

ELLA ROSIE'S



Partnering with agencies to protect and grow revenue from their existing client base

The agency playbook has changed

Long-term growth and commercial success come down to **client experience**. Not just how well you manage, grow and add value to your client relationships, but the operational and commercial rigour behind them too. The systems and structure that let your business support those relationships fully.

Ella Rosie works with agency founders and leaders as a thinking partner, to build that plan and help make it happen.

Client Experience

...Why it's the growth lever



Stronger client relationships.
Better commercial outcomes.

The role agencies play has fundamentally shifted. Retainers are reducing in favour of project work, AI is changing what clients expect, how fast and at what price, and the boundaries of ownership are shifting between agency and client.

Client experience and strategic partnership have never mattered more. Agencies that succeed are the ones that can consistently retain clients, grow account value, protect margin and build stronger commercial relationships.

By focusing on client experience, I help agencies put the structures, behaviours and accountability in place to make that happen.



THREE WAYS WE CAN WORK TOGETHER.

EVERY AGENCY IS DIFFERENT.

THE MODEL FLEXES AROUND YOURS.

Everything I build is set up to be yours-to-run, adapt and own. I simply provide the experience, bandwidth and support to make it happen.

Strengthening Client Experience through...

Training

'Client Unlock' training programme

Standalone or combined with fractional support.

A modular training programme for client-facing teams & those responsible for growth of existing clients within the wider agency.

It offers individual modules, a combination, or the full six.

Fractional Support

Diagnosis & embedded delivery

I sit inside your client team and run the diagnostic phase.

From here I either share a practical plan (Health Sprint) or stay and build out the actions alongside you (Embedded Support).

Sounding Board

Ongoing Advisory

For founders or agency leaders who want a sounding board and regular accountability.

Can be tailored, typically includes weekly 1:1s, ad hoc advice, specific project support or board meeting input.

WHERE EVERY PARTNERSHIP BEGINS.

Unlock Session

Discovery call

A complimentary 60-minute conversation (virtual or in person), to unpick your biggest client blockers.

You leave with an early read on what's going on and where Ella Rosie's can help. I follow up with a short summary you can reflect on and share with other decision makers.

We agree the route

Follow on discussion

A short follow-up discussion to decide what's next - training, fractional support, ongoing advisory, or a combination.

Each agency needs a different plan, which we work out together. Even longer retainers start small, with an initial set of priorities or projects.

Optional 'Market session'

Live session

Included as standard for every new client.

A live team session on what's changing for agencies and brands, and how to spot where you can win it. ~75 minutes, delivered up to 10 people.

WHAT FRACTIONAL SUPPORT LOOKS LIKE.

My time, on a continual basis, embedded within your client team: *driving change directly and helping put in the tools, ways of working, systems you need.*



HOW I DIAGNOSE IT & WHO I SPEAK WITH

- **A pulse survey** – to determine what current client experience looks like.
- I pair this with **1:1s with the team members & leadership.**
- I also speak directly with **current, lapsed and pitched-not-won clients.** This ensures an objective view on not just what the agency thinks is happening, but what's being said externally too.

WHAT'S EXPLORED IN THE DIAGNOSIS PHASE

- **Clients** – How deep relationships go, beyond the main contact. How they experience working with the agency, the real value they get, and what you mean to their business.
- **Culture** – How the team works day-to-day: *roles, confidence, ways of working. What repeatable processes are in place to keep work managed consistently.*
- **Commercials** – Where value is being lost: *scope, pricing, avoided conversations, and where it can be gained. Overall commercial confidence of the client-facing team.*



AFTER THE DIAGNOSIS PHASE, SUPPORT CAN LOOK LIKE:

- **A Health Sprint** (full-day workshop, resulting in a plan you can implement)
- **Embedded Support, where I stay and drive it.** Starting with a 4–6 week sprint, then longer retained support after this initial period.



WHAT TRAINING SUPPORT LOOKS LIKE.

Client Unlock programme has been built from almost two decades growing, recruiting, shaping and training client teams – not theory. It's based on what's worked and what hasn't, across very different agencies.

Before we dive into the training we agree your focus for upskilling, so I can shape the exercises and outcomes to suit you. The training has been designed to work as single modules, a combination, or the full programme.

Client Unlock

Focused 6-module training programme for client facing teams

Client Foundations

01

The Client Servicing Playbook

02

Commercial Confidence:
knowing the numbers that matter

Client Experience

03

The 'Delivery to Advisor' Shift

04

**Straight Talk &
Navigating Difficult Conversations**

05

**Planning for Existing
Client Growth**

06

The Experience Advantage:
why experience drives growth

IF YOU'RE NODDING ALONG, LET'S TALK!

Ready when you are! Get in touch to book a complimentary discovery call, a chance to unpick your biggest client blockers and get clarity on what to do next.

No pitch and no pressure.

Ella x



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