7 Common Agency Business Development Roadblocks

1. Sell and Do
   - Pros:
     - Easy to sell
     - Satisfied customers
   - Cons:
     - No new business

2. Prospecting
   - Pros:
     - New business
     - Prospects
   - Cons:
     - Time-consuming

3. Referral Marketing
   - Pros:
     - Existing customers
     - Trust
   - Cons:
     - Limited

4. The Committee
   - Pros:
     - Decision-makers
     - Authority
   - Cons:
     - Complex

5. Hired Gun
   - Pros:
     - Expertise
     - Experience
   - Cons:
     - Cost

6. Government or Whitehat Agency
   - Pros:
     - Official
     - Legitimate
   - Cons:
     - Long lead times

7. Target System
   - Pros:
     - Specific
     - Relevant
   - Cons:
     - Limited

So how do you get proactive about new business?