



Entrepreneur Experience

Entrepreneur Experience is a creative, exciting and fun session for all members of the sales team. This program provides participants with the necessary tools to “build a small business” in their area of advertising expertise ~ retail, service, automotive or real estate. Complete with the “challenges” that coincide with owning your own business today. Participants create an effective marketing and promotional plan to present to the rest of the group ~ the financial investors.

Entrepreneur Experience begins the day by providing participant teams with a “business in a box,” which includes a marketing plan, case study, research, business pieces, price lists, an accounting sheet and money for the business they have just purchased. These teams are now the business’s “Board of Directors” and are in charge of setting up the new business to be a successful and profitable enterprise.

Entrepreneur Experience exemplifies the importance of being consultative and customer-driven by putting salespeople in their customers’ shoes to more clearly understand the day-to-day business decisions of their clients so

Key Topics

- ★ Appreciating the Pressures of Advertising & Marketing Decisions
- ★ Polishing Persuasive Communication & Presentation Skills
- ★ Honing of Marketing & Advertising Skills
- ★ Building Business Intelligence
- ★ Developing Listening & Empathy Skills
- ★ The Customer-Driven Sales Approach

representatives can more effectively recommend results-orient advertising campaigns. Participants are asked to pay bills, make merchandising decisions, hire and recruit employees, create promotional endeavors, and evaluate market and environmental circumstances, as well as deal with a variety of daily operating pressures. Upon completing their business plan, teams revert back to the role of representatives with the responsibility of creating a customized advertising campaign to present to this fictional business based on their newly-gained business insight. They will present advertising strategies incorporating the company’s various products to help achieve the marketing and advertising objectives created by their “business.”

Entrepreneur Experience is a popular program where the team members’ skills merge to make wise choices, and deal with unexpected events. Participants are often heard asking: “Is this how my customers feel? Like they’re being nicked and dimed to death?” This program adds a new dimension to consultative selling for representatives and changes how they approach their clients in the future.