



## Maximum Sales Success

**Maximum Sales Success** is a comprehensive course focused on the key knowledge and skills sales teams *must* know to be successful in today's competitive media environment. The program stresses the importance of identifying customer needs, delivering value-added presentations, today's consultative selling approach, territory marketing through systematic prospecting, lowering prospect resistance, and staying motivated to meet goals.

**Maximum Sales Success** is different than generic sales programs because it is exclusively designed for advertising sales representatives. Therefore, it addresses the key ingredients of how advertising works, when it works, the competitive media landscape, how to effectively sell special sections and promotions, as well as the importance of ongoing advertising and marketing for business success. With this knowledge, participants learn how to create successful ad campaigns by determining client needs and preparing effective, long-term strategies to meet each business's objectives.

**Maximum Sales Success** is a fast-paced program full of powerful techniques that salespeople can easily adapt into their day-to-day selling and immediately see the rewards of increased sales and revenue.

### Key Topics

- ★ The Key Traits of Successful Advertising Consultants
- ★ The 8 Critical Sales Discussions
- ★ Removing the Fear of Prospecting by Implementing a Strategic Prospecting System
- ★ Prioritizing Activities to Increase Results
- ★ How Advertising Works, When it Works
- ★ The MAX 7-Step Model of Selling
- ★ 3 Steps to Addressing Client Objections to Advance the Sale
- ★ Numerous Job Aids & Helpful Forms
- ★ New Business Development Sales Contest!

**Maximum Sales Success** focuses on identifying, evaluating and implementing the five most important traits of successful representatives, including:

- ☆ Internalizing the appropriate knowledge to be prepared for success.
- ☆ Incorporating persuasive communication and presentations in every client interaction.
- ☆ Establishing a time management procedure to focus on high-gain sales activities, defining advertisers in terms of priorities and potential, and how to quickly increase revenue by incorporating a systematic approach to prospecting.
- ☆ Following a sales process to identify sales opportunities and advance prospects into long-term clients.
- ☆ Exhibiting a positive professional attitude and appearance.

The MAX Sales Process is a step-by-step road map for participants to follow covering every critical phase of selling in order to effectively develop new business. Following this process, sales representatives feel comfortable and confident on the telephone or in front of prospective customers ~ even if the customer indicates they are not interested!

## ■ How Advertising Works, When it Works

- ⇒ The 8 key elements of effective advertising campaigns.
- ⇒ How to be the marketing expert businesses turn to for all their advertising advice.
- ⇒ Methods to increase advertising effectiveness immediately.
- ⇒ How to instantly recognize advertising that will *not* work.
- ⇒ Understanding the 4 types of advertising and the “thin market.”
- ⇒ How to manage customer expectations and build long-term relationships.
- ⇒ The 7 “must ask” questions.

## ■ Persuasive Communication Skills

- ⇒ How and when to use persuasive language in the communication process.
- ⇒ The 3 communication techniques to increase interest and sales.
- ⇒ Why persuasive language is critical with current clients.
- ⇒ The 8 critical sales discussions every account representative should know.

## ■ Progressive Prospecting

- ⇒ Developing a prospecting system and strategy that is both enjoyable and productive.
- ⇒ Understanding the 3 things businesses buy.
- ⇒ Understanding the sales funnel and managing opportunities effectively.
- ⇒ How to prioritize prospects based on potential.
- ⇒ How to successfully set appointments.
- ⇒ Methods to respect and involve the Gatekeeper to obtain a commitment.
- ⇒ Developing a professional “No Strategy” if a client is not interested.

## ■ Customer Needs Analysis & Application

- ⇒ How to incorporate a systematic process to uncover key information and formulate strategies.
- ⇒ How to appropriately allocate advertising dollars.
- ⇒ The 3 critical questions that every business decision maker must be asked.
- ⇒ Methods to successfully sell your entire product mix.
- ⇒ Customer Profile/Needs Analysis Forms are provided for retail, automotive, real estate and recruitment.

## ■ Addressing Objections, Questions & Concerns.

- ⇒ Implementing a 3-step process to successfully continue sales discussions.
- ⇒ Methods to lower client resistance and build professional partnerships.
- ⇒ Effective methods to addressing top objections.



# Maximum Sales Success Program Overview / Materials

☆ **Program Materials:**

- ★ 100 Page Media-Specific Training Program  
Reproducible with blanks for group facilitation\*  
Reproducible with blanks completed for new employee self-study\*
- ★ Step-by-step Facilitator’s Guide\*
- ★ Ready to Present PowerPoints\*
- ★ Review Kit (includes 12 complete sessions)
- ★ 25 Page New Employee Program, includes learning schedule of Maximum Sales Success modules\*
- ★ Go Sell! Advertising Objection Game\*
- ★ Recommended New Business Development Contest

*The below are provided electronically, as well as hard copy.*

- ★ Numerous Communication Examples
- ★ Self-study Questions
- ★ Pre- and Post-Assessment to Gauge Learning
- ★ Certification Assessment to Measure Comprehension
- ★ Monthly Action Plan (MAP) Report
- ★ 5 Client Needs Analysis Forms ~ Quick Assessment, General, Automotive, Real Estate, Recruitment
- ★ Peak Selling Months by Category
- ★ Prospect Tracking Forms
- ★ Website Reference Addresses
- ★ Client Tracking Form
- ★ Over 100 Samples to Addressing Objections
- ★ Critical Sales Presentations Flash Cards
- ★ Objections Flash Cards
- ★ MAX Sales Success Job Aid
- ★ All set-up materials, including memos, agendas, etc.

\*Optional materials.

☆ **Program Overview ~ 8AM-5PM Each Day:**

**Day 1**

Traits of Successful Advertising Consultants  
The 8 Ingredients of Effective Advertising  
The Thin Market / Allocating Ad Budgets  
Why Ongoing Advertising is Critical  
Persuasive Communication to Evoke Emotion & Stimulate Decision-Making

**Day 2**

Developing a Prospecting Strategy  
Prioritizing Sales Efforts  
Funnel Management  
Getting Past Gatekeepers  
Getting the Appointment  
“No” Strategy  
Selling Special Sections

**Day 3**

Turning Objections into Opportunities  
Effective Client Needs Analysis Meetings  
Overview: Pre-call Planning, Campaign & Proposal Development, Presentations, Closing, Account Development

☆ **ProMax prides itself in the most comprehensive, media-specific and up-to-date materials available.**

ProMax believes:

Participants should be engaged in discussion and practice exercises and not rapidly taking notes throughout the program. ProMax paragraph-written materials are used in the session, and are a vital reference following the program.

Many programs simply say, “Here’s what to do to be successful” and do not supply the “how” or words tracks to achieve this success. ProMax provides hundreds of written examples of approaches and language that can be used to increase profits immediately.

The leadership team’s involvement is critical for the development of the revenue-producing skills; therefore, comprehensive materials are included, such as measurement standards, review sessions, new employee programs and contests.

A repeatable, proven sales process empowers your organization with the ability to go to market focused on a common objective. This goal is assisting your clients in achieving results with effective promotional campaigns utilizing a consultative approach and including your large spectrum of offerings ~ not simply pushing product.