

Hosting Sales Calls That Close Business.



www.360AdSales.com

Ryan Dohrn, Founder

Ryan@360adsales.com



@ryandohrn – Ryan@360AdSales.com - www.360AdSales.com

Since 2008 I have worked with over 200 titles and trained over 3,000 ad sales executives.



Ryan's 5 Pet Peeves



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Ryan's 5 Pet Peeves

People that stand outside your door lurking for a “quick second” conversation.



Ryan's 5 Pet Peeves

People that talk WAY TO damn
loud on their cell phones...
especially about personal stuff.



Ryan's 5 Pet Peeves

People that sit in the middle seat and act like they are in first class.



Ryan's 5 Pet Peeves

People that cut in line. Or, cars that want into the merge lane after you have merged early and they think they are sooo smart and zoom by the line!



Ryan's 5 Pet Peeves

People that interrupt you when your telling a story and then they continue to tell you their story and then ask you in an uninterested tone to continue on with your story when they are finished talking.



Ryan's 5 Pet Peeves

Pretty much all advertisers that say
word of mouth is the best
marketing tool!



S
T
O
P



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Stranger danger is real and must be addressed.

T

O

P



Stranger danger is real and must be addressed.

Them based conversations get you results.

O

P



Stranger danger is real and must be addressed.

Them based conversations get you results.

Opportunities must match success stories.

P



Stranger danger is real and must be addressed.

Them based conversations get you results.

Opportunities must match success stories.

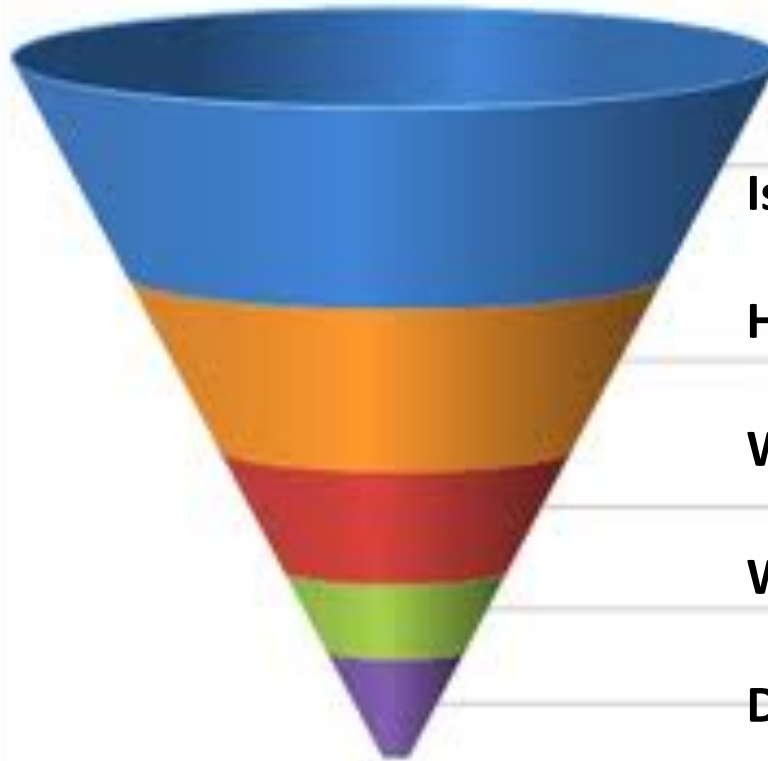
Practice for the very best results.



STEP #1:
UNDERSTANDING THE PROSPECT.
WHAT DO THEY CONSIDER
BEFORE BUYING FROM YOU.



Sales Consideration Funnel – What your prospect is “really thinking”.



Is this sales person a waste of time?

How will this impact my business?

Who else has tried this? Pioneer?

Will they be there after the sale?

Do I like the idea or price?



STEP #2:
BUILD TRUST THROUGH
KNOWLEDGE OF THEM
PERSONALLY OR
PROFESSIONALLY.



[Mind Blowing Developers - Top Software Engineers \\$1800 to \\$2800/wk. Try Now for 2 Weeks, Risk Free!](#)



Kevin Murphy

3rd

Director of Marketing and Advertising at **Pelican Products, Inc.**

Hermosa Beach, California | Marketing and Advertising

Previous Click/Next Idea, Foote, Cone & Belding, Orenstein Savage
Education Academy of Art University

Connect

Send InMail

386

connections

www.linkedin.com/pub/kevin-murphy/3/bab/264

Your Notes

Organize

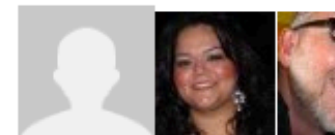
Add a note | Manage tags [Top Prospects](#)

Background



Summary

People Similar to Kevin



Gerrald Granger

Marketing Executive Consultar
Connect



GE Capital

Mid-Market Video

Twitter



GE Capital Mid-Market

How You're Connected



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Set time aside for research and enter this data in to your CRM.

The screenshot displays the 'Contact Detail' form in The Magazine Manager CRM. The form includes sections for Address, Billing Address, Ad Agency Address, Contact Information, Customer Details, and Activity. A large red arrow points to the 'Notes' field.

Navigation: Home, My Lists, Search Contacts, Contact Detail

Form Fields:

- Edit** button
- AIN** (Account Information Number)
- Address** field with [AIN](#) link
- Billing Address** field with [Use Shipping Address](#) and [\[Add Billing Contact\]](#) links
- Ad Agency Address** field with [No Ad Agency Name](#) and [\[Add Ad Agency\]](#) links
- Contact Name** field with [Add David Leach](#) link
- Type** dropdown menu
- Phone** field
- Fax** field
- Email** field with [dleach@](#) link
- Customer Details** section with [Web Site: http://www.ainonline.com](#)
- Bill To: Customer** field
- Category:** dropdown menu
- Rep: F** (Representative)
- Customer Notes & Activity** section with **Select Activity Type:** ☐ None, ☒ Note, ☐ Call Back, ☐ Meeting
- Notes:** text area
- Options:** ☐ Add to Do List, ☐ Private
- Save Information** button
- Recent Notes & Activity** section with [\[All Notes & Activities\]](#) link



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THE MAGAZINE
Manager[®]
A MIRABEL TECHNOLOGIES PRODUCT



Container Holder

United States 5085390

Issued March 4, 1991



Education

Academy of Art University

Commercial and Advertising Art, Copywriting, Branding, Photography

1976 – 1978



Additional Info

Interests

Surfing, woodworking, photography, building my cabin in the Sierra wilderness.

Personal Details

Birthday March 27

Advice for Contacting Kevin

pimkev@gmail.com

People



Gerrald
Marketing
Connect

ADS BY I



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STEP #3:

SHARING SUCCESS STORIES.





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DO NOT think of the color RED.



**DETAIL OUT AND PRACTICE YOUR
FOUR BEST SUCCESS STORIES.
THE MORE SPECIFIC/RELEVANT TO
THE PROSPECT THE BETTER.**



**We will wrap each and every thing
we offer around a success story.**



STEP #4:
ASKING CRITICAL QUESTIONS TO
DETERMINE PROBLEMS, ISSUES,
GOALS.



WHAT ARE YOUR 10 CRITICAL QUESTIONS?



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If we could create the perfect ad for
you what would you want to happen
from ad?



How many times do you feel a new customer of yours needs to see your advertising message before they make a decision to do business with you?



In what areas do you out perform your competition?



Are there any new products or services you will debut in the next 6 months? Let's plan ahead together.



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How does social media play a role in your advertising?



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What ads have worked for you in the past?



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**STEP #5:
PROVIDING SOLUTIONS THROUGH
YOUR OFFERINGS.**

**NO FOLLOW-UP INFO TO BE SENT
IF YOU CAN AVOID IT.**



WHO ARE YOU “REALLY” SELLING TO?



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OUR READERS ARE **AFFLUENT & Active**



Total Readers: 35,000
Average Age: 42
Family size: 4
Household Income: \$675k
\$55k per year spent on home improvement.
\$35k per year on private school.
2 nights per week dining out.
3500 Facebook Likes
3200 Twitter Followers
35,000 unique readers to our website each month.

We are read by 35,000 affluent Beverly Hills home-owners each month!
That is three times more people than you could fit in Hollywood Bowl Theater!




Affordable packages for YOUR MARKETING campaign





EXPAND YOUR VISIBILITY WITH A MULTIMEDIA CAMPAIGN

Choose any of our multimedia packages and
we will create the campaign to your specific
needs.

Call us on +34 93 451 4486 to learn how
we've been showing real results to our
clients for over 18 years.

Metropolitan
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	MAGAZINE	ONLINE DIRECTORY	SOCIAL MEDIA	WEB BANNER	
CHOOSE YOUR PACKAGE ↓					
SMALL BUSINESS Annual total value €2636 Price with discount €1476 Saving €1160 From €123/month	✓	✓	✓		
VISIBILITY Annual total value €4652 Price with discount €2694 Saving €1958 From €217/month	✓	✓	✓	✓	
BRAND RECOGNITION Annual total value €9296 Price with discount €5208 Saving €4088 From €434/month	✓	✓	✓	✓	✓

Creative Media Group, C/utot 7, 2-4, 08002 Barcelona, Tel. 93 451 4486, ads@barcelona-metropolitan.com

Sell Sheets – 3 Important VISUALS



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Reader Data Sheet



Total Readers: 35,000
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Multi-Media Offerings Sheet










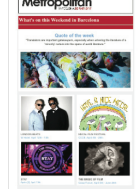
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	MAGAZINE	ONLINE DIRECTORY	SOCIAL MEDIA	WEB BANNER	NEWSLETTER
CHOOSE YOUR PACKAGE 					
SMALL BUSINESS Annual total value €2636 Price with discount €1476 Saving €1160 From €123/month	✓	✓	✓		
VISIBILITY Annual total value €4652 Price with discount €2604 Saving €2048 From €217/month	✓	✓	✓	✓	
BRAND RECOGNITION Annual total value €9296 Price with discount €5208 Saving €4088 From €434/month	✓	✓	✓	✓	✓
Creative Media Group, Ciutat 7, 2-4, 08002 Barcelona. Tel. 93 451 4486, ads@barcelona-metropolitan.com					

Power Pricing Grid



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STEP #6: SOFT CLOSE, OBJECTIONS, NEXT STEPS. PROPOSAL?



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I HAVE NO MONEY!

Ok, if money was not the issue do you like the idea?
Ok, what would it need to cost to take a next step together?



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I have to take this to my partner for input.

Great! What do you think they will like or dislike?



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We are pretty busy right now, no need to advertise.

The economy is still killing me. We just can't afford it.

We will wait until after the election.





In 1933 P&G debuted its first serial, *Oxydol's Own Ma Perkins*, and women around the country quickly fell in love with the tales of the kind widow.

The program was so successful that P&G started cranking out similar programs to support its other brands, and by 1939, the company was producing 21 of these so-called "soap operas."



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WHAT ARE YOUR SOFT CLOSES?



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STEP #7: TIME TO REVIEW THE PROPOSAL



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**I would like to follow up quickly via phone Are
Thursday from 3:15-3:30 for a 15 minute chat?**



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**TRY THREE TIMES BEFORE
YOU GIVE UP!**



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STEP #8:

RELENTLESS FOLLOW-UP



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**OVER 90% OF SALES PEOPLE GIVE
UP ON FOLLOW-UP AFTER 4
ATTEMPTS. MOST FOLLOW-UP BY
EMAIL ONLY.**



**CONSIDER EVERY OTHER DAY. OR
EVERY 3RD DAY AT A MINIMUM.**



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- STEP #1:*** UNDERSTANDING THE PROSPECT.
- STEP #2:*** BUILD TRUST THROUGH KNOWLEDGE.
- STEP #3:*** SHARING SUCCESS STORIES.
- STEP #4:*** ASKING CRITICAL QUESTIONS.
- STEP #5:*** PROVIDING SOLUTIONS.
- STEP #6:*** SOFT CLOSE, OBJECTIONS NEXT STEPS.
- STEP #7:*** TIME TO REVIEW THE PROPOSAL.
- STEP #8:*** RELENTLESS FOLLOW-UP



IDEAS
into
A.C.T.I.O.N



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