

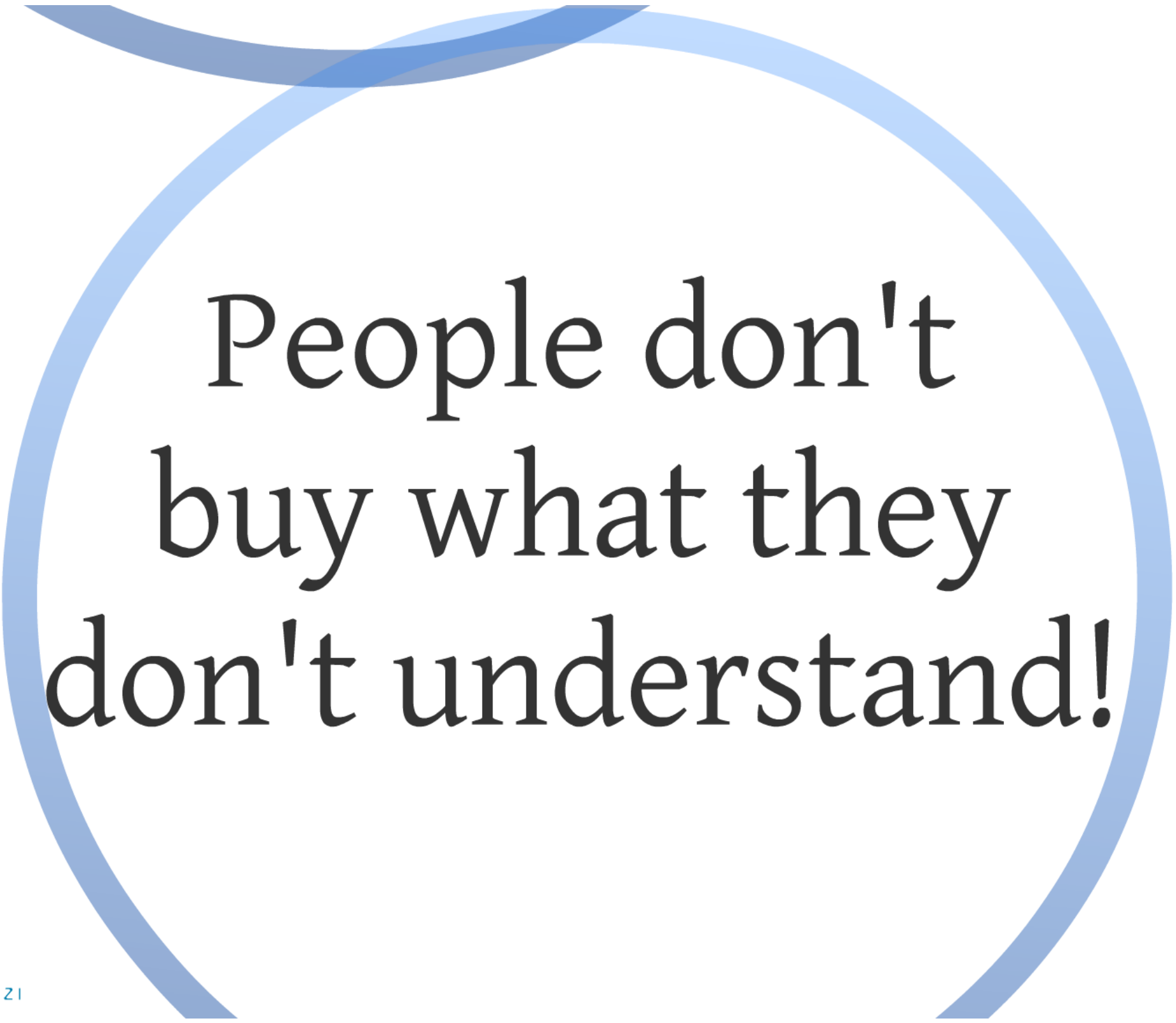


NEW MEDIA SALES PROCESS

Ryan Dohrn, Founder

People don't
buy things
from strangers.

People don't
like change.



People don't
buy what they
don't understand!

People don't
like making
decisions.

4 Steps To Ad Sales SUCCESS!



Step One: Gaining Access



Step Two: Hosting Great Sales Calls

Step Three: Presenting Proposals

Step Four: Excellent Follow-Up



BONUS:

Step Five:

Retention



Step One: Gaining Access

Over Stimulate

PROSPECTING!

Let's be clear...

Prospecting is getting to a meeting.

In progress sales are not prospects.

Active advertisers are not "in progress"

Selling during the prospecting phase is off balance.

1. Become a known resource.
2. Gain their trust.
3. Prove you are worthy of the time they are going to give.

Work smarter and
not harder. Really?

Work harder and be
smarter about it!

Voice mail & email
strategies.

Short, short, short.

1. Ask questions.
2. State success rates.
3. BE RELEVANT!

Call process/attack plan?

Monday: Voice Mail #1, Email #1

Wednesday: Voice Mail #2, Email #2

Friday: Visit

Tuesday: Voice Mail #3, Email #3

Thursday: Visit

Monday: Voice Mail #1, Email #1

Wednesday: Voice Mail #2, Email #2

Friday: Visit

Tuesday: Voice Mail #3, Email #3

Thursday: Visit

Prospecting is CRITICAL!

Step Two: Hosting Great Sales Calls



Change is brutal

Stop talking, educate

Ads are not EASY
to comprehend.

10 Critical Questions?

How many times does a new customer need to see your advertising message before they make a decision to do business with you?

If we could help you
bring in even one new
client a week to you
what would that mean
to you?

ROI calculator
is a game changer.

What is a new client
worth to them?

But, watch out that
you are not pitching
yourself as a direct
response media.

Path of least resistance
in all you do.

The Sales Consideration Funnel



How will this make me money?

Will this sales person be there for me?

What will I feature in my ad? Ad creation, UGH! What will my ad look like?

Will this make me look good in the industry?

Do I like the idea and or price?

Step Three: Presenting Proposals

Keep it simple... SIMPLE!

Have you completed
the education process?

Data Sheet and one
sheets explain it with
VISUALS!

OUR READERS ARE AFFLUENT AND ACTIVE!



We are read by **35,000** affluent Dallas home owners each month! That's more people than you could fit on the front stretch at Texas Motor Speedway!



Total Readers:

35,000

Average Age: 42

Family size: 4

Household Income: \$225k

\$10k per year spent on home improvement.

\$35k per year on private school.

2 nights per week dining out.

3500 Facebook Fans

3200 Twitter followers

35,000 unique readers to our web site each month.



THIS IS A CONCEPT SAMPLE USING FICTIONAL DATA AND IMAGES

Name your plans to sell!

- Maximum Exposure Plan
- Smart Business Plan
- Basic Starter Plan

Manage Expectations!

Set a time review the proposal before you leave or hang up.

Use Outlook to send reminders.

Set Google cal or Outlook
to send reminders....

1. The day before
2. 3 hours before
3. 20 minutes before

Step Four: Excellent Follow-up

Who is the ultimate
decision maker?

Who is the third party in the decision process?

The proposal is not
the deciding factor.

Follow Up or Die!

Follow-up Process

Add an expiration date.
Nothing lasts forever.

Step Five: Retention

What is your
Client
Retention
Plan?

New Media Sales Process
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