

Rate Card Modeling: Create Rate Cards *that Sell*

Many companies think of rate cards as a piece whose sole purpose is to disseminate rates. Since decisions are being made when reviewing this critical document, *use it to convince and create desire*. Use it to upsell size and frequency. Your rate card is your paper salesperson, yet most rate cards lack selling power. Discover the strategies to maximize the hidden opportunities in your rate card.

Topics Covered

- ✓ Choose sizes and shapes that maximize advertiser results
- ✓ Set rates to encourage increasing size and frequency
- ✓ Make your rate card a paper salesman
- ✓ Create "Yes" instead of "Your price is too high" with your rate card

Results

Attendees will learn *exactly* what changes to make to rate cards to increase sales.

Selling on Rate Card ... Regardless what the market is doing!

Many publishers feel they have to cut rates because their competitors are and that rate cutting is the way they have to do business. It's not! There are several strategies you can take to sell on rate card 100% of the time... regardless what your competitors are doing... and even if you're the little guy.

Topics Covered

- ✓ Understand why prospects really asked for rate discounts
- ✓ Discover what you can do to sell on rate every time
- ✓ Three programs to move from rate cutting to rate integrity

Results

Participants will see increases in revenue per page starting with the first issue they implement tactics. Improve profitability without incurring additional expenses.

Register for this seminar and receive a four-page Special Report on Stress-Free Selling™ which identifies and describes the 7 Steps to Successful Sales.



Instructor: Jenaé C. Rubin is president of Sales Powerhouse™, a sales and marketing consulting and training company whose mission is to help clients reach the #1 position. With 24 years hands-on sales, marketing and training and consulting experience, Jenaé has a record of revitalizing ailing products, creating products, and adding profit centers, and empowering salespeople. Jenaé has a warehouse of practical, no-nonsense, proven ways to increase sales.

www.SalesPowerhouse.com

for:	Publishers and Sales Managers who set rates and policy concerning rate discounting.
date:	Thursday, July 28, 2005
time:	9:00 a.m. to 12:00 p.m. (A continental breakfast will be served.)
place:	MPA Conference Center, 810 Seventh Avenue, 24 th Floor, New York City (Between 52 nd and 53 rd Streets)
fee:	MPA member companies -\$195 per person; Nonmember companies - \$295 per person. Group discounts available.
voucher program:	2 (two) vouchers