



## **Presidents Corner...**

### **Are you ready for the free community publication event of the year?**

Registration is now open for the ACP/MFCP Conference & Trade Show to be held September 16-17 in Des Moines, Iowa. This conference will be packed with training and networking opportunities that you will not want to miss!

I have been fortunate enough to have attended several of these conferences in the past and they never disappoint. I leave energized, motivated and ready to head back to the office with both new revenue and non-revenue ideas each year. The ACP/MFCP Conference & Trade Show is not just for publishers and sales representatives. You will find something for everyone at this conference so bring your graphic designers and other office support staff too.

And let's talk about the location?? How much closer will a national conference get to most of our publications? I hope everyone uses this opportunity to include as many of your staff members as possible in the conference activities. To help offset some of the expense MFCP will pay one registration fee (\$199) for each member paper to attend the joint conference.

You can find more information on the conference and trade show at <https://www.communitypublishers.com/in-person>. The website includes the Schedule of

Events, Idea Exchange entry form, Summer Stir details, T Shirt Design Contest and Silent Auction information.

I look forward to seeing all of you in September!

Jodi Peterson



## **From the office....**

### **My how time flies!**

The calendar pages are flying by quickly! The year is more than half over and that means it's time to turn our attentions to ordering the 2022 wall adhesive strip calendars.

As in past years, these are free to paid members. Our intention is to distribute them at the Des Moines fall conference (September 17th and 18th). Please note: if you won't be attending conference, we can make arrangements to have them shipped to you. So, don't let that stop you from ordering. Click the link to be taken to the order form (or just send an email to: [director@mfc.org](mailto:director@mfc.org)). <https://forms.gle/B8UeMrz3gYRVYtZH7>

### **Are you interested in serving the association as a board member?**

The nominating committee of Greg Birkett, Deb Weigel and John Draper met recently to discuss the open positions for 2022. A recommended slate of officers

will be presented next month and voted on at the Annual Convention in September. If you or a member of your team are interested in knowing more about possible open positions, please let us know. You can email [director@mfc.org](mailto:director@mfc.org) and your information will be forwarded to the committee.

**PUBLISHER'S CALL** – A lot of members were ready for some football and our team of coaches – John Adams, Kathy Napora, Joyce Frericks and Missy Traeger – did not disappoint. They each laid out details of their programs and provided handouts. We normally don't record our Publisher calls – but made an exception for this session. If you would like to have access to the audio, please send me an email and I will send it and the support materials your way. ([director@mfcpc.org](mailto:director@mfcpc.org)).

## **SHANE GOODMAN IS OFFERING TO BUY YOU A DRINK....or two or ten!**

In conjunction with the fall conference, Shane and the folks at Big Green Umbrella are putting on a Summer Stir – Doesn't the name just sound refreshing?!! The Summer Stir will take place on Thursday, September 16th in downtown Des Moines. The group will visit several area downtown businesses where they will be offered a sample of a signature drink designed by them just for this event. You can sign up for this event when registering for conference. The first 100 people to register receive a free admission to this event. So, hurry! Sign up for conference today!!

## **T-SHIRT CONTEST!!**

We already know that MFCPC has some of the most talented designers in the nation. And, the ACP/MFCPC T-shirt contest is their chance to let their creativity show! It's tradition that ACP holds a T-shirt design contest every year for the convention. This year is no different. Your designers are encouraged to enter. The winning design will be featured on the 2021 conference T-shirts. The winning design will be printed on a navy T-shirt and can have no more than 4 spot colors. The winning designer will receive bragging rights, free T-shirt and a \$100 AMEX gift card. Submit your design ASAP to: [https://02f0a56ef46d93f03c90-22ac5f107621879d5667e0d7ed595bdb.ssl.cf2.rackcdn.com/sites/33407/uploads/47506/2021\\_Conference\\_Shirt\\_Design\\_Ad20210701-8873-bvuyux.pdf](https://02f0a56ef46d93f03c90-22ac5f107621879d5667e0d7ed595bdb.ssl.cf2.rackcdn.com/sites/33407/uploads/47506/2021_Conference_Shirt_Design_Ad20210701-8873-bvuyux.pdf)

## **3-MINUTE IDEA EXCHANGE! Win \$500!!**

We're hosting our always popular 3-minute idea exchange at the fall conference. To enter an idea please fill out the entry form and submit to the ACP office no later than August 20th. Let's show the nation what we've got! Enter your ideas today! <https://02f0a56ef46d93f03c90-22ac5f107621879d5667e0d7ed595bdb.ssl.cf2.rackcdn.com/sites/33407/uploads/47509/SurvivorIdeaExchangeForm20210701-8873-1yu5iir.pdf>

**GOOD HELP IS HARD TO FIND! And, that old adage is especially true today.** MFCPC has

developed an employment special which makes it easier and more cost effective for your advertisers to fill their open positions. Now through the end of September we're offering a buy three weeks, get the 4th week free special for all employment related MCN ads. Ads reach up to 1.9 million homes per week and can contain 30 words. All for the low price of \$249 per week! You can find this ad special and more on our website: MFCP.org (members only section: password: freepaper). Download the info sheet and share it with your team today.

## Meet Our MVP's



**Tiffany Gardner**

Tiffany has stepped in as the leader of the MVP group. She is an 8-year industry veteran and works for Woodward Communications in their Platteville location. Tiffany was previously a member of the AFCP Rising Stars. When asked about that experience, Tiffany said: "with strong leadership and many amazing industry professionals, I gained invaluable knowledge about many aspects of our industry. I am very excited to be the leader of MFCP's MVP group. I look forward to working with this extremely talented group of women. I hope to offer them the same inspiration that "Rising Stars" had offered me."



**Amanda Hoefler**

My name is Amanda Hoefler and I am an advertising sales rep for Dairy Star. I never saw myself working in the newspaper industry but I have been here for 3 years and love it! I enjoy building relationships with my advertisers and helping them grow their businesses. I grew up on a family dairy farm so I am happy I still get to work in the dairy industry. I currently live in an old farm house which I am slowly working on renovating in my free time. I also still love to

help on the dairy farm on the weekends and after work when needed!



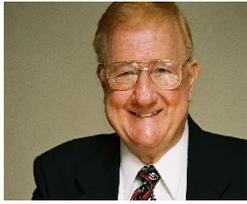
**Carrie Fowler**

My name is Carrie Fowler and I am a Graphic Designer for NE Iowa Publications. I design ads and layout pages for the Oelwein Daily Register, the Independence Bulletin Journal and the Waverly Newspapers. I started working in the newspaper business during the summer while I was in college, mostly typesetting and proofing, but because I had used Adobe InDesign in college they begin training me to design ads and now after 17 years I don't think I could stop! I am also a youth minister part time in Marion, Iowa. I live with my partner of 8 years, Phil, and we keep ourselves busy by playing many different board games and role playing games in our free time. We like to do as many creative projects as we can get our hands on.



**Kari Jurrens**

My name is **Kari Jurrens** and I am an advertising representative for New Century Press. I have been with the company for 11 years and love the continually changing yet challenging work environment. My favorite part about my job is freedom to change specials and ads based on each advertiser. I love the relationships I have created with each customer and how each one is so different yet so similar in the same sentence. I am married to my best friend, Brandon, and we have 2 children, Cameron (or CJ) and Lily. We live in Rock Rapids and race in our free time.



## **Bob Berting**

### **Cutting ad rates can be a tricky game**

While many publishers don't believe in rate cutting, they feel forced to do it to stay competitive. However, rate cutting can be a tricky game. There are many financial, budgeting, managerial, and sales reasons to stay on the rate card. Let's take a look why:

#### **Effect on the sales team**

Rate cutting puts a lot of pressure on the sales team by creating ambiguity and confusion about how they are to conduct business and how far to go with cutting deals. On the other hand, publishers are sometimes frustrated by the demands of their salespeople who want to make easier sales by offering clients special rates.

#### **Creating insecure salespeople**

Forced into price-cutting and deal making, many salespeople perceive themselves and their publications as weak. No one can be convincing as an advertising salesperson if he or she is insecure about their product. Breaking the rate card is also viewed as unprofessional by many media buyers, as well as advertising agencies. Also how can a client trust your word if he or she discovers their competition got a better deal from you? On the other hand, prospects who pressure salespeople to get a price break, often turn into difficult clients, who will desert you for the next better deal.

#### **Salespeople get side-tracked**

Instead of concentrating on building and selling the value of their publication, many salespeople are busy worrying about how much to give away and when.

Negotiating rates encourages salespeople to focus too much on price. Instead of working as consultant-counselors, they must now operate as "deal-makers". Instead of building long range relationships, they are in danger of losing the confidence of their clients. For the new salesperson who is still learning sales skills and gaining confidence, they do not need to see experienced salespeople negotiating rates.

#### **Rate cutting establishes a dangerous precedent**

Many salespeople offer rate deals because they think once the advertiser is in their publication, they can get them back on regular rate card rates in the future. But the salesperson is setting a precedent that's on the record with their customer.

### **Bob Berting's new e-book #4 for advertising salespeople**

**Bob is the author of 4 best-selling e-books for the newspaper industry** Bob's newest e-book "**Smart Customer Connections For Advertising Salespeople**" is a publication that is very relative and helpful for print media salespeople dealing with their customers in today's CoronaVirus atmosphere. You can order any of Bob's books on his website: [www.bobberting.com](http://www.bobberting.com).

Read Bob's e-books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts.

Bob is a professional speaker, advertising sales trainer, publisher marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the President of Berting Communications and can be reached at [bob@bobberting.com](mailto:bob@bobberting.com) or 317-849-5408.



## **Ad-Libs by John Foust**

### **Attack of the morale-killing bosses**

By John Foust, Raleigh, NC

In my advertising and training career, I've observed – and heard about – a lot of boss-employee encounters. Some have been good, some have been bad.

All have been instructive. In many cases, we can learn as much from the negative incidents as we can from the positive ones. Here are several examples:

1. **The competitive boss.** This kind of manager can't seem to play fairly with others, especially if commissions are involved. Unfortunately, the competitive boss is in position to cherry-pick the best prospects. I knew of one company that relied on a notebook to log incoming leads. The boss was one of three people in the ad sales department, and the procedure was to alternate leads. The others on the team realized that she regularly deleted and re-designated the leads, so prime prospects would be assigned to her.
2. **The boastful boss.** This manager can't resist bragging that he or she has special perks. The CEO of an advertising services company was once invited by a client to attend one of the biggest college basketball matchups of the year. Although it was one of the scarcest tickets of the season – and although no one else in the firm had a ticket – he made it the main focus of an all-staff meeting on the morning of the game. The next day, the entire office received a follow up email from him, with a closeup photograph of the crowd taken from the television broadcast. The email boasted that he appeared just a few rows above press row at center court.
3. **The disrespectful boss.** A disgruntled employee told me about the sales manager who scheduled a regular weekly staff meeting and warned everyone that there was no excuse to miss it or be late. That worked fine for a couple of weeks, although the team often had to rush appointments and phone calls to make it to the conference room on time. Then came the day when the manager was late for the meeting. Not fifteen minutes late, not thirty minutes. She was over an hour late. She didn't offer any explanation or apology. All she said was, "Okay, let's get started." "That was the last straw for a lot of us," the employee said. "We sat there debating whether we should go back to our desks, but decided we'd better wait. That was a clear sign that she had no respect for us or our time."
4. **The public criticism boss.** A salesperson once told me about the time his boss openly complained about his performance in front of everyone in the ad department. "It was bad to be told publicly that I was short of my sales goal," he said. "That kind of thing should be done one-to-one."

Perhaps none of these management mistakes are worthy of investigation by the human resources department, but they all indicate the bosses' morale killing attitudes toward the people they manage. And they provide crystal clear examples of what *not* to do.

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#### **CREDIT LINE**

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)



## How Much is Too Much?

by Kevin Slimp

[kevin@kevinslimp.com](mailto:kevin@kevinslimp.com)

*Let's talk about investing in the future of your newspaper*

by Kevin Slimp

About 15 or so years ago, I received a call from a newspaper designer at a small weekly in Tennessee. She was panicked because of a technical issue that was causing a lot of complications at her paper.

“No problem,” I told her. For less than \$100, the paper could purchase a software utility that would fix the problem.

A few minutes later, my phone rang again. “The publisher says we can’t afford it.”

My response worried the designer. “Walk into your publisher’s office,” I told her, “and remind her that I know what kind of car she drives.”

She didn’t want to follow my instructions, but I assured her she wouldn’t get into any trouble.

You see, I knew what type of car the publisher drove.

I’d known her for years. Just now, I checked, learning that a 2021 model of her car sells for more than \$100,000.

A few minutes later, my phone rang again. “We just ordered the software.”

Since starting my own publishing company four years ago, I’ve gotten a feel for what it’s like to be on the other side of the desk. As a consultant for 25 years, I often advised publishers about making long-term plans and investing in their companies.

This became especially apparent to me a few days ago when a staff member told me we needed to talk. She had a business proposal. We met for coffee – well, I had a diet coke – and discussed her ideas.

I came out of the meeting a little poorer in the short term. These were her ideas:

- We should invest in a subscription-based software package, priced at \$500 per month, that would help ensure that we're making accurate payments to
- We should hire more editors. There were a couple of reasons for this, but I was sold on the idea because years of consulting have taught me that quality is everything, and I agreed that we needed to "up" the quality of our In addition, we're publishing a lot more books these days, and I've been working my editors too hard, which has resulted in a loss in quality.
- We need to invest in more office Yes, we could continue to work the way we have, but our tight spaces were resulting in short fuses, as well as storage and other issues.

I now know more than ever about what it means to be a publisher. It means that every penny invested in the company comes directly out of my pocket. There's no salary from other owners. No group to pay my way. My income is based on the profit of the company. What I make is what's left over after all expenses are paid.

We discussed the pros and cons of each idea. I brought up a possibility that she could continue to work as hard as she has been, and I could pay her more money, but we both knew that wasn't the best option. The best option was to look toward the future of the business and do what is needed to help ensure continued growth in the long term.

One reason many community newspapers succeed is because their owners live in the communities they serve. In addition to their love for their communities, along with an understanding of the importance of journalism, they also realize every decision made at the paper affects their financial futures.

When I considered the three proposals presented to me, it didn't take long to realize our company had two choices: 1) Continue to go on as we were, which would allow us to make a living, but keep us from significant growth in the long-term, or 2) We could invest in the future, meaning I could take home a little less money over the next few months, knowing our business would be poised to continue our growth well into the future.

I bet you can guess what I decided. We met and looked over the new office space this afternoon. I'll be signing the lease later this week, and I'm very excited about the new editors who will be working with us.

### **Speaking of Software**

My friend Reed Anfinson, publisher in Minnesota, called in a bind last week.

His paper wasn't going to press on time due to a technical error with the

InDesign newspaper file. I asked him to send the file to me, I fixed it, then sent the new file back to him. Reed called again yesterday with the same problem, so I took the time to tell him how I repaired the file.

A few months ago, I wrote about a software app called IDMarkz, from Markzware (markzware.com), a software company that creates plug-ins and applications related to InDesign. In my research, I learned that IDMarkz does a great job of fixing corrupt InDesign files. That's how I fixed Reed's problem file. Now you know what Reed knows. If you use InDesign, go ahead and purchase IDMarkz. Get the full \$150US version. You can thank me later.



## **Overcoming the 6 Most Common Advertiser Objections**

***Media salespeople that can effectively handle objections close 40% more business***

By Ryan Dohrn

Handling objections is a skill that every media salesperson must master. Amidst selling during this global pandemic, objection-handling has taken a little bit of a different twist. Having worked with almost 30,000 salespeople around the globe, I've found that objection-handling is a skill that most salespeople think they have mastered, but that most fail at when put on the spot. Handling objections and not coming across as argumentative or arrogant has a lot to do with being well-practiced. If I've said it once I'll say it a 1,000 times ... professionals practice and amateurs wing it. Who do you want to be?

At face value, most objections from advertisers are best handled with a success story and not a fact or a statistic, based on my experience. Right now, Brain Swell Media's most recent data suggests that seven out of 10 of our advertisers are buying from an emotional perspective. We have to be very careful about using statistics and data in the sales process. Of course, using data does have its place. But I think you'll see below that when we

dissect the six most common media sales objections, there are several ways we can handle them without having to give a fact or a stat. You will see here that I've detailed the six most common

objections that I encounter on a daily basis as I'm selling advertising media. You will also notice that these are written out much like a script. Please do not come across to your advertisers as a script-based sales executive, though. Rather, this is set up in such a way that you can practice by yourself—or better yet, with a peer—and get ready to roll.

Objections occur in three scenarios that are easy to replicate and practice around: 1.) When booking meetings. 2.) When you're face-to-face. 3.) When you are virtually hosting a sales call. And with any of these three, preparation is the key to overcoming objections.

### **Common Media Objection #1:**

Advertiser says: "I'm good."

Media Sales Executive: "Good as in?" – (Be silent and listen.) Advertiser says: "We have enough business."

Media Sales Executive: "Great. Sounds like we need to move you from a new customer marketing plan to a thanking-your-current-customers plan. You do want to thank your current customers, right? Our marketing options cover more than just new customers. We help your customers engage more deeply with you, as well."

### **Common Media Objection #2:**

Advertiser says: "We are cutting back on marketing until the pandemic is over."

Media Sales Executive: "I can certainly understand your concern. When you say, 'pandemic is over,' what does that mean to you?"

Advertiser says: "Well ... over. Dead. Etc."

Media Sales Executive: "My concern is that we are having a moving target date here that is very hard to predict. Advertising does not produce instantaneous results. People need to see your ad many times before they react. Other business owners like you are keeping their names out there so that when the customer is ready to engage, they think of them first. And that is the key—to keep your business top-of-mind."

### **Common Media Objection #3:**

Advertiser says: "I have no budget. It's all spent."

Media Sales Executive: “What about Advertiser A, B, and C?” – (You name three current advertisers.) –

Advertiser says: “What about ‘em?”

Media Sales Executive: “I truly feel that your absence is their opportunity! They are all seeing results after a few months of marketing with us. How about I quickly show you some marketing ideas that are working?”

#### **Common Media Objection #4:**

Advertiser says: “My Facebook page works well for me.”

Media Sales Executive: „I love to hear that you believe in marketing on social. We love social media, too. The issue is that nearly every business is competing for eyes on Facebook. So, what are you doing to stand out from your competitors?” – (Also, explain that social and digital are different.)

#### **Common Media Objection #5:**

Advertiser says: “No one reads the paper/magazine any more.”

Media Sales Executive: “May I ask you a question? [OK] Whatever your answer is, please don’t worry about hurting my feelings. [OK] Do you personally read our newspaper? [NO] It is not surprising at all for me to hear that no one reads the paper when you yourself do not read the paper. It’s ok. The survey of one is totally normal. What I can tell you is this ... if we published even one sentence of negativity about you, your feelings would be different about how many people read the paper. Your phone would ring off the hook. Traditional media is not a get-rich-quick plan. It is a tested and proven way to put your name in front of X number of readers every week so that when a customer is ready to buy you are the business they think of first.”

#### **Common Media Objection #6:**

Advertiser says: “Word of mouth is my best marketing vehicle.”

Media Sales Executive: “The problem with WOM is that you lose control of your marketing message. You are asking untrained people to carry your marketing message to the masses. Are you confident they will say what you want them to say about your business?”

Advertiser says: “Yes, I am.”

Media Sales Executive: “What if they had a bad experience and did not tell you?”

Advertiser says: “What do you mean?”

Media Sales Executive: “In a word-of-mouth scenario, a bad experience can spiral out of control on social media.”

Objection-handling is one of the most critical skill sets that every serious media sales executive should possess. And yet, were you aware that seven in 10 professional sales executives have never taken any type of formal sales training? I guess that’s good for me being in the sales training business, but it’s a bit scary to think about so many people selling without a formal framework for sales success.

So wherever you fall on the spectrum of training, I encourage you to use these and other scenarios to create some type of flashcard system where you can practice with your peers. I’m not a big fan of role-playing, necessarily, but I do see how practice makes perfect. And serious practice will produce serious results. So I would find a practice partner—someone you trust—and practice these scenarios one-on-one until you are smooth and prepared. It’s important because the worse thing you can do is practice when you are on a sales call. Your advertisers deserve better than that!

Remember, if sales was easy, everybody would be doing it. And they’re not. So we’re either a little bit crazy ... or we’ve found careers that will feed our families for a lifetime.

<https://360adsales.com/category/ad-sales-training-blog/>

***Do you want to read a past issue of Paperclips?***

Permalink: <https://www.mfcp.org/paperclips-newsletter/>



ARE YOUR MEDIA SALES...



Just floating?

HELP YOUR TEAM...



Soar instead.

## SOAR TO NEW HEIGHTS WITH **ASK-CRM** A GAME CHANGING SALES PLANNING TOOL

***ASK-CRM is a newspaper-centric CRM designed to drive revenue and help your account executives and managers be more productive.***

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- ◆ Display complete account spend history and prior ad images anywhere at anytime
- ◆ We use Marketing Groups and Focus Account tags to provide easy access to diverse customer lists for multiple campaign needs
- ◆ We provide powerful goals tracking to let everyone know where they stand at all times
- ◆ Multi-product proposals, complete with calendars, are simple to produce by anyone
- ◆ We use transaction history to create call lists & deliver email marketing campaigns
- ◆ Automated call reports and mileage logs are delivered each morning
- ◆ Our mobile interface provides instant access from tablets and smart phones alike

***We do all of this and so much more!***

**Reach out today to learn what your friends have already discovered!**



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