

Your blueprint to

Stress-Free Ad Sales™

Make Objections Disappear

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Hi! I'm Jenae



Passionate & Results-Oriented

Reversed 5-year revenue and lineage fall in three months

Tripled ad sales revenue in three years

Increased revenue per page 22% in one month

Raised sales 41% with same Advertiser base in one year

Industry Expert Presented at

MPA, Folio, CRMA, FMA, MAGS, MMPA

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Questions?

Type a message in the chat box *during* the presentation

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Webinar Challenges

- ▶ Different skill levels
- ▶ Varied positions
- ▶ Assorted media

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Typical Concerns

- ▶ I hope it's not the same old stuff!

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Today's Goal

Everyone leaves with *at least* one great idea to impact sales right now

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Getting Ready

Prospecting, Pre-Call Planning & "Getting In"

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Your blueprint to

Stress-Free Prospecting™

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Prospecting's Goal

- Weed out uninterested
- Identify potential
- Maximize your results

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Those most likely to buy

- ▶ A & B Prospects
 - Advertisers Advertise
 - In your categories
 - In your medium
- ▶ C & D
 - Non-believers
 - Wrong categories
 - Wrong medium

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Top Prospect Sources

- #1 - Referrals
- #2 - Competitors

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MAGAZINE Radar
Reports

NOTE: These reports will include all advertisers. You can limit the reports to just your accounts.

Find New Clients!

- Who's in the competition, but not The Economist?
- Most active accounts
- How much ad overlap do I have with other titles?
- Which magazines should I be watching more closely?

Advanced

- Under the Radar: find advertisers that are a good demographic fit for The Economist **NEW**
- Find advertisers by territory
- List all ads placed in any issue
- Clients who have stopped buying in The Economist

Get More From Current Clients

- I sell to this account; which brands am I not getting?
- Which accounts get bad separation in your competitors?

Top Prospect Sources

- ▶ Referrals
- ▶ Competitors
- ▶ Customers
- ▶ Non-renewals
- ▶ Phone book
- ▶ Newspaper
- ▶ Billboard
- ▶ TV & radio
- ▶ Internet
- ▶ New Companies
- ▶ Trade shows
- ▶ Associations
- ▶ Social media

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Go After Your Easiest Sales First!

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Best Referral Strategies

- ▶ Specify company
- ▶ Great relationship
- ▶ Category
- ▶ Prospect list
- ▶ Compliments
- ▶ Movers & shakers
- ▶ Ask "Referrer" to call
- ▶ Follow through
- ▶ Thank you
- ▶ Update

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Referral Goals

- ▶ Set a weekly goal
- ▶ Identify 3 great "Referrers"

Referrals Per Week

One Referral/week = 4 calls/month
Close 50% = 2 new customers/month
= 24 new customers/year
Assume: ½ page, 3x at \$1,000/issue
Increase in sales = \$72,000
6x = \$144,000
\$5,000 unit, 3x = \$360,000

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Pre-Call Planning

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Donald Trump

“To me, selling begins with investing time in preparation and planning.”

(Selling Power Magazine)

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Before First Contact

- ▶ When was business established?
- ▶ What does their website tell you?
- ▶ Evaluate tradeshow booth
- ▶ Get contact's name and e-mail
- ▶ Yada yada...

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Before First Contact

- ▶ Target market

Saks Fifth Avenue's Targeted Audience
Find out whom they're reaching!

Age: 40 | 63% Women
HHI: 142.4K | 52% Married

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Before First Contact

- ▶ Target market
- ▶ Where do they advertise?

Saks Fifth Avenue's Ad Placement
January 1, 2010 – January 31, 2011

From January 1, 2010 – January 31, 2011, Saks Fifth Avenue placed 32,46 ad pages in five titles. Ocean Drive had the largest share with 8.00 ad pages. Saks Fifth Avenue advertised the most pages in October (8,32 pages).

Magazine	Pages	% Share	Est. Value
Ocean Drive	8.00	24.6	\$105,000
Palm Beach Illustrated	7.33	22.6	\$50,370
Miami	6.50	20	\$14
Gulfshore Life	5.63	17.3	\$19,335
Naples Illustrated	5.00	15.4	\$21,094
Total	32.46		\$195,799

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Before First Contact

- ▶ Target market
- ▶ Where do they advertise?
- ▶ Sizes
- ▶ Frequency
- ▶ Ad message

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ID Your Top Prospects



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Before First Contact

- ▶ Preferred positioning

Saks Fifth Avenue
Percent of Book: MagazineRadar Testing, N/A; Competitor Average, 18%

InStyle : 1%

Issue	% Of Book	First in Category	View Issue	View Ad
10/1/2010	1	Department Store	View	View
8/1/2010	1	Department Store	View	View
6/1/2010	3	Department Store	View	View

Elle : 2%

Issue	% Of Book	First in Category	View Issue	View Ad
10/1/2010	1	Department Store	View	View
8/1/2010	1	Department Store	View	View
6/1/2010	5	Department Store	View	View

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Before First Contact

- ▶ Preferred positioning
- ▶ Agency contact
- ▶ News, new product launches?

The Making Of The Jimmy Choo Fragrance Campaign
January 23, 2011. Footwear News
Jan 23rd 2011 at 10:03AM As our sister blog, Stylisist reported earlier this month, willy popular –

The Making Of The Jimmy Choo Fragrance Campaign
January 23, 2011. Lunist
As our sister blog, Stylisist reported earlier this month, willy popular shoe and accessories ...

[More news »](#)

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Before First Contact

- ▶ Preferred positioning
- ▶ Agency contact
- ▶ News, new product launches?
- ▶ How much they spend

Saks Fifth Avenue's Ad Placement
January 1, 2010 – January 31, 2011

From January 1, 2010 – January 31, 2011, Saks Fifth Avenue placed 32.46 ad pages in Five Cities. Crown Drive had the largest share with 8.02 ad pages. Saks Fifth Avenue advanced the most pages in October (8.20 pages).

City	Pages	% of Total	Cost (est.)
Crown Drive	8.02	24.6	\$185,600
Publix Beach Illustrated	7.33	22.6	\$56,379
Phoenix	4.88	15	\$14,814
Goldfisher's Lake	5.63	17.3	\$19,308
Maple Illustrated	5.98	18.4	\$31,094
Total	32.46		\$195,995

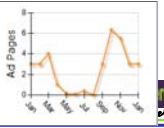
Price estimates have been discounted 15% from published national prices. You can change this discount.

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Before First Contact

- ▶ Preferred positioning
- ▶ Agency contact
- ▶ News, new product launches?
- ▶ How much they spend
- ▶ Seasonality
- ▶ Editorial cov



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Before First Contact

- ▶ Preferred positioning
- ▶ Agency contact
- ▶ News, new product launches?
- ▶ How much they spend
- ▶ Seasonality

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Your blueprint to

Stress-Free Introductions™


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Does your introduction sound like this?

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"Jenae, I get appointments with just about everyone I speak with. I've never had so much fun selling."

Emily, Regional Salesperson

P.S. Emily closes about 40% of her calls!

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Good Introductions

- ▶ Make you memorable
- ▶ Create Interest
- ▶ Get you in
- ▶ Get appointments

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Easy, Effective Introduction

1. "Hi, I'm..." [First Name]
2. "With..." [Company Name]
3. State purpose of call – in terms *meaningful to them*:
"I'm calling to see if we can help increase your sales like we have for other businesses like yours."
4. Close the point:
"Did I catch you at a bad time?"

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"Getting In" Objections

- ▶ Get to the point
- ▶ What are you selling?
- ▶ How much does it cost?
- ▶ Send me a media kit
- ▶ Call my agency

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Get to the Point

- ▶ Ask critical questions
 - What are your challenges and priorities?
 - What works best, and how do you know?
 - What do you like best, and what would you change about your current media?
 - What are your expectations?

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What are you selling?



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How much does it cost?

- ▶ Ask a question instead!
- ▶ Reality check...

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Send me a media kit

- ▶ If media kits could sell, salespeople would be obsolete! Seriously, I'm not selling anything right now.
- ▶ Don't include rates!!!!!!

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Call my Agency

- ▶ I'd be happy to. Can you tell me... (Ask a critical fact finding question.)

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Know Your GOAL

- ▶ How often do you make a sale before prospects agree to speak with you?
- ▶ How often do you make a sale on your first call?

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Getting Ready opens the doors to sales.

So, prospect often, plan well, and make it a daily habit.

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Join Us Again

April 6, 2011
Noon - 1:00 pm EST

Stress-Free Selling[®] - How to Make Successful First Calls to New Prospects

Register Today!
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