins with a short five-minute intro video, so the prep call can focus on what matters.

The 1 hr prep call is where we discuss which elements need tailoring and agree the real examples and content from your agency that will shape the session.

Delivery is a 3.5hr in-person session, followed by a written summary of key takeaways and next steps.

## Mentoring

1:1 mentoring slots are available in addition - for individuals who want continued senior support after the session.

Group mentoring options are also available and can be discussed as part of your programme.

Group size: Up to 10 people per session. Bespoke options available for larger teams.  
Sessions can work across mixed levels - the right mix is something we'll agree on the prep call.

# Investment

### SINGLE MODULE

**£1,500**

### ANY 3 MODULES

**£4,000**  
save £500

### FULL PROGRAMME (All 6)

**£8,000**  
save £1,000

Every agency is at a different stage. The right entry point depends on what you want to unlock.

# Your clients are ready. Is your team?

Six modules. Real examples from your agency. Practical tools your team can use from day one. Let's build yours.

Ella Bransfield  
Ella@ellarosies.co.uk  
07827911593

