



## The MAX Initiative Training Package

ProMax's comprehensive, ongoing training curriculum called **The MAX Initiative** ~ **M**arketing & **A**dvertising **eX**cellence ~ is designed as an all-inclusive, progressive training system that produces results. The initiative is a complete package that provides new and seasoned sales executives and managers vital skills and techniques in order to excel in today's competitive environment. **The MAX Initiative** includes media-specific programs easily customized to meet each market's needs, as well as extensive materials focusing on every aspect of the selling and leadership process.

### The complete MAX initiative includes extensive materials and 8 on-site training days:

- ★ *Maximum Management & Leadership* ~ a three-day comprehensive training program for managers.
- ★ *Maximum Sales Success* ~ a three-day training program for advertising sales professionals.
- ★ *Maximum Sales Performance Workshop* ~ a one-day session designed to enhance sales performance.
- ★ One-day training "elective" of your choice ~ select any ProMax Training program.
- ★ Comprehensive, reproducible participant's manuals.
- ★ Numerous sales aids and forms are provided each session.
- ★ Complete Facilitator's Guide, including step-by-step instructions, practice exercises and assessments.
- ★ Numerous review sessions to continue training after each facilitation.
- ★ A two-hour *How Advertising Works, When it Works* Business Symposium.
- ★ *Effective Communication Skills: Using Words that Sell* DVD/CD program, including comprehensive reproducible materials, Facilitator's Guide, review sessions and follow-up exercises.
- ★ Two-hour management meeting following each site visit to ensure successful continuation and implementation of program.
- ★ Ongoing management and sales development consultation via the telephone.
- ★ Facilitation for up to 35 participants per program.

## Benefits of ProMax, Content-Rich Materials

- ☆ Materials are comprehensive in content and volume, so participants can focus on the discussion instead of taking extensive notes.
- ☆ Materials are provided two ways: with blanks completed, which provides an opportunity to create a learning library for future employees, and with blanks empty for group facilitation.
- ☆ Review sessions are included to ensure practice and retention of materials.
- ☆ Participants are able to review and reference the wealth of information after the program to enhance the learning experience.
- ☆ Participants receive sales aids to use in their day-to-day selling process.
- ☆ Ensures a platform for common language, follow-up and accountability.

# The MAX Initiative Recommended Schedule

ProMax offers a variety of scheduling options. Below find a popular agenda which provides a powerful training initiative.

## Month 1

*Maximum Management & Leadership* ~ three-day training session designed to implement consistent management practices, focusing on leadership, accountability and active coaching.

*Maximum Sales Success* ~ three-day consultative selling session to effectively introduce the MAX Sales Model. Program focuses on fundamentals of advertising and marketing, persuasive communication, new business development, pre-call planning, turning client information into result-producing campaigns, bundling products, account development, presentation preparation and delivery, as well as addressing questions, objections and concerns.

*How Advertising Works, When it Works* Business Symposium ~ two-hour session provided in the evening for businesses.

## Month 3

*Maximum Sales Performance Workshop* ~ one-day program to review and enhance sales performance. Key areas include the critical sales explanations and practice exercises.

## Month 5

*Program Elective* ~ select any one-day ProMax Training program. Many newspapers choose to add a classified course.

## Ongoing Training is Critical to Long-term Results

- ☆ Consult with your ProMax representative to prepare a program tailored to your needs.
- ☆ Using ProMax materials, managers implement review sessions between ProMax facilitated programs.
- ☆ Materials include Effective Communication Skills: Using Words that Sell DVD/CD program.