

Diversifying Product Sales

Diversifying Product Sales is a powerful program designed to assist sales representatives in strategically offering their clients and prospects a broader spectrum of products and services to supplement and complement their core advertising purchases. This program introduces participants to the importance of diversifying their sales opportunities, determining the best media and product mixes, uncovering new selling possibilities, and learning a “how to” approach to incorporating this knowledge into their everyday selling process.

Diversifying Product Sales reveals why new programs and projects fail and provides success strategies to ensure positive outcomes. Participants learn strategies of introducing new programs to prospects to intrigue and interest them, as well as how to evaluate information obtained in the client needs analysis meetings and identify the most effective media and strategy to be incorporated into a successful ad campaign in order to achieve each client’s goals.

Diversifying Product Sales provides participants the opportunity to practice

Key Topics

- ★ Selling Long-term Programs, Plans & Strategies, Not “Pitching Products”
- ★ Principles of Media Planning
- ★ Preparing Persuasive Presentations
- ★ Turning Client Needs Analysis Information into Strategic, Multi-media Campaigns
- ★ Determining Media & Product Mixes to Meet Advertisers’ Objectives
- ★ Methods of Selling Programs Not Products & Price

new skills sets. Prior to the session, participants identify a client to create a multi-product sales presentation and use the workshop environment to prepare and practice presenting this proposal for final delivery once the session is completed.

Diversifying Product Sales utilizes the practices of top companies that successfully adapt to changes and continually seek new ways to exceed their clients’ needs and expectations. These profitable companies continually re-evaluate their products and services to maintain and grow their current market share. This workshop underscores the importance of following these leading business models to develop proactive solutions and innovative ideas for new and existing clients. This customer-focused strategy will establish the necessary foundation for strong and ongoing consultative relationships.

Participants emerge with energy and enthusiasm to embrace new product offerings as opportunities, not obstacles in achieving client and personal goals.