

# The 10 Minute Ad Sales Call



[www.360AdSales.com](http://www.360AdSales.com)

Ryan Dohrn, Founder

[Ryan@360adsales.com](mailto:Ryan@360adsales.com)



@ryandohrn – [Ryan@360AdSales.com](mailto:Ryan@360AdSales.com) - [www.360AdSales.com](http://www.360AdSales.com)

## **Typical Sales Call...**

- 1. Meet and greet. Truly mostly BS.**
- 2. Identify client goals. You ask they tell.**

## **Typical answers.**

- 3. Gather info to create your proposal.**
- 4. Look through the media kit. Handle objections. I have no money , blah blah blah.**
- 5. Close. How about a proposal?**
- 6. “The chase” begins.**



### Typical Sales Call...

1. Meet and greet.

Truly mostly BS.

2. Identify client goals.

You ask they tell.

Typical answers.

3. Gather info for a proposal

4. Use media kit.

Handle objections. I have no money , blah blah blah.

5. Close. How about a proposal?

### Revised Sales Call...

- 1. Meet and greet. Build trust fast with recon info.**
- 2. Thanks for the 10 minutes.**
- 3. Use magazine. Share success stories to prime the conversation.**
- 4. What do you think? SHUT UP!**
- 5. Success requires investment**
- 6. Ask questions if needed before you present your ideas.**
- 7. Present your ideas.**
- 8. Handle objections.**
- 9. Close.**
- 10. Set Follow-up Plan**



**SUCCESS IS PERFECTING YOUR  
PROCESS AND YOUR PITCH.**



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



## **Minute 1-2: First 2 minutes...**

**Building trust.**

- Thanks for 10 minutes.**
- I respect your time.**
- Knowledge of them professionally via LinkedIn or other resource**
- May I cut to the chase?**



**During the prospecting phase promise not to waste their time. Then, don't.**



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



**PROSPECTS ARE MORE EAGER TO  
TALK TO PEOPLE THEY KNOW AND  
FEEL THEY CAN **TRUST**.**



[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](http://www.linkedin.com/pub/kevin-murphy/3/bab/264)

### Your Notes

Organize

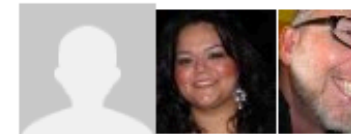
[Add a note](#) | [Manage tags](#) [Top Prospects](#)

### 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



@ryandohrn – [Ryan@BrainSwellMedia.com](mailto:Ryan@BrainSwellMedia.com) -  
[www.BrainSwellMedia.com](http://www.BrainSwellMedia.com)



## 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



@ryandohrn – Ryan@BrainSwellMedia.com -  
www.BrainSwellMedia.com

**Minutes 3-4 of 10 minutes**  
**SHARING SUCCESS STORIES.**

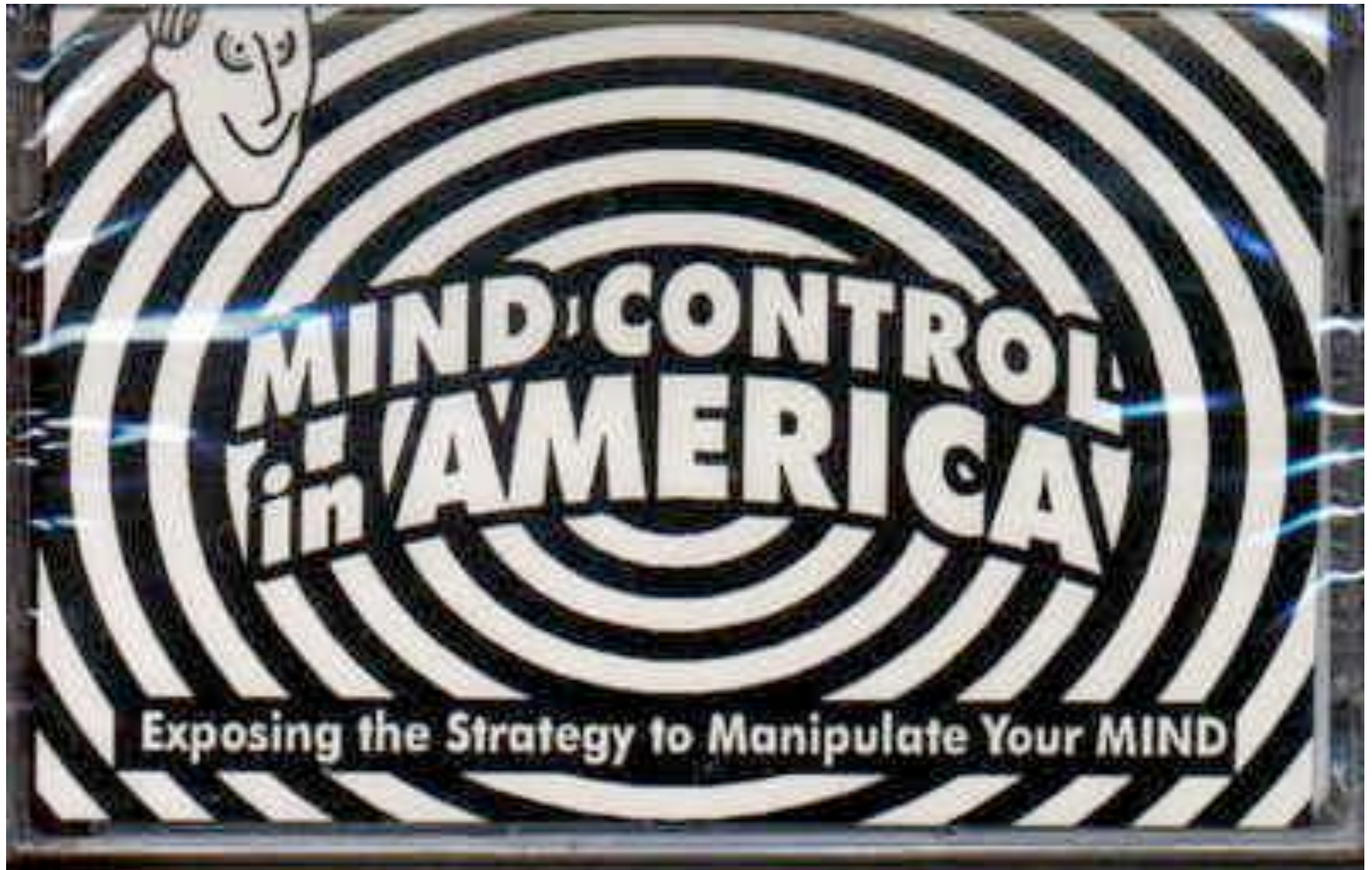


**Priming is the ability to suggest a phrase or idea to the subconscious of the brain to bring that phrase or idea to reality.**



**DO NOT think of the color RED.**





@ryandohrn – Ryan@BrainSwellMedia.com - [www.BrainSwellMedia.com](http://www.BrainSwellMedia.com)

**DO NOT think of the color RED.**







@ryandohrn – Ryan@BrainSwellMedia.com - [www.BrainSwellMedia.com](http://www.BrainSwellMedia.com)



wissém spénCèr



@ryandohrn – Ryan@BrainSwellMedia.com - [www.BrainSwellMedia.com](http://www.BrainSwellMedia.com)





@ryandohrn – Ryan@BrainSwellMedia.com - [www.BrainSwellMedia.com](http://www.BrainSwellMedia.com)

**Post-it® Notes**  
**1. Mark Ads/  
Success stories.**  
**2. Show stats!**  
**3. Critical for  
leave behind.**



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



**What makes a good success story that  
also limits your liability?**



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



**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.**



## **Minutes 5-6 of 10**

**Asking questions, if needed, to determine problems or hot issues.**



**Most sales people talk 90% of the  
sales call.**

**STOP TALKING START ASKING GREAT  
QUESTIONS!**



# WHAT ARE YOUR 10 CRITICAL QUESTIONS?



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)





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



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



I see that John Doe Competitor is marketing hard, on a scale of 1-10 where is he on your list of competitors?



# How does social media play a role in your advertising?



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



What ads have worked for you in the past? Why did the ads work? What ads have not? Why did they not work?



**Minutes 7-8 of 10 minutes**

**Providing solutions and ideas  
based on what you assume and  
past client buys.**

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



# WHO ARE YOU “REALLY” SELLING TO?



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)





**DID YOU TAKE NOTES? DO YOU  
RECALL THEIR ISSUES, GOALS,  
OBJECTIVES? ANSWER EACH ONE  
WITH YOUR SOLUTIONS.**





## OUR READERS ARE **Business Owners & Executives**

We are read by 85,000 affluent business owners and executives!

That is more people than you could fit in Ohio Stadium on any given Saturday!

Total Readers: 85,000  
 Average Age: 42  
 Family size: 4  
 Household Income: \$275k  
 \$45k 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.



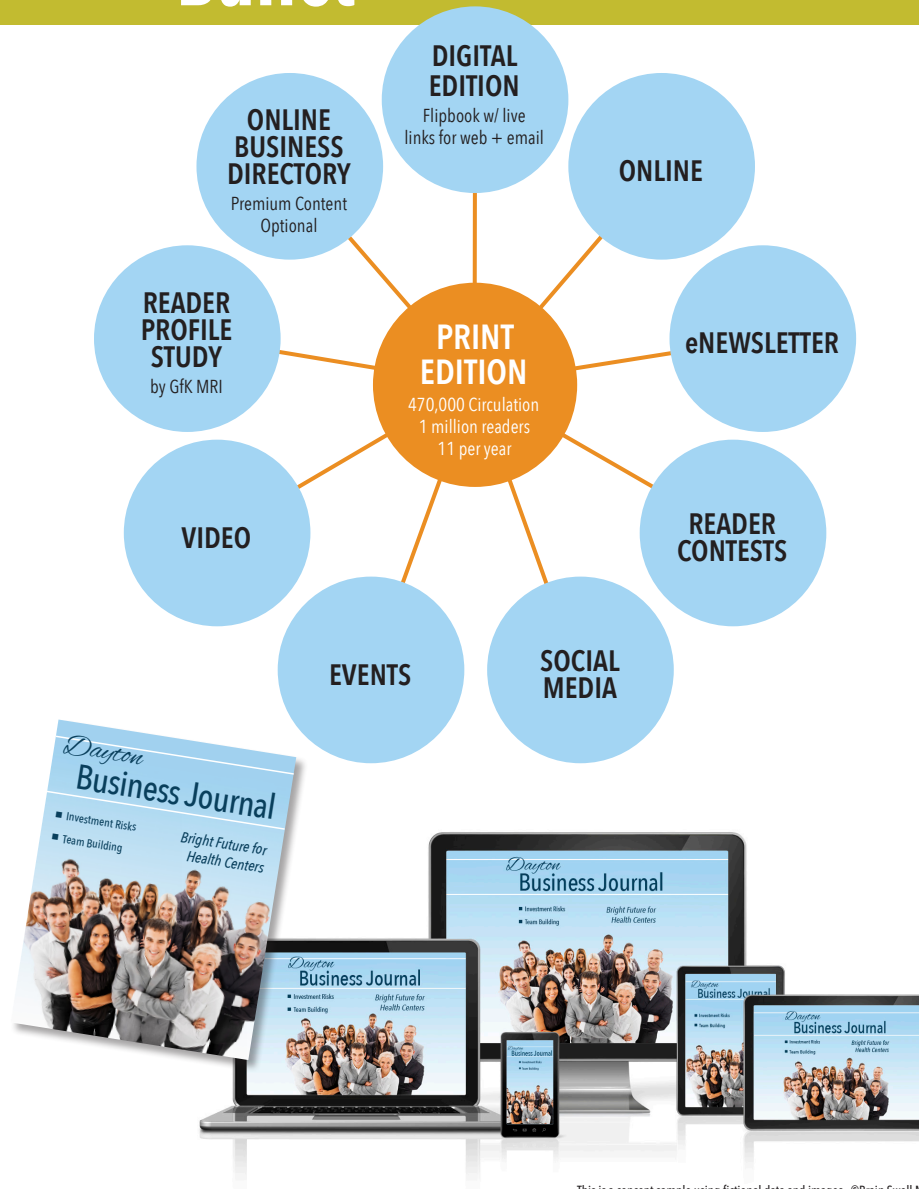
This is a concept sample using fictional data and images. ©Brain Swell Media 2014



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



# MEDIA Buffet



This is a concept sample using fictional data and images. ©Brain Swell Media 2014



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





Marketing Partnership Proposal  
Main Street Manufacturing  
Presented by Ryan Dohrn

**Executive Overview:** The goal of this marketing campaign is to place the Main Street brand and spring offer in front of 35,000 perfect buyers in the next six months with a focus on affordable and proven media.

**Option #1: MAXIMUM EXPOSURE PLAN.**

- ¾ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large top banner ad (728x90) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 4 text mentions on the Inspire Facebook® feed
- Total Value, \$2400
- **MULTI-MEDIA DISCOUNT = - \$500**
- Actual Cost, \$1900

**Option #2: SMART BUSINESS PLAN.**

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 2 text mentions on the Inspire Facebook® feed
- Total Value, \$2000
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost, \$1700

**Option #3: BASIC MARKETING PLAN.**

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- Total Value, \$1800
- **MULTI-MEDIA DISCOUNT = - \$100**
- Actual Cost, \$1500

**IMPORTANT:** These highly discounted prices are offered for one week. Please call me ASAP to get locked in! (222)-555-1212. Ryan Dohrn



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



### **Option #1: MAXIMUM EXPOSURE PLAN.**

- ¾ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large top banner ad (728x90) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 4 text mentions on the Inspire Facebook® feed
- Total Value, \$2400
- **MULTI-MEDIA DISCOUNT = - \$500**
- Actual Cost , \$1900

### **Option #2: SMART BUSINESS PLAN.**

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 2 text mentions on the Inspire Facebook® feed
- Total Value, \$2000
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost , \$1700

### **Option #3: BASIC MARKETING PLAN.**

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- Total Value, \$1800
- **MULTI-MEDIA DISCOUNT = - \$100**
- Actual Cost , \$1500



## Affordable packages for YOUR MARKETING campaign




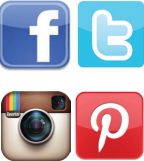


### EXPAND YOUR VISIBILITY WITH A MULTIMEDIA CAMPAIGN

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**  
BARCELONA BE PART OF IT

[www.barcelona-metropolitan.com](http://www.barcelona-metropolitan.com)

	MAGAZINE	ONLINE DIRECTORY	SOCIAL MEDIA	WEB BANNER	NEWSLETTER
<b>CHOOSE YOUR PACKAGE</b> 					
<b>SMALL BUSINESS</b> Annual total value €2636 Price with discount €1476 <b>Saving €1160</b> From €123/month	✓	✓	✓		
<b>VISIBILITY</b> Annual total value €4652 Price with discount €2604 <b>Saving €2048</b> From €217/month	✓	✓	✓	✓	
<b>BRAND RECOGNITION</b> Annual total value €9296 Price with discount €5208 <b>Saving €4088</b> From €434/month	✓	✓	✓	✓	✓

Creative Media Group, Ciutat 7, 2-4, 08002 Barcelona. Tel. 93 451 4486, [ads@barcelona-metropolitan.com](mailto:ads@barcelona-metropolitan.com)


[@ryandohrn](https://twitter.com/ryandohrn) – [Ryan@360AdSales.com](mailto:Ryan@360AdSales.com) - [www.360AdSales.com](http://www.360AdSales.com)



**Minutes 9-10 of 10**

**SOFT CLOSE, OBJECTIONS, NEXT  
STEPS. PROPOSAL?**



**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?**





**Based on what I have learned from you, it would appear that the Maximum Exposure package is great for you. Do you agree?**



# WHAT ARE YOUR SOFT CLOSES?



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



**What if they ask for a custom proposal? Or, they need to show their partner?**

**SET A TIME TO REVIEW THE PROPOSAL**



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



@ryandohrn – Ryan@360AdSales.com - [www.360AdSales.com](http://www.360AdSales.com)



# ***The 10 Minute Ad Sales Call***

***2 minutes:*** ***Building Trust.***

***2 minutes:*** **Sharing Success Stories.**

***2 minutes:*** **Asking Critical Questions to determine problems or hot issues.**

***2 minutes:*** **Providing solutions to fix problems or address hot issues.**

***2 minutes:*** **Closing/Objections/Time to review the proposal.**

**= 10 minutes**



# The 10 Minute Ad Sales Call



[www.360AdSales.com](http://www.360AdSales.com)

**Ryan Dohrn, Founder**

[Ryan@360adsales.com](mailto:Ryan@360adsales.com)



@ryandohrn – [Ryan@360AdSales.com](mailto:Ryan@360AdSales.com) - [www.360AdSales.com](http://www.360AdSales.com)