

Think About...

Conversation Starters

- Margin.** 2 in 3 firms think a lack of time accountability drags down profits. Yet only **1 in 3 systems** provide visibility to potential budget overruns! (*Deltek Clarity Agency Report*)
- Margin.** Best performers keep staff costs to within 52% of gross income. No agency spending above 65% of their gross income on staff costs delivered anything close to a good profit margin. (Kingston Smith *Financial Performance of Marketing Companies 2013*)
- Revenue.** On average, **staff are 75% billable, but only 70% is billed**, so 7% of revenue is unrealized. (*Deltek Clarity Agency Report*)
- Costs.** On average, agencies experience \$5K of expense for every \$100K of potential win. ([Ad Age](#); requires citation)

The Current State

Problems & How They Hurt

<i>The situation?</i>	Unclear Status. It's hard to know for sure what people are working on, if people can take on more work, or if each job will end on budget. Hidden Costs. Agencies spend unexpected time pitching, over-service clients, or unnecessarily take on freelancers.
<i>Why is this?</i>	Complexity. Complicated timekeeping means people don't record time promptly or accurately– so job progress (WIP,) staff capacity, & profit margin are all inaccurate. Status isn't clear; information not trusted. Uncertainty. Agencies don't know how much time is spent on pitch & prep, and can't explain unexpected costs– or prevent them from happening again.
<i>The impact?</i>	Low Margins. Unexpected costs erode margin– profit is consistently lower than anticipated. Frustrated Staff. Agencies risk losing staff frustrated by intrusive management, discouraged by overwork, or disgruntled by work lost to unneeded freelancers.
<i>Their choices?</i>	ERP. Ill-fitting management systems are expensive to buy, & costly to own. Staff won't embrace complex workflow or time-consuming data entry. Doing Nothing. Yet doing nothing jeopardizes profitable growth– and risks losing unhappy staff to other agencies.
<i>The better way?</i>	Visibility & Discipline. Consistent profit means always having reliable status of all clients, people, & work. You need a disciplined way to manage the entire agency's work– that's simple & easy for everyone involved.

What's Traffic LIVE?

Elevator Pitch

Simple Precise	Replace confusion and cost with clarity and discipline – but <i>without</i> a constant hassle. Traffic LIVE is a cloud-based agency management system that makes it easy for everyone to pitch clients, schedule jobs, or record time– and to always know how the work is going. It's the <i>simple</i> way to get <i>exactly</i> the results you want. <u>Unlike</u> cumbersome, ill-fitting ERP systems that drive users away, unlike disconnected project or scheduling tools that obscure capacity, and <u>instead of</u> outdated spreadsheets & whiteboards nobody trusts, only Traffic LIVE schedules work and explains performance– while capturing time in just one click! By spending less time on costly administrative work, reducing expensive freelancers, and balancing workload, agencies turning to Traffic LIVE deliver better client results , achieve higher profits , and make work more enjoyable for everyone.
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Why Turn to Traffic LIVE?

Challenges & How We Solve Them

Today You Struggle With...	Which Leads To...	Traffic LIVE Provides...	So You Can...
Complexity. "Timekeeping is time-consuming. Timesheets are hard to access, & complicated to use."	<ul style="list-style-type: none"> Procrastination– people forget what they worked on Lost time– unrecorded, & never billed Frustration– from constant management badgering 	Access via Internet – Use it anywhere Visual Simplicity – 1-click time-entry; drag-&-drop work scheduling	<ul style="list-style-type: none"> Quickly yet accurately record time– from anywhere Drive widespread adoption by your entire agency Please everyone– from staff to management
Uncertainty. "We can't easily see what people are doing, how it's going, or how much effort remains."	<ul style="list-style-type: none"> Uncertain WIP status; unclear resource capacity Lots of meetings– wasted time to figure things out Hidden costs– untracked pitch time; freelancers, unrecorded expenses 	Complete View – from pitch to estimate, staffing through delivery Task-level tracking of billable & non-billable activities Current data – constantly updated	<ul style="list-style-type: none"> See a complete view of past work, currently workload, and future jobs Capture all time– wherever it's spent Know job status, see capacity, trust your reports

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Unguided Decisions. “People don’t have the information they need to make smart choices.”	<ul style="list-style-type: none"> Rescheduled work puts deadlines at risk & jeopardizes client satisfaction Over-servicing that eats into margin & leads to staff burn-out 	<p>Self-scheduling– freedom within structure</p> <p>Graphical Dashboards– via the Internet</p>	<ul style="list-style-type: none"> Let staff work as they want– split or move tasks– without jeopardizing dependencies or deadlines Alert anyone when results like margin or utilization start to miss budget expectations
IT. “We have lots of systems to modify, stitch together, then maintain.”	<ul style="list-style-type: none"> Time & money spent maintaining systems Diluted focus; unnecessary expertise 	<p>Software-as-a-Service– in the cloud</p> <p>Easy integration– to other systems</p>	<ul style="list-style-type: none"> Deploy quickly; maintain easily– worry-free Connect workflow with other operations, financials

Who Cares & Why? Benefits by Persona

	Wouldn't You Like...?	You Need...	Traffic LIVE Delivers...
Executive (Owner) – or – Finance Manager	The results you expect? (margin, revenue, client sat. etc.)	<ul style="list-style-type: none"> A consistent, widely-adopted approach for managing people & work 	An engaging, completely-connected job, staff, & client management system for everyone across the agency
	Higher profits from your agency?	<ul style="list-style-type: none"> Better use of capacity (fewer freelancers) To know the “why behind the what” 	Complete, agency-wide visibility to current staff capacity Trusted data from reports & business intelligence
Resource Planner	To know everything that’s happening across the agency?	<ul style="list-style-type: none"> Trusted information– whenever & wherever you want it 	On-demand status– always current
	To always know current, accurate capacity across the entire agency?	<ul style="list-style-type: none"> To see current <u>and</u> future workload Easy access to everyone’s skills, experience, & work preferences 	Automatic staff suggestions – prioritized by capability & availability Drag-&-drop to split, defer, or re-assign work– all in a single view
	Simple and efficient staffing– for any job of any complexity?	<ul style="list-style-type: none"> Easy visibility to resource planning needs 	Automated prompts to schedule work; staff notices of assigned work
Account Manager	Delighted clients– and engaged, happy staff?	<ul style="list-style-type: none"> Fair & disciplined staffing– with freedom & flexibility for Creatives 	Easy rescheduling – with deadline & dependency controls Structured resourcing: Unlimited requesters, limited approvers
	To know what’s happening?	<ul style="list-style-type: none"> Instant access to complete status of all jobs across the agency 	Dashboards: Time, finances, supplier deliveries, over-runs, deadlines
	To prevent small issues from becoming large problems?	<ul style="list-style-type: none"> Early warning of potential issues 	Continuous updates against base budget; “Happy Rating” input by involved staff; 1-Click time entry
	Less busy work; more client time?	<ul style="list-style-type: none"> Streamlined workflow 	Job & quote templates ; MS Project import/export

Customers Say... Validation You Can Use

VML	Simple Precise. “People have come on board and taken to it easily . The studio team really likes using Traffic LIVE and it’s saving a lot of time, and there’s been an increase in accuracy .”
Armadillo	ROI. “Traffic LIVE allows us maximum efficiency. It does the job well and it keeps our company running. It’s worth hundreds of thousands of pounds to us.”

Objections How to Respond

“We already have a system.”	▶ TO BE ADDED
That won’t work in my agency	▶ TO BE ADDED

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Who Cares & Why? *Benefits by Persona*

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Customers Say... Validation You Can Use

VML	Simple Precise. "People have come on board and taken to it easily . The studio team really likes using Traffic LIVE and it's saving a lot of time, and there's been an increase in accuracy ."
Armadillo	ROI. "Traffic LIVE allows us maximum efficiency. It does the job well and it keeps our company running. It's worth hundreds of thousands of pounds to us."

Objections How to Respond

"We already have a system."	▶ TO BE ADDED
That won't work in my agency	▶ TO BE ADDED

Think About...

Conversation Starters

- Margin.** 2 in 3 firms think a lack of time accountability drags down profits. Yet only **1 in 3 systems** provide visibility to potential budget overruns! (*Deltek Clarity Agency Report*)
- Margin.** Best performers keep staff costs to within 52% of gross income. No agency spending above 65% of their gross income on staff costs delivered anything close to a good profit margin. (Kingston Smith *Financial Performance of Marketing Companies 2013*)
- Revenue.** On average, **staff are 75% billable, but only 70% is billed**, so 7% of revenue is unrealized. (*Deltek Clarity Agency Report*)
- Costs.** On average, agencies experience \$5K of expense for every \$100K of potential win. ([Ad Age](#); requires citation)

The Current State

Problems & How They Hurt

<i>The situation?</i>	Unclear Status. It's hard to know for sure what people are working on, if people can take on more work, or if each job will end on budget. Hidden Costs. Agencies spend unexpected time pitching, over-service clients, or unnecessarily take on freelancers.
<i>Why is this?</i>	Complexity. Complicated timekeeping means people don't record time promptly or accurately– so job progress (WIP,) staff capacity, & profit margin are all inaccurate. Status isn't clear; information not trusted. Uncertainty. Agencies don't know how much time is spent on pitch & prep, and can't explain unexpected costs– or prevent them from happening again.
<i>The impact?</i>	Low Margins. Unexpected costs erode margin– profit is consistently lower than anticipated. Frustrated Staff. Agencies risk losing staff frustrated by intrusive management, discouraged by overwork, or disgruntled by work lost to unneeded freelancers.
<i>Their choices?</i>	ERP. Ill-fitting management systems are expensive to buy, & costly to own. Staff won't embrace complex workflow or time-consuming data entry. Doing Nothing. Yet doing nothing jeopardizes profitable growth– and risks losing unhappy staff to other agencies.
<i>The better way?</i>	Visibility & Discipline. Consistent profit means always having reliable status of all clients, people, & work. You need a disciplined way to manage the entire agency's work– that's simple & easy for everyone involved.

What's Traffic LIVE?

Elevator Pitch

Simple Precise	Replace confusion and cost with clarity and discipline – but <i>without</i> a constant hassle. Traffic LIVE is a cloud-based agency management system that makes it easy for everyone to pitch clients, schedule jobs, or record time– and to always know how the work is going. It's the <i>simple</i> way to get <i>exactly</i> the results you want. <u>Unlike</u> cumbersome, ill-fitting ERP systems that drive users away, unlike disconnected project or scheduling tools that obscure capacity, and <u>instead of</u> outdated spreadsheets & whiteboards nobody trusts, only Traffic LIVE schedules work and explains performance– while capturing time in just one click! By spending less time on costly administrative work, reducing expensive freelancers, and balancing workload, agencies turning to Traffic LIVE deliver better client results , achieve higher profits , and make work more enjoyable for everyone.
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Why Turn to Traffic LIVE?

Challenges & How We Solve Them

Today You Struggle With...	Which Leads To...	Traffic LIVE Provides...	So You Can...
Complexity. "Timekeeping is time-consuming. Timesheets are hard to access, & complicated to use."	<ul style="list-style-type: none"> Procrastination– people forget what they worked on Lost time– unrecorded, & never billed Frustration– from constant management badgering 	Access via Internet – Use it anywhere Visual Simplicity – 1-click time-entry; drag-&-drop work scheduling	<ul style="list-style-type: none"> Quickly yet accurately record time– from anywhere Drive widespread adoption by your entire agency Please everyone– from staff to management
Uncertainty. "We can't easily see what people are doing, how it's going, or how much effort remains."	<ul style="list-style-type: none"> Uncertain WIP status; unclear resource capacity Lots of meetings– wasted time to figure things out Hidden costs– untracked pitch time; freelancers, unrecorded expenses 	Complete View – from pitch to estimate, staffing through delivery Task-level tracking of billable & non-billable activities Current data – constantly updated	<ul style="list-style-type: none"> See a complete view of past work, currently workload, and future jobs Capture all time– wherever it's spent Know job status, see capacity, trust your reports

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Unguided Decisions. "People don't have the information they need to make smart choices."	<ul style="list-style-type: none"> Rescheduled work puts deadlines at risk & jeopardizes client satisfaction Over-servicing that eats into margin & leads to staff burn-out 	Self-scheduling — freedom within structure Graphical Dashboards — via the Internet	<ul style="list-style-type: none"> Let staff work as they want— split or move tasks— without jeopardizing dependencies or deadlines Alert anyone when results like margin or utilization start to miss budget expectations
IT. "We have lots of systems to modify, stitch together, then maintain."	<ul style="list-style-type: none"> Time & money spent maintaining systems Diluted focus; unnecessary expertise 	Software-as-a-Service — in the cloud Easy integration — to other systems	<ul style="list-style-type: none"> Deploy quickly; maintain easily— worry-free Connect workflow with other operations, financials

Who Cares & Why? Benefits by Persona

	Wouldn't You Like...?	You Need...	Traffic LIVE Delivers...
Executive (Owner) — or — Finance Manager	The results you expect? (margin, revenue, client sat. etc.)	<ul style="list-style-type: none"> A consistent, widely-adopted approach for managing people & work 	An engaging, completely-connected job, staff, & client management system for everyone across the agency
	Higher profits from your agency?	<ul style="list-style-type: none"> Better use of capacity (fewer freelancers) To know the "why behind the what" 	Complete, agency-wide visibility to current staff capacity Trusted data from reports & business intelligence
Resource Planner	To know everything that's happening across the agency?	<ul style="list-style-type: none"> Trusted information— whenever & wherever you want it 	On-demand status— always current
	To always know current, accurate capacity across the entire agency?	<ul style="list-style-type: none"> To see current <u>and</u> future workload Easy access to everyone's skills, experience, & work preferences 	Automatic staff suggestions — prioritized by capability & availability Drag-&-drop to split, defer, or re-assign work— all in a single view
	Simple and efficient staffing— for any job of any complexity?	<ul style="list-style-type: none"> Easy visibility to resource planning needs 	Automated prompts to schedule work; staff notices of assigned work
Account Manager	Delighted clients— and engaged, happy staff?	<ul style="list-style-type: none"> Fair & disciplined staffing— with freedom & flexibility for Creatives 	Easy rescheduling — with deadline & dependency controls Structured resourcing: Unlimited requesters, limited approvers
	To know what's happening?	<ul style="list-style-type: none"> Instant access to complete status of all jobs across the agency 	Dashboards: Time, finances, supplier deliveries, over-runs, deadlines
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