

Intermediary services: The rise of the intermediary

by Suzy Bashford [PR Week UK 03-Jul-08, 06:00](#)

Holding a pitch is daunting, while winning new business can be time-consuming. Can intermediaries ride to the rescue, asks Suzy Bashford.

CLIENT HUNTING - New business services

There are several firms that help PR agencies find new business. One of these is business intelligence firm Pearlfinders. It produces daily reports, based on news stories in the trade press and business sections in newspapers, identifying potential new business opportunities.

This could be a new PR director or forthcoming product launch that could signal the need for extra PR support. Pearlfinders then interviews senior brand decision-makers at these companies to find out their communications plans, relaying this information back to clients. It also provides advice on how to approach the decision-maker.



Former new business and marketing director at Weber Shandwick Sophia Ahrel-Macdonald, now an independent business growth consultant, used Pearlfinders extensively in her old job. 'The information was really useful and it saved a lot of time. It was great to get client contact details with the information. I used to pick up the phone or drop the client an email,' she says.