

Your blueprint to

Stress-Free Ad SalesTM

Successful First Calls

Magazine Advertising Sales .com

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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

Presented at Major Publishing Conferences

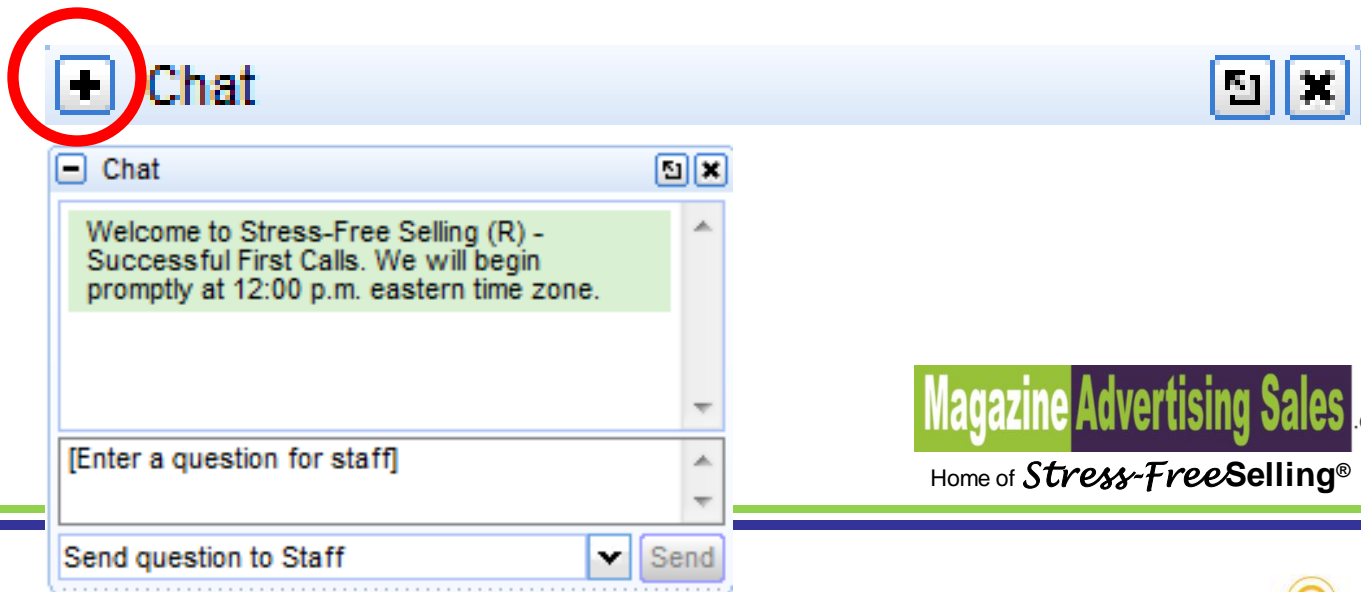
MPA, Folio, CRMA, FMA, MAGS, MMPA

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Questions?

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



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Today's Goals

Successful First Calls

- ▶ Create trust
- ▶ Eliminate objections
- ▶ Identify hot buttons
- ▶ Stop selling against competition
- ▶ Stop chasing follow ups

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Webinar Challenges

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

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Today's Promise

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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Prospecting's Goal

Weed out uninterested

Identify potential

Maximize your results

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Top Prospect Sources

- ▶ A&B prospects
- ▶ Referrals
- ▶ Competitors
- ▶ Customers
- ▶ Non-renewals
- ▶ Phone book
- ▶ Newspaper
- ▶ Billboard
- ▶ TV & radio
- ▶ Internet
- ▶ New Companies
- ▶ Trade shows
- ▶ Associations
- ▶ **MAGAZINE**Radar

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Pre-Call Planning



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Before First Contact

▶ Target market

Saks Fifth Avenue's Targeted Audience

Find out whom they're reaching!

Age: 40

HHI: 142.4K 

63% Women

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 (6.33 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	N/A
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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Before First Contact

► Preferred positioning

Saks Fifth Avenue

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

InStyle : 1%

<u>Issue</u>	<u>% Of Book</u>	<u>First in Category</u> 	<u>View Issue</u>	<u>View Ad</u>
10/1/2010	1	Department Store	View	View
9/1/2010	1	Department Store	View	View
8/1/2010	3	Department Store	View	View

Elle : 2%

<u>Issue</u>	<u>% Of Book</u>	<u>First in Category</u>	<u>View Issue</u>	<u>View Ad</u>
10/1/2010	1	Department Store	View	View
9/1/2010	1	Department Store	View	View
8/1/2010	5	Department Store	View	View

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Before First Contact

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

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Price estimates have been discounted 25% from published ratecard prices. You can **change this discount**.

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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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Create Trust



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Ask Questions - 6 Steps

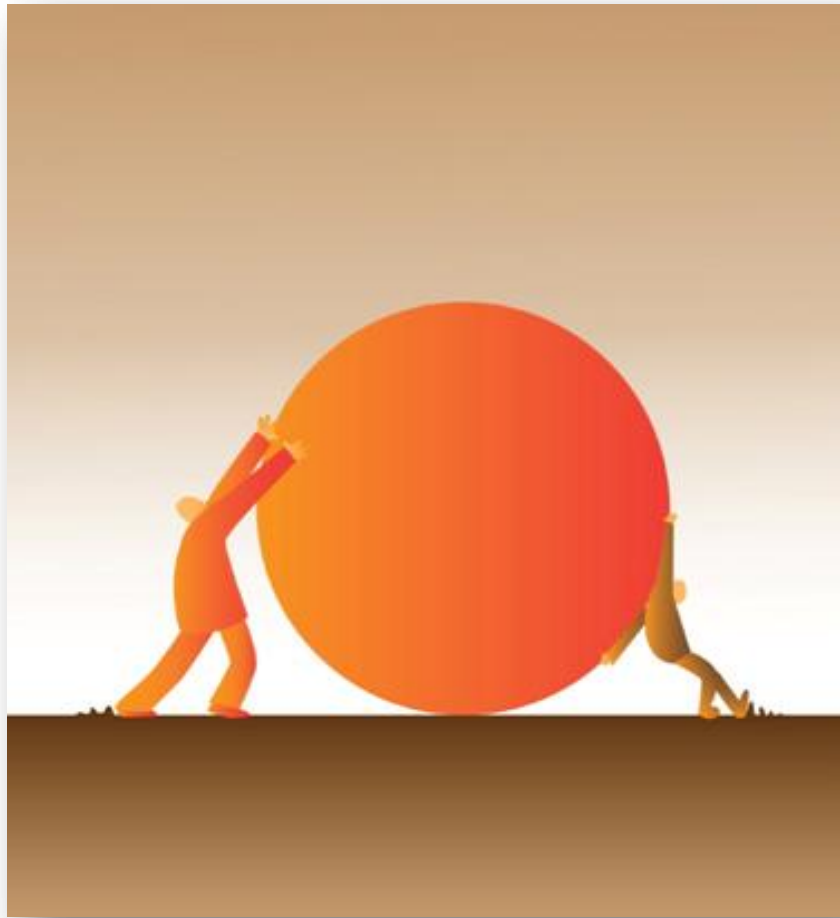
▶ 1 - Set the stage



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Eliminate Objections



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Identify Hot Buttons



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2 - Questions About Them

- ▶ Responsibilities
- ▶ Length/time in company/industry
- ▶ Familiarity with your media

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3 - About Their Business

- ▶ Biggest sales challenges?
- ▶ How overcoming?
- ▶ Top goals & priorities?
- ▶ Value of average customer?

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3 - About Their Business

- ▶ Value of average customer?

Average sale = \$500

Ad rate = \$2000

Break even = 4 customers

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4 - About Your Competition

- ▶ Like most?
- ▶ What would you change?
- ▶ What didn't work?

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5 - About Doing Business

- ▶ Who else involved?
- ▶ How measure success?
- ▶ What else?

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5 - Set Follow Up



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New Tools

New First Call Approach

- ▶ Create trust
- ▶ Eliminate objections
- ▶ Identify hot buttons
- ▶ Get follow ups, no more chasing!
- ▶ Sell solutions, not against rivals

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Thank you

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NOTE capitalization in web address!

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