

SELECTING A PUBLIC RELATIONS AGENCY: PRINTABLE SCORE SHEET

Complete this form for each firm in your selection process; then, compare scores to identify the best fit for you.

	Absolutely 4 points	Mostly 3 points	Not Sure 2 points	Not Really 1 point	Not At All 0 points
QUALIFICATIONS: CAN THE AGENCY DO THE WORK?					
During our discussions, the agency has demonstrated a good general understanding of my industry.					
During our discussions, agency representatives have listened well and done their homework to gain a grasp of my company's specific goals and challenges.					
The agency has sufficient personnel and breadth of expertise to meet my needs.					
The agency has case studies that demonstrate success with similar clients and/or projects of similar scope.					
The agency has enthusiastic client references.					
Representatives of the agency seem intelligent and creative.					
Representatives of the agency have suggested good ideas that I had not previously considered.					
Representatives of the agency seem passionate about what they do.					
Subtotal					
PRIORITIZATION: WILL I BE VALUED AS A CLIENT?					
During the review process, the agency is prompt in returning my phone calls and responding specifically to my information requests.					
The agency is straightforward in identifying the individual who will be my <i>primary, day-to-day</i> contact person.					
My primary contact has a sufficient level of relevant experience.					
My primary contact has taken a prominent role in meetings during the review process.					
My primary contact personally serviced some of the client accounts cited by the agency in case studies and client references.					
My primary contact has the authority to offer advice and make decisions when I need them quickly.					
Subtotal					

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COST-EFFICIENCY: WILL I GET MY MONEY'S WORTH?					
In creating a proposal, agency representatives focus on meeting my needs rather than asking, "What's your budget?" and delivering a plan that absorbs all available dollars.					
The agency is straightforward in discussing how it bills for its work.					
If the agency bills by the hour, it openly shares the specific billing rates of its individual employees.					
The billing rates seem reasonable compared to other firms.					
Client references vouch for the agency's flexibility and fairness in billing.					
Subtotal					
COMPATIBILITY: WILL THE AGENCY BE A GOOD PARTNER?					
The personality of my primary, day-to-day contact is a good fit with mine.					
Agency representatives communicate freely and easily with my company's employees in meetings.					
When asked their opinion, representatives of the agency say what they think, not just what I want to hear.					
The agency's recommended tactics seem honest and ethical.					
If the firm serves other companies in my industry, agency representatives are forthcoming in discussing any possible conflicts of interest.					
I believe the agency is promising what it can actually deliver, and is not exaggerating in order to get my business.					
Subtotal					

Qualifications _____

Prioritization _____

Cost-Efficiency _____

Compatibility _____

TOTAL _____