



## Grow Your Agency; Partner with a Media Training Consultant

We understand the rigors of the day-to-day agency whirlwind, so we want to make life easier for agency principals and account teams when it comes to media training. Forging a relationship

*Ed Barks helps his clients sharpen their messages and their ability to communicate them. They gain an enhanced reputation, more confidence, added opportunities for career advancement, and realization of long-term business goals. He speaks before corporate, association, and professional society audiences, and authored the book that advances your career and causes, [The Truth About Public Speaking: The Three Keys to Great Presentations](#). Contact Ed at (540) 955-0600 or [ebarks@barkscomm.com](mailto:ebarks@barkscomm.com). Learn more at [www.barkscomm.com](http://www.barkscomm.com).*

with an experienced communications training consultant like Ed Barks puts you ahead of the pack. You may need Ed only once a month or once a year. That's okay. Use our expertise on-call, only when the need arises. Here are some of the ways your agency and your clients benefit when you collaborate with Barks:

- ✓ Save precious budget dollars by not hiring unnecessary full-time employees.
  - ✓ Reinforce client loyalty by providing training services your competitors offer.
  - ✓ Increase your overall revenues by featuring media training as a routine part of your service offerings.
  - ✓ Capture extra referrals when Ed steers potential clients your way.
  - ✓ Avoid last minute scrambling to secure a media training solution.
- ✓ Get persuasive, unbranded language about media training to include in your proposals.
  - ✓ Win access to learning materials like Ed's book *The Truth About Public Speaking: The Three Keys to Great Presentations* and the media relations guide *Face the Press with Confidence: The Media Interview Companion*.
  - ✓ Take advantage of Ed's fresh perspective to help your clients' messaging.
  - ✓ Deal more effectively with difficult clients — those with communications or personality quirks they need to work on. You may be uncomfortable delivering that news since you'd like to keep their business. Tell Ed what the issues are. He'll find a way to get them out in the open. Your fingerprints will never be visible.
  - ✓ Aid your staff's professional development thanks to a free lunch and learn session.
  - ✓ Ensure you have expert access when needed by keeping Ed on retainer.
  - ✓ Did we mention it saves you money and heightens client loyalty?

