



# Increase new business **FAST**

## BENEFITS

- Increases long-term new business revenue immediately and in the future
- Drives substantial unbudgeted revenue in traditional and digital platforms
- Stimulates positive market share growth
- Teaches a customer-centric sales process and strategies to retain business, as well as decrease account churn
- Achieves budget goals months in advance resulting in increased satisfaction and retention of your top sales producers
- Instills prospecting discipline and demonstrates the importance of a full sales funnel, which leads to immediate and future sales
- Increases confidence in sales representative's ability to prospect and close sales
- Improves confidence in sales managers' ability to drive and coach result-producing sales behaviors
- Improves prospecting skills and use of marketing research for measurable results
- Elevates expectations of sales activity and separates your performers from your non-performers while providing proactive tools to help increase sales acumen
- Inspires your sales team with a positive message about your unique sales proposition and how you can WIN in today's highly competitive environment
- Focuses on the importance of conducting effective needs assessments and the ability to communicate return on investment of your products
- Promotes the VALUE of your products and services and creates instant testimonials

**MarketMAX** is a powerful multi-media revenue initiative that combines world-class sales training and informative business seminars to build immediate and substantial long-term digital and traditional revenue. **MarketMAX** includes retention strategies to keep new customers and incorporates best practices to build into your sales culture for continued success.

**REVENUE**  
Immediate &  
Long-term

### WHY SELECT MARKETMAX?

MarketMAX focuses on long-term retention, gaining advertiser results, maintaining the value of your products, showing your managers how to lead a disciplined sales culture and teaching sales executives how to advance their skills. While MarketMAX drives revenue fast, it is a long-term investment and strategy for future success.

**Tools, training, coaching  
and mentoring**

**DRIVE  
RESULTS**