



HOME

ABOUT MMPA

JOIN MMPA

CONTACT US

SPONSORS /
ADVERTISING

CALENDAR
GET INVOLVED
NEWSLETTERS
DIRECTORIES
ON THE JOB
LINKS
SITE INDEX

Sell More Advertising



Jenaé Rubin

June 7 Seminar Session Schedule

8:00 a.m. Registration

9:00 - 10:15 a.m.
"Rate Card Modeling:
Creating Rate Cards that
SELL!"

10:30 a.m. - Noon
"Selling on the Rate Card,
Regardless of What Your
Competitors Do"

Noon - 1:15 p.m. Lunch

1:15 - 2:30 p.m.
"Management Strategies
and Tactics that Increase
Sales"

2:45 - 5:00 p.m.
"Solve Other Sales
Challenges TODAY!"

Do we have your attention yet? Whether you're a publisher, ad director, sales manager, or sales representative, you have one primary mission: **Grow your company's advertising revenue.**

To thrive, you need the tools to give you an edge over your competition. The MMPA is pleased to announce a set of *Folio*-caliber advertising seminars, right here in the Twin Cities, which will give you those tools. You can't afford to miss these informative sessions that will help drive your advertising sales—and profits.

Meet Jenaé Rubin

Jenaé Rubin, president and founder of Sales Powerhouse, will present two distinctive, back-to-back seminars, at least one of which is sure to appeal to everyone who needs to sell magazine space, regardless of job title or experience. For more 25 years, Jenaé's techniques have generated a consistent track record of higher sales for print publishers in consumer *and* business sectors. Her proven history will help *you* perfect a sales and marketing strategy that rockets your title to No. 1!

"Stress-Free Selling" Tuesday, June 6, 2006

This full-day workshop focuses on increasing sales through the efforts of individual salespersons. From 9 a.m. to 4:15 p.m., with a short break for lunch, Jenaé will lead participants through her trademarked seven-step process geared to help you sell more and keep customers longer. Entry-level sales staff will find valuable context for their work, while more seasoned account managers will learn how to hone their tactics. Managers are encouraged to attend with their staffs. Please click [HERE](#) for details on the seven-step process.

PLUS a Special Opportunity for Publishers and Sales Management "Sales Management Tactics for 2006" Wednesday, June 7, 2006 - Sheraton Hotel, Bloomington

This full-day seminar is targeted to publishers and advertising director/sales managers. Full schedule is listed on left. Continental breakfast to be served during registration. Lunch is included with plenty of time for visiting with colleagues.