

SALES & MEDIA TOPICS

- Addressing Objections is as Easy as 1-2-3
- Build Your Brand, Build Your Business
- Creating Campaigns that Sell
- Developing a Competitive Multi-Media Advantage
- Don't be an Average Joe (or Josephine!)
- Don't Fumble the Advertising Handoff
- Maximizing ROI (Return on Investment)
- Persuasive Communication that Leads to YES
- Powerful Presentations
- Prospecting that Pays
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Addressing Objections is as Easy as 1-2-3

Getting objections during the sales process is expected; however, it can be one of the most frustrating aspects of selling. This session introduces an easy, three-step process to lower resistance and gain agreement that can be put to work immediately. You will also learn the secret weapons to turn prospects into new, excited and long-term customers.

Build Your Brand, Build Your Business

Your *personal* brand is a combination of your actions, ideas and innovation consistently applied to create a persona that differentiates you from competitors. Over time, your identity becomes associated with the level of quality, credibility and value you offer to your customers. Your brand helps distinguish you as a preferred advisor in today's crowded and complex marketplace. However, creating and delivering your brand is more than simply providing exceptional customer service. Join this session to learn how to develop, implement and excel by establishing your personalized, customized brand.

Creating Campaigns that Sell

Creating advertising messages that cut through the clutter is a daunting task. This session shares the methods of developing campaigns that capture attention and create consumer action. Topics include effective messaging to demographic groups, common advertising errors and tips to developing messages that deliver results.

Developing a Competitive Multi-Media Advantage

Advertising options are numerous; competition is fierce. This session teaches methods to assist salespeople in becoming the media consultant of choice by recommending the right combination of solutions at the right time to produce the right results. Tips and techniques are shared to encourage representatives to establish their personal competitive advantage by offering strategic multi-media advice and developing customized solutions that create a WIN-WIN-WIN ~ a win for their clients, company, and commission checks.

Don't be an Average Joe (or Josephine!)

This session tells the story of the difference between an average and a top performer. It describes their day-to-day actions, interactions with clients and prospects, as well as their strategies and execution of their plans. Most importantly, this session underscores the outcomes and commissions produced by top performers and how to easily incorporate their successful techniques to ensure you don't fall into the "average Joe" trap.

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Don't Fumble the Advertising Handoff

Research confirms that advertising, implemented correctly, works. This session provides participants with specific steps to help business owners optimize sales from their advertising investment. While advertising brings consumers to a business, it then becomes the responsibility of the business team to adequately merchandise, service and sell customers. Many Account Executives fail to recognize that they can significantly impact the campaign results once it launches. This session will teach specific methods to assist business owners with this critical "handoff" to maximize results.

Maximizing ROI (Return on Investment)

Most media account representatives sell a campaign and then HOPE it produces results. Further complicating this issue is that most business owners expect a STAMPEDE of new buyers as soon as their advertising campaign launches. Obviously, this scenario often does not end well, and the decision-maker is dissatisfied with the results. This session focuses on establishing realistic annual, monthly and campaign goals, as well as assisting clients in their internal marketing efforts to maximize the ROI of their campaign. Participants receive Excel worksheets that quickly calculate the formulas.

Persuasive Communication that Leads to YES

This session teaches the secrets of effective communication. It describes three proven techniques to create interest and generate sales, as well as deliver advertising recommendations that clients will appreciate and accept. You will learn how to prepare a value statement that helps prospects understand how you can assist them in increasing sales and how your products can help them achieve their business goals. Think you are currently speaking persuasively? Join the session to learn if you are or if you just think you are!

Powerful Presentations

Delivering compelling presentations is vital to securing sales. In this session, participants are introduced to a proven step-by-step process to connect with prospects, stimulate interest and inspire action. This session will teach presentation DOs and DON'Ts and methods that instill confidence, as well as those that position you to deliver compelling presentations and consistently win new business.

Prospecting that Pays

This session describes a proven prospecting methodology that not only creates sales opportunities, but is also easily implemented and enjoyable. It shows how to prepare a proactive, monthly sales strategy and provides a process to establish your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those that sell and those that lead sales teams.

RAVE - Retain Advertisers by providing Value & Expertise

Acquiring new clients is difficult. Keeping them is also a challenge. Join this session to learn how to establish effective client relationships and implement strategic retention techniques to ensure enthusiastic, long-term clients that RAVE about you, as well as provide referrals to help you increase your customer base and commissions.

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Sales GPS

Anyone who has traveled and navigated unfamiliar territory will agree that a GPS (Global Positioning System) is incredibly helpful. The “turn-by-turn” directions and alerts of potential hazards that these systems provide instill confidence by making it easier and faster to arrive at the desired destination. The Sales GPS provides clear direction by mapping out the most efficient route to monthly quota and revenue destinations (goals). It also offers warnings to potential hazards so plans can be “recalculated” and a new direction taken before too much time is wasted hoping to find the way. This ability to proactively guide success and redirect as needed is powerful and practiced by world-class sales organizations.

Ten to Win ~ Top Ten Traits of Successful Media Consultants

Do you have what it takes to be a marketing advisor and top performer in today's competitive, complex and ever-changing environment? This session will describe the ten attributes and activities that leading Advertising Executives possess and perform consistently. Before the session, take the challenge! Prepare a list of your top ten and compare them to the shared traits.

The Power of YOU

This inspiring and enlightening session focuses on the key aspects mostly related to an individual's success. Participants learn how to stay motivated to achieve their best, both personally and professionally, while learning essential life skills. At the end of this session, participants will understand the importance of a positive mindset and be motivated to achieve exceptional performance.

The Power of the Triple As

This session focuses on the three key elements vital to success and is essential for those desiring to be top producers. The first discussion concentrates on your mindset and its effect on your ability to perform at exceptional levels consistently. The second area underscores the importance of ongoing learning and why constantly gaining and applying new skills is necessary to remain competitive. Finally, the third discussion breaks down how to use your skills and knowledge through high-gain daily activities. Can you guess the three As? Join the session to learn more and to determine if you have the power of the Triple As.

Win-Win-Win Negotiating

This session explains the art of everyday negotiating. Learn methods to it gain acceptance during interactions with prospects and clients, as well as those to employ during presentations or formal negotiation settings. Participants learn common negotiating techniques to use and those used against them, as well as how to effectively communicate during challenging situations with knowledge, confidence and professionalism.

Winning Words

The words you choose determine whether you win or lose in business. How you communicate has a powerful impact on your overall success. Many professionals are not deliberate with their language and often use powerless words and phrases. This program shares persuasive communication techniques that lower resistance, gain acceptance and increase sales. Think you are communicating effectively? Join this session to see how convincing you really are when you interact with prospects and clients.