

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
- Developing a Proactive CX Strategy to Increase Retention
- Don't be an Average Joe (or Josephine!)
- Maximizing Results & ROI (Return on Investment)
- Partnering with Clients for Maximum Results
- Persuasive Communication that Leads to YES
- Powerful Presentations
- Prospecting that Pays
- RAVE ~ Retain Advertisers by providing Value & Expertise
- Sales GPS ~ Directions to Success
- Ten to Win ~ Ten Traits of Successful Media Consultants
- Time is the Currency of Achievement
- Think Small, Produce Big
- Win-Win-Win Negotiating
- Winning Words

INSPIRATION

- The Energy of the Triple As
- The Power of YOU
- How to Spell SUCCESS

LEADERSHIP & BUSINESS

- Accountability is SIMPLE
- Coach 'Em Up
- Culture Mojo
- Developing a High-Performance Team
- Energize & Maximize
- Implementing a 5-Star Service Strategy
- Leading through Change
- Recruit, Hire & Retain to Win
- TAG Marketing ~ Targeted Acquisition & Growth
- The Mirror Doesn't Lie ~ Becoming a More Inspirational Leader

Descriptions of each topic are on following pages.

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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 quality, credibility and value you offer to your clients. Your brand helps distinguish you as a preferred advisor in today's crowded and complex marketplace. Join this session to learn how to develop, implement and excel by establishing your personalized, customized brand.

Creating Campaigns that Sell

Today, consumers are exposed to thousands of marketing messages each day; therefore, cutting through the clutter is a daunting task. This session shares eleven methods of developing campaigns that capture attention, evoke emotion and create consumer action. Numerous examples show advertising errors and tips for developing campaigns that drive traffic, sales and 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 solutions at the right time to produce the right results. Tips and techniques are shared to encourage representatives to establish their 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.

Developing a Proactive CX (Customer Experience) Strategy to Increase Retention & Sales

Acquiring new customers is more complex than at any other time in history for media organizations, and retention is equally tricky. Join this session to explore your company's current CX Plan and how it impacts your bottom line. Learn ways to proactively develop repeatable CX processes focused on the goals and needs of your current and prospective clients. Topics include securing meetings, gathering critical information and vital questions to ask before the launch of each campaign, setting the stage to actively involve the customer in establishing and tracking outcomes, the essential elements of marketing and how to employ them to maximize results. The discussion will also include techniques to ensure customers receive a return on their investments and a proven customer care method that will have your clients pleased with the results they receive and, most importantly, eager to advertise in the future.

SALES & MEDIA TOPICS

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. This session is powerful for media advisors and sales leaders.

Maximizing Results & 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. 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 campaigns. Participants receive Excel worksheets that quickly calculate the formulas.

Partnering with Clients for Maximum Results

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 becomes the business team's responsibility to adequately merchandise, service and sell to 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 establish partnerships and assist business owners with internal marketing plans to maximize results.

Persuasive Communication that Leads to YES

This session teaches the secrets of effective communication. It describes three proven techniques to create interest, generate sales, and deliver marketing 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 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, plus methods that instill confidence and consistently win new business.

Prospecting that Pays

This session describes a proven prospecting methodology that creates sales opportunities. 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 approach prospects successfully 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 who 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.

SALES & MEDIA TOPICS

Sales GPS ~ Directions for Success

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 arriving at the desired destination easier and faster. The Sales GPS maps out the most efficient route to achieving monthly quotas and revenue goals. It also offers warnings of 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.

Time is the Currency of Achievement

Do you ever wonder by some people are so much more productive than others? These super-producers might seem to get it all done through magic, but as it turns out, extreme productivity is simply a set of skills that all of us can acquire and use. Join this session to learn what these super-producers have in common and the methods they employ to achieve maximum success.

Think Small, Produce Big

Extraordinary focus on the right activities brings extraordinary success. The key to this type of achievement is concentrating daily on the accomplishments most important for realizing your goals, rather than multi-tasking or a scattered approach. Join the session to learn how a methodical approach, combined with self-discipline and determination, will produce astonishing results.

Win-Win-Win Negotiating

This session explains the art of everyday negotiating. Learn methods to 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 are when interacting with prospects and clients.

INSPIRATION

- The Energy of the Triple As
- The Power of You
- How to Spell Success

The Energy 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 topic focuses on using 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 energy of the Triple As.

The Power of YOU

This inspiring and enlightening session focuses on the key aspects that define an individual's success. Participants learn how to stay motivated to achieve their best, 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.

How to Spell Success

Sometimes life can be a like a roller coaster. There are many ups and just as many downs as we journey through the high and low points. In this program, the DNA of personal motivation is presented in the acronym S-U-C-C-E-S-S with each letter representing an essential attribute that the most successful professionals practice. Join this session to learn the secret of getting inspired and staying motivated to achieve top performance.

LEADERSHIP & BUSINESS

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- The Power of YOU

Accountability is SIMPLE

This session will share methods to create a highly-engaged and self-directed workforce equipped to perform at maximum levels. It will also remove the familiar feeling among many managers that they are glorified "babysitters." You will learn how to set and reinforce expectations, measure progress, evaluate effectiveness and improve overall performance.

Coach 'Em Up

What are the top three reasons sales representatives don't do what they need to succeed? This session will identify these and the crucial differences between managing and coaching employees. Learn essential "how-tos" for successful coaching, including specific steps to motivate, provide feedback and instill accountability more effectively. Behind every winning team is a great coach!

Culture Mojo

Surveys indicate that lack of employee engagement costs businesses billions of dollars each year. It is vital to develop a culture where employees don't just survive but thrive. This session focuses on the critical components of a winning corporate culture and identifies specific steps to creating a work environment that is rewarding and enjoyable. The discussion focuses on methods to build a self-functioning organization and shares communication tips to inspire each team member to bring energy, passion and a positive attitude to work daily.

Developing a High-Performance Team

In today's fast-paced and demanding work environment, creating an enjoyable and productive team environment is vital to motivate people to execute at peak performance every day. This session underscores the role each person plays in the overall success of an organization and teaches methods to "mine" the knowledge, experience and creativity of every team member.

Energize & Maximize

Do you feel like your team drags themselves into the office to take care of the daily grind? Does this describe YOU? This session underscores the importance of creating a winning work environment that is proactive, fun and successful. It also stresses the importance of focusing your energy on success factors and creating urgency and a winning team.

LEADERSHIP & BUSINESS

Implementing a 5-Star Service Strategy

Simply providing exceptional customer service is sooooo yesterday. Sure, being friendly and meeting customers' needs are still expected; however, if you plan to achieve a substantial competitive advantage, you need to have a 5-Star Strategy. How are you going to delight each customer? Stand out from the pack? What is going to make doing business with your company unique and different? Why would someone refer your company to their friends and family? Join this session to learn a step-by-step process to build your vision, plan and future success.

Leading through Change

It is an understatement to say that leading and managing is challenging in today's competitive, complex and changing environment. Creating a top-performing team takes different skill sets than just a few years ago. This session will identify the mission and focus of top-performing leaders and companies. It describes how to ensure goals are met, motivate the team and create a work environment that is both rewarding and enjoyable.

Recruit, Hire & Retain to Win

Finding the best possible people who can fit within your culture and produce significant results for your organization is a challenge AND an opportunity. This session will provide ten tips for better recruiting, as well as the specific actions that will help you retain top talent. Join the session and receive an Interviewing Kit that you can put to work immediately.

TAG Marketing ~ Targeted Acquisition & Growth

In the current competitive, complex and ever-changing environment, businesses that succeed big will be those that implement proactive TAG Marketing campaigns. This marketing approach is the deliberate and continual process of developing and implementing a plan to attain and satisfy new customers. These new clients share their experiences with others, leading to acquiring even more new customers. Businesses, large or small, can implement the TAG action plans to get a competitive edge in their markets.

The Mirror Doesn't Lie, or Does it? ~ Becoming a More Inspirational Leader Starting Today!

This session is for anyone in a leadership position who wants to be more effective in engaging their associates by creating a productive, inspired and dynamic work culture. Participants "look in the mirror" to review their leadership style throughout the session. More importantly, it encourages them to view their daily actions and inactions through their team's eyes and proactively adjust their coaching and leadership styles to enjoy greater success.