



CONSULTANTS  
MARKETING AND  
BUSINESS  
DEVELOPMENT

“Our time is much better spent meeting with prospects. As opposed to searching for them.”

Adam Williamson

Principal

Tunnell-Spangler-Walsh & Associates  
Atlanta, GA



“Like many companies, we realized we needed to be more aggressive in our marketing effort. But we were already wearing a lot of hats. And we don’t have a person dedicated to business development.”

**The process.** “For our efforts to enter a new market, we outlined a three-to-four hour radius for Marshall as the prospecting area. Marshall took on the responsibility of identifying potential institutions to contact. In genres where our firm was more established, we provided a targeted list as a head start.”

**The proof.** “Our success rate for getting actual face-to-face meetings through Marshall was exceptionally high. The ability to achieve that level of success is the result of having a tenacious pro who’s dedicated to securing appointments. Marshall’s engaging approach is also conducive to establishing some initial rapport during the contact process. Which is an added plus when you get there to present.”

*Tunnell-Spangler-Walsh & Associates is a full-service planning, architecture, and landscape architecture firm based in Atlanta, GA. Its award-winning work throughout the Southeast is informed by the firm’s commitment to sustainable solutions and thoughtful multidisciplinary collaboration.*



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