

# New Media Sales Process Workshop Guide

## STEP #1: Gaining Access:

1. OVER \_\_\_\_\_
2. IDENTIFY \_\_\_\_\_
3. VOICE & MAIL \_\_\_\_\_
4. CALL PROCESS OR PLAN OF \_\_\_\_\_
5. PROSPECTING IS \_\_\_\_\_ (BIG 50 PROSPECTING PLAN)



## STEP #2: Decisions/ Change/Meetings:

1. CHANGE IS \_\_\_\_\_
2. STOP TALKING AND \_\_\_\_\_
3. ADS ARE NOT \_\_\_\_\_
4. KNOW YOUR 10 CRITICAL \_\_\_\_\_
5. ROI CALCULATOR IS \_\_\_\_\_

## STEP #3: Presenting Proposals- Getting the deal signed:

1. KEEP IT SIMPLE \_\_\_\_\_
2. HAVE YOU COMPLETED THE \_\_\_\_\_
3. DATA SHEETS AND \_\_\_\_\_ SHEETS
4. NAME YOUR PLANS \_\_\_\_\_
5. ROI CALCULATOR IS \_\_\_\_\_
6. SET A TIME TO \_\_\_\_\_
7. USE OUTLOOK TO SEND \_\_\_\_\_
8. SEND REMINDERS OF THE \_\_\_\_\_

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### **STEP #4: The final decision:**

1. WHO IS THE ULTIMATE DECISION \_\_\_\_\_
2. THE PROPOSAL IS NOT THE \_\_\_\_\_
3. FOLLOW-UP \_\_\_\_\_
4. AD AN EXPIRATON \_\_\_\_\_

### **STEP #5: Retention**

1. WHAT IS YOUR ARP \_\_\_\_\_ ?