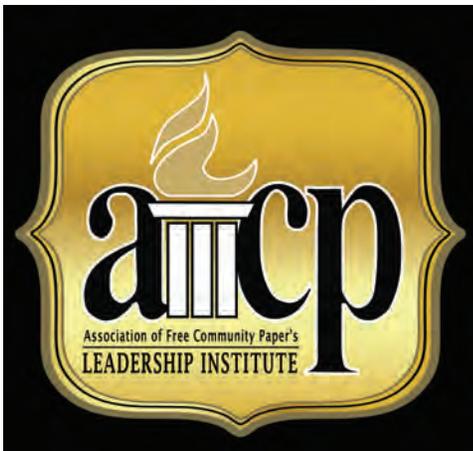




2019



afcp
Leadership
Institute



The Leadership Institute

TLI's MISSION: To provide leadership and sales training support to inspire and motivate those passionate about making a difference in the lives of others.

The Leadership Institute (TLI) is a structured, comprehensive, cost effective sales and leadership training program designed specifically for AFCP members and the free paper industry. TLI debuted at the 2006 AFCP Annual Conference in Miami and has delivered industry specific training programs at each annual conference since.

TLI sessions are presented at AFCP Annual Conferences, in the Online Learning Center and at some of your local association meetings. If you are interested in obtaining some of the training materials to use for staff training, contact the AFCP office for copies of the materials. The TLI faculty members represent the industry elite who have a significant track record of success, are highly recommended for their knowledge, commitment and exemplary work ethic. They represent those unique individuals who are ready, willing and able to make a difference in the lives of others to help build and facilitate our curriculum and our industry.



Association of Free Community Papers
135 Old Cove Rd., Suite 210, Liverpool, NY 13090
Call (877) 203-2327 or visit afcp.org

"The mission of AFCP is to help its members enhance their profitability and lead in strengthening the free publication industry."

58 Different Regular TLI Class Curriculums covering the full spectrum of sales and sales management aspects of advertising sales in the community publication industry.



To date, over 1,600 free paper professionals have attended classes at the national, state and regional conferences, earning over 10,260 class credits.

Associate Advertising Executive Certification (AAE)

Professional certification by AFCP through The Leadership Institute recognizes the highly professional work and growth by free paper associates. Free Paper professionals must be knowledgeable in all aspects of media and marketing in order to provide the best marketing advice to their clients in this ever changing world. AFCP provides the AAE certification as an acknowledgement of both the level of training and the level of commitment industry professionals have demonstrated in their professional development.

Members' class credits are recorded and maintained in the AFCP database for every TLI participant. Once a member has completed a prescribed number of credits in the classroom or from the Online Learning Center, they are eligible to take the comprehensive exam at the AFCP annual conference. When a member has completed the following requirements, the AFCP Board of Directors will confer upon that member the designation of Certified Associate Advertising Executive and the member will be invited to participate at the graduation ceremony conducted at the next annual conference.



AAE Requirements:

- 15 Unduplicated TLI Class Credits with a minimum of 6 obtained in AFCP conducted in-class training sessions.
- Passed the Comprehensive AAE Exam offered at the AFCP Annual Conference.
- Completed at least two years on-the-job experience in the advertising industry.

New Hire Training Program

The seven class sequence available in the Online Learning Center provides a great way to train incoming sales hires in the basic process of advertising sales. This training is presented utilizing the terminology and delivered from the same perspective they will be dealing with out in the selling situation. Stepping them through the sales call from opening to close, they will have a much better understanding of the key elements to successful sales calls. Taking advantage of this class sequence for new hires and utilizing the podcast library available on the AFCP website to help target specific areas of training or answer specific questions involved in the sales process can be instrumental in a new salesperson's ultimate success as well as providing a professional sales component to your training program.



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Annual Visiting Professor Curriculums to provide timely insights into the ever changing world of advertising sales.



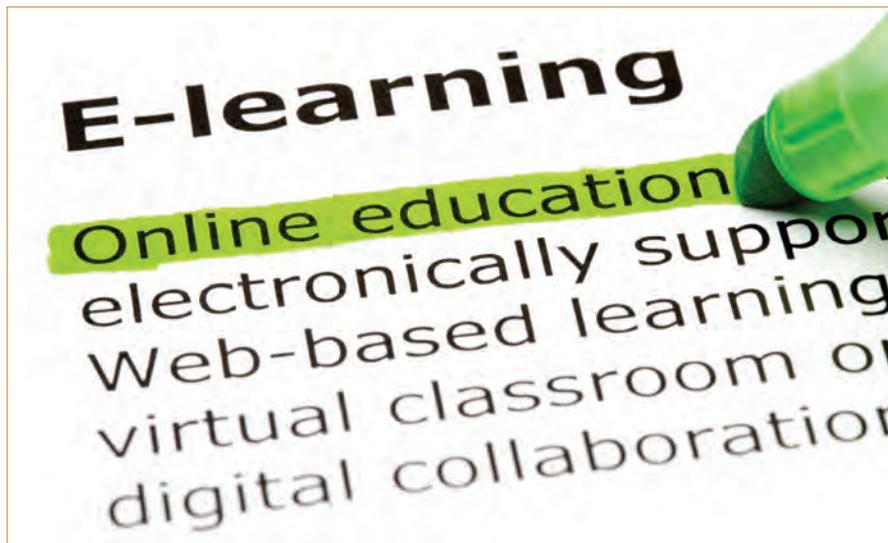
Each Annual Conference introduces several new and updated curriculums to continue to develop industry sales professionals on an ongoing basis.



Online Learning Center

The Leadership Institute currently offers classes through the Online Learning Center so that members can train their sales staff without the cost and scheduling complications necessary with travel. These self-directed programs can be completed from your office during normal business hours or from any location, at any time — all you need is a computer and internet access.

Classes are listed in the order of the normal selling sequence, and if taken in that order, help build the foundation blocks for a successful sales call. The first two classes do not require a member key to participate, so you can begin the sequence now! All you have to do is go to the Online Learning Center now and complete your personal registration. AFCP Members in good standing can contact the AFCP office for their participation key that will enable them to access the next five classes in the Online Learning Center to be able to complete the initial sequence of core selling classes. This member benefit of AFCP is supported by the association in order to assure the highest quality industry specific training available to its members.



Opening a Sales Dialogue - TLI104

Congratulations! You've secured an appointment... but how do you make a great first impression and engage the customer in the process? This class will focus on building an agenda, confirming buy-in from the customer and managing any objections that might occur at this point in the sales process.

Identifying & Developing Needs with Effective Questioning - TLI106

If your prospects don't believe they need your product, they will not buy your product. In this course you will learn how to ask probing questions that lead to implications and help your prospects identify their own need for your product.

Communicating Through Listening - TLI105

Put your prospects, customers and employees on a pedestal without saying a word. In this course, you'll discover the power of effective communication through a variety of listening concepts and techniques.

Making Recommendations using Features, Benefits & Value - TLI107

What happens when you uncover a need? Learn how to make sound recommendations by offering the features and benefits of your products that illustrate the VALUE of your product in your customer's mind. This course focuses on building a recommendation that is the solution to your customer's problem(s).

Answering the Classic Sales Objections - TLI103

No good sale is ever won without a fight! Prepare yourself for sales combat by learning how to uncover, confront and overcome the most common sales objections.

The 4 Elements of an Effective Advertising Campaign - TLI108

This course offers a straightforward recipe for successful advertising programs. We will explore how mixing the concepts of Value, Impact, Circulation and Consistency will produce customers for life.

Improving Your Team's Closing Ratio - TLI101

You can do everything right during your sales process, but if you miss this step it's over. Learn techniques and skills that will help you manage the closing portion of your sales process more effectively.