

MIDWEST FREE COMMUNITY PAPERS
AND
MINNESOTA FREE PAPER ASSOCIATION

Sales Training Module Lesson Twelve



Presented by:

Tim Smith Consulting

DEFINITIONS

- 1) **Selling:** Am I selling what the customer needs based on wants or am I selling what I have, my monthly specials
- 2) **Prospecting:** Do I consistently do 8 new prospecting calls a day?
- 3) **Servicing:** Do I make it easy for the customer to do business with us; am I communicating with the customer in their terms?
- 4) **Develop Marketing Plans:** Am I putting together multiple ads based on the Rule of 8 and using all of our resources for the customer? Am I using all my resources; sister publication, state network,
- 5) **Working with Internal Customers:** Do I have a good working relationship with other team members in other departments; design, layout, IT, circulation, front office?

Sales by the Numbers

25 total calls per day

8 prospecting calls

8 selling calls

8 servicing calls

8 exposures in the paper

80% retention rate of present contracts

1 of 6 closing ratio

1 extra call per day

Three Step Process – we need to slow down

- 1) Prospecting**
- 2) Needs Assessment**
- 3) Sales Presentation**

The Questions to the Interview Process

1. What are the goals or the plans of your business for this year and next year?
2. What makes your business different from your competitors?
3. Why did you start this business?
4. What does your average customer look like?
5. Where are you presently getting customers from, what geographic area?
6. Where would you like to get customers from, what area would you like to penetrate?
7. What are the buying patterns of your customers, do you get most of your business in the beginning, middle or end of the month?
8. What current advertising are you doing and what is your budget like? **How do you measure your advertising?**
9. If I come back with a marketing plan of \$1000 would you be loving me or asking me to leave quickly? That is the GOOD NEWS it won't be that much. (marketing plan is based on the rule of 8- need 8 exposures in the paper to get their name out) **use your average size ad and your open rate for this) average ad 2x3 is \$80 x 8 exposures = \$640**
10. Close on the appointment for the sales presentation.



Developing Marketing Plans

- 1) **Using the Rule of 8:** need at least 8 repetitions of ad
- 2) **Using your internet site:** are you piggy backing the print ad with you internet site
Joe Nicasro – Kaesu 973-809-4784
- 3) **Sister Publications** – selling into another publication within your organization, Woodward Communication, News-Gazette
- 4) **Other Publications within your State** – am I using other publications within the State, community or daily
- 5) **Midwest Free Community Papers** – am I using the State Association as a resource
- 6) **Minnesota Free Paper Association**– am I using the State Association as a resource
- 7) **Independent Free Papers of America** – am I using the National Association as a resource

Submitted by Douglas Fry
Southeastern Advertising Publishers' Association

HOW MUCH IS A CAN AD WORTH?

Selling Just One Classified Ad Network (CAN) Ad Can Make A HUGE Difference

If one of your advertisers wanted to buy an ad in all the papers in SAPAs CAN (Classified Ad Network) it would cost well over \$2,000. To reach over 4 million households they would have the problems of dealing with nearly 100 papers, sending out that many ad insertion orders, dealing with different deadlines and specifications, and finally sending out all those checks to pay for the ad.

However, if you place that ad for them in CAN it would cost them only \$349 for a 6 line ad. Now here's the best part! Of that retail price of \$349 you send SAPA Headquarters only \$154 and you get to keep \$195 per ad, per week. Talk about a Win-Win situation. Your advertiser gets a great deal with no effort, SAPA gets a small piece to continue offering great member benefits, and you get a nice, fat commission.

Everyone is looking for additional revenue sources, CAN is a great addition to your publication sales portfolio. So, when you talk to your customers, look for those ads whose reach extends beyond your circulation area. If your advertiser wants to attract customers from all over the Southeastern region they are great candidates for a cost-effective CAN ad. Just one classified ad each week adds over \$10,000 annually to your bottom line.

My Action Plan



In _____
What _____
Way _____
Can _____
I _____ ...

Post it note

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In order to change the results in our life, we must change our ACTIONS.