Putting the “FUN” in Sales Fundamentals

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Featured Media/Penny Lane Printing

My Background

- Started career as an attorney
- Joined the family business in 2017 as Sales Manager
- General Manager in 2022
- Our company publishes weekly over 100,000 copies of our Penny Saver, 10 editions
- Publish a number of other magazines/guides/directories
- Print a number of other publications

Our Sales Team

- 1 Director of Advertising Sales
- 1 Assistant Sales Manager/Hybrid Rep
- 3 Admins:
  - 1 that directly assists Mngmt
  - 1 that trains for a sales role
  - 1 that assists both sales/creative
- 6 Penny Saver Advertising Sales Reps
- 1 Digital Sales Rep
- 1 Commercial Print Sales Rep
- 1 Promotional Product Sales Rep
- 1 Niche Magazine Sales Rep
- 1 Classified Sales Rep

Accounts

- Each rep has hundreds of accounts.
- Success requires organization, hard work, multi tasking and lots of good energy.
- Use the CRM!
- <u>Customer Service is just as important (if not more) than the sale.</u>

Customer Service: Break it Down!

- Accounts fall into different categories. Know the needs of the category and work through your list that way.

- TFNs
- Contract Customers
- Regulars without a Plan
- Large Accounts
- Agencies
- Special Promos/Niche
- Seasonal
- Dormant
- Prospect

Till-Further-Notice Accounts “TFNs”

- Somewhat rare: probably long-time/legacy accounts
- Some reps are scared to rock the boat- but don’t be afraid to stay in touch
- Best advice for new reps: check in every quarter or so to make sure things are going well (unless they tell you otherwise).
- If you don’t stay proactive you will be fearful. Never a good place to be.
- Set a reminder in your CRM every quarter to see your contact or call.

Contract Customers

- They have a schedule, and you can follow that contract for guidance.
- Be proactive in the plan. Get them proofs in advance, ask about their ad copy and how things are going.
- Offer advice as the plan progresses.

Regulars without a Plan

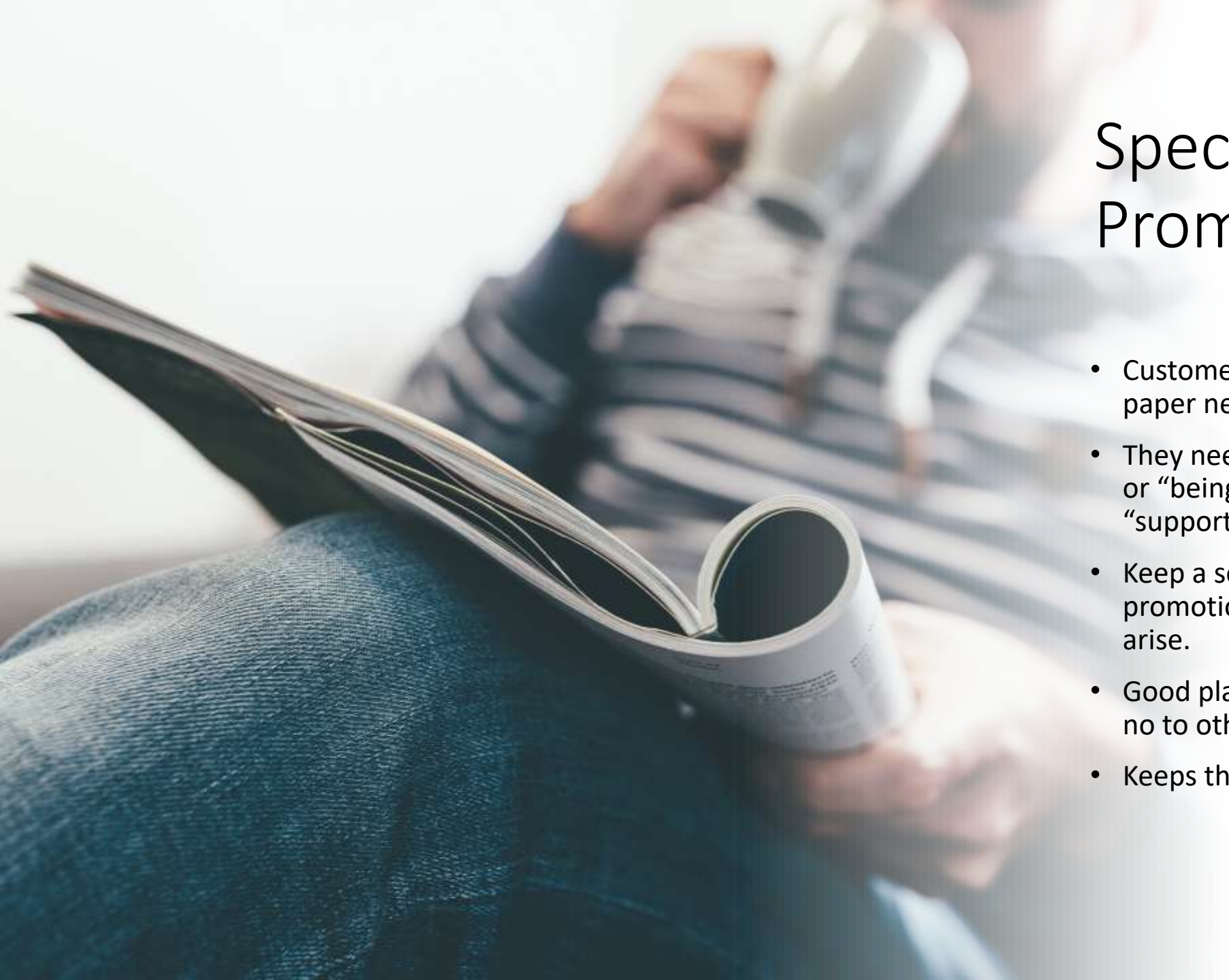
- Time their needs based on prior years.
- Send prior ad copy a month in advance and ask for changes.
- Send new proofs as the seasons change and ask if they want to update old copy.
- Give a side-by-side comparison of old ads versus new.
- After their runs end, ask what they need next?

Large Accounts

- Very Important Category!
- Usually low maintenance until renewal time. Still check in on a regular basis (but not too much- they are busy with other things).
- Put all your energy into the renewal. Think ahead what can be better next time around.
- Provide excellent service when they reach out.
- Take care of them, they have other options….

Agencies

- Similar to large accounts but they tell YOU what they want and when.
- When they call you jump.
- Be the rep they can trust when they need a quick and accurate answer.
- They have options but the easier you make their lives the more they will do with your company (when buying opportunities arise).



Special Promos/Niche

- Customers that don’t want to be in the paper necessarily for concrete ROI
- They need to be sold on “community” or “being a part of something” or “supporting an initiative”.
- Keep a separate list for when promotions or niche opportunities arise.
- Good place to start for people that say no to other kinds of sales pitches.
- Keeps the relationship active.

Seasonal

- They come and go based on their business cycle.
- Don’t contact them in December if they don’t start up again until March.
- They sometimes leave for warmer climates.
- Make it easy for them when they get going again.
- They are great at what they do but often don’t have time for too many marketing decisions.
- Get a credit card on file if you can.

Dormant

- Tough category.
- They tried the paper but stopped for some reason.
- Check in with new ideas and be patient.
- Might have to wait for new decision maker to come along.
- Do you have a new product like digital to talk about?
- If they stopped because of pay issues maybe better to go separate ways.

Prospects

- Internal analysis showed 1/3 of business from prior year might not come back.
- Need to constantly fill the funnel with new opportunities.
- Go to events.
- Block time every day to call prospects. 1 hour at least. Call after lunchtime around 2pm unless they are a restaurant.
- Find out who the decision maker is and work very hard to get together.
- Sell them on the product and the value of working with YOU. It’s not always just about the product.

Overwhelmed?

- You don’t need to be a natural at sales (although that helps).
- Stay organized and be yourself. Authenticity eats scripted calls for breakfast.
- Find your voice and value as a rep. Maybe that is providing great customer service and leading with confidence in the products. You may have something different that works for you.

Break it down!

Account Name	Category	Next Steps
1. Bloom & Brew Café	TFN	Reach out this week
2. Paws & Whiskers Pet Boutique	TFN	Check in next quarter
3. Urban Oasis Yoga Studio	Contract 13 week	
4. Pixel Perfect Photography	Contract 26 week	
5. Harmony Haven Music School	Large Account	
6. Gourmet Grains Bakery	Promo/Niche	
7. Thread & Needle Fashion Boutique	Promo/Niche	
8. Sparkle Shine Cleaning Services	Prospect	
9. Eco-Fit Wellness Center	Large Account	
10. The Book Nook Bookstore	Dormant	
11. Fresh Fusion Juice Bar	Dormant	
12. Radiant Roots Plant Nursery	Seasonal	
13. Tech Trove Electronics Repair	Prospect	
14. Serenity Spa & Wellness	Prospect	
15. Thrive Agency	Agency	See if contact is still the right contact
16. Munchie Mania Food Truck	Regular w/out a plan	
17. Crafty Corner Art Supplies	Regular w/out a plan	
18. Spark Plug Auto Repair	Regular w/out a plan	
19. Green Thumb Landscaping	Regular w/out a plan	
20. Joyful Journeys Travel Agency	Large Account	

Plan your week in advance

- Don’t be in reactive mode.
- Know your priorities and block time for those items.
- Also leave time for unexpected fires or other things that come up.
- Ask your manager for help if you get overwhelmed.
- Managers do your best to listen.
- Stay organized and have fun!

Check your relationships

Excellent: Green OK: Blue Needs Improvement: Yellow Bad: Red

1.	Bloom & Brew Café	TFN
2.	Paws & Whiskers Pet Boutique	TFN
3.	Urban Oasis Yoga Studio	Contract 13 week
4.	Pixel Perfect Photography	Contract 26 week
5.	Harmony Haven Music School	Large Account
6.	Gourmet Grains Bakery	Promo/Niche
7.	Thread & Needle Fashion Boutique	Promo/Niche
8.	Sparkle Shine Cleaning Services	Prospect
9.	Eco-Fit Wellness Center	Large Account
10.	The Book Nook Bookstore	Dormant
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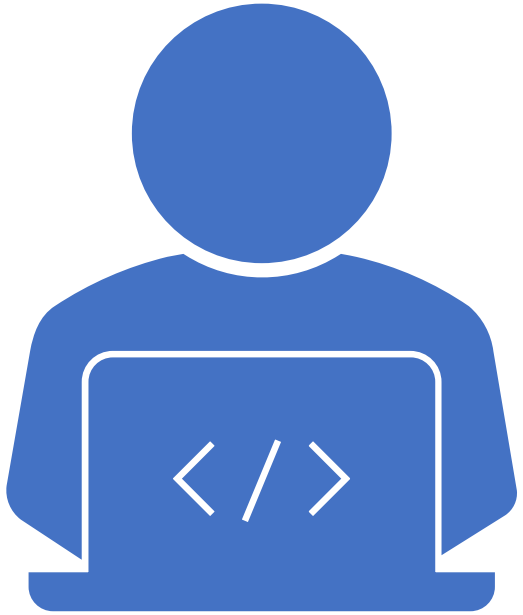
Totals: 6 Green 6 Blue 7 Yellow 1 Red

Communication Preferences

- Test how your customers respond.
- Use the means they like best: (call, email, text, FB Messenger, stop in).
- Ask them!
- Note that in the CRM.
- Don’t visit too often if they are busy.
- Don’t visit too often if they are not busy (long talks).



Road Days

Some Rules of the Road

Go with a plan.

1) A good road day might produce 10 worthwhile stops.
2) You can make 30 phone calls in an hour.
3) You can send thousands of emails in a second.
4) Watch your “windshield time.”

Some Rules of the Road

Come with a purpose.

1) Don’t “check in” unless there’s a good reason for it.
2) Come with an idea, promotion, spec, special flyer, etc.
3) Introducing yourself as the new rep is a great place to start.
4) If you get a decision maker, keep it natural. Be authentic.
5) If no decision maker, ask the gate keeper who it is and how to contact.

Some Rules of the Road

4-Legged Calls

1) Managers make it fun. Start or end at a restaurant.
2) Ask the rep how they think they did at the end (instead of leading with critiques).
3) Find specific things the reps did well and let them know.
4) Take turns opening conversations.
5) Don’t just visit your friends. Go to new scary places.
6) Sometimes assign two reps to go together to get new perspectives.
7) We usually make Thursday afternoon and/or Friday road days. Other days are spent in the office.

Questions?