

NEW!

The 20 Minute Ad Sales Call



www.360AdSales.com
Ryan Dohrn, Founder
Ryan@360adsales.com

©Brain Swell Media, LLC Do not duplicate and/or distribute any part of this presentation without permission from the author.

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

Typical Sales Call...

1. Meet and greet. Truly mostly BS.
2. Identify client goals. Asking questions. You ask they tell. Typical answers.
3. Look through the media kit. Handle objections. I have no money , blah blah blah.
4. Gather info to create your proposal.
5. Client says... How about a proposal?
6. You are excited.


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



- STEP #1: BUILD TRUST FAST. 3 mins**
- STEP #2: SHARING SUCCESS STORIES. 3 mins**
- STEP #3: DETERMINE MARKET PRESENCE. 3 mins**
- STEP #4: PRESENT IDEAS ON THE SPOT. 6 mins**
- STEP #5: CLOSE/Objections. 3 mins**
- STEP #6: TIME TO REVIEW THE PROPOSAL. 2 mins**

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

**STEP #1:
BUILD TRUST FAST. 3 mins**

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

The Mansion at Ocean Edge

About 473,000 results (0.87 seconds)

The Mansion At Ocean Edge - Bed & Breakfast Pkg. Cape Cod
www.oceanedge.com/Official-Site/B&B_Pkg (508) 687-0277
One-night Stay in a Mansion, Breakfast, Indoor Pool, Bike Trail & Much More.
Villas are Available. · Outdoor & Indoor Pools. · Overlooking Cape Cod Bay · Near the Beach
Amenities: Private Beach, Indoor/Outdoor Pools, Tennis, Golf, Spa Treatment, Dining Experiences, O...
Spa Services · Specials And Packages · Endless Resort Activities · Nearby Attractions · Indoor Pools

The Mansion at Ocean Edge Club - Brewster, Book now - booking.com
www.booking.com/The_Mansion_atOcean_Edge
4.5 ★★★★★ rating for booking.com
Mansion Ocean Edge Resort, Brewster. Best Price Guarantee.
24/7 Customer Service · Get Instant Confirmation · We speak your language
Ratings: Selection 10/10 - Website 9.5/10 - Prices 9.5/10 - Travel info 9.5/10 - Fees 9.5/10
Book Now · Book for Tomorrow · No Booking Fees · Secure Booking · Book for Tonight

The Mansion At Ocean Edge - Hotel Reviews and Photos
www.tripadvisor.com/
Detailed Reviews and Recent Photos. Know What To Expect Before You Book.
Ratings: Travel info 10/10 - Website 10/10 - Selection 10/10 - Fees 9.5/10 - Prices 9.5/10

The Mansion at Ocean Edge: 2017 Room Prices, Deals & Reviews
www.expedia.com/Hotels
Save Big on Hotels with Expedia. Get the Expedia Price Guarantee.

Ocean Edge Resort & Golf Club ★
Website Directions
4.2 ★★★★★ 168 Google reviews
4-star hotel
Address: 2907 Main St, Brewster, MA 02631
Phone: (508) 696-9000
Check availability
Tonight Tomorrow

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

THE BEACH HOUSE SPA BY OCEAN EDGE

ABOUT OCEAN EDGE ABOUT BREWSTER MAPS & DIRECTIONS
PRESS & NEWS CONTACT US

THE MANSION OCEAN EDGE RESORT & GOLF CLUB THE VILLAGES

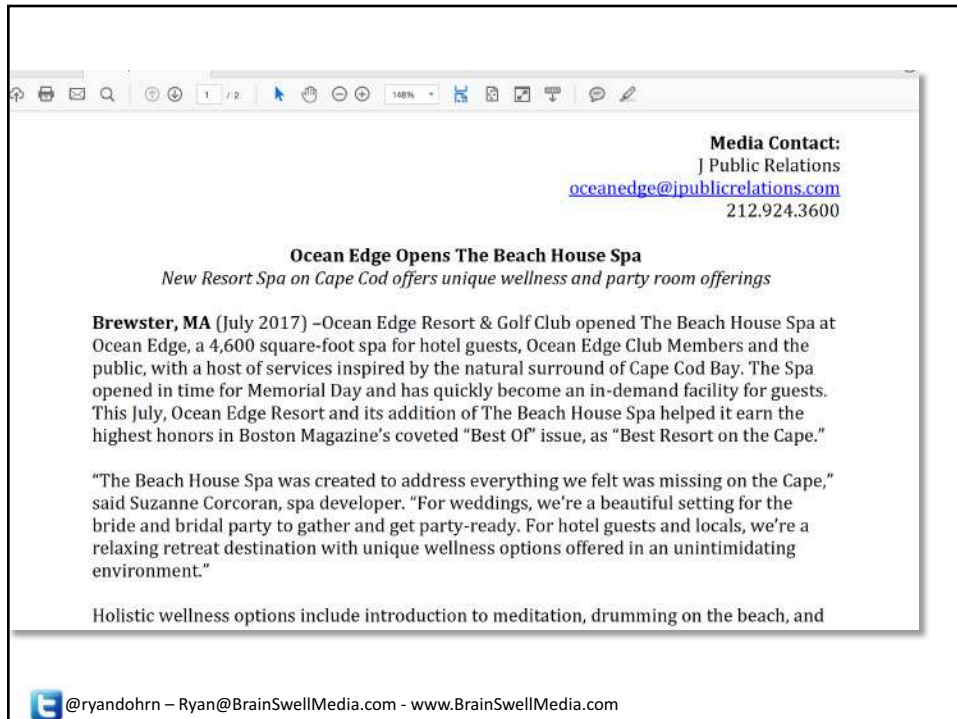
RESERVATIONS ACCOMMODATIONS GOLF RESORT ACTIVITIES MEMBERSHIP
MEETINGS WEDDINGS DINING SPECIALS & PACKAGES

freedom
TO GET A TASTE FOR THE LOCAL FLAVOR

BOOK NOW

JOIN THE CLUB
BECOME AN OCEAN EDGE MEMBER TODAY

RESORT PHOTO GALLERY
BEACH WALK & OYSTER TOUR



Media Contact:
 J Public Relations
oceanedge@jpublicrelations.com
 212.924.3600

Ocean Edge Opens The Beach House Spa
New Resort Spa on Cape Cod offers unique wellness and party room offerings

Brewster, MA (July 2017) –Ocean Edge Resort & Golf Club opened The Beach House Spa at Ocean Edge, a 4,600 square-foot spa for hotel guests, Ocean Edge Club Members and the public, with a host of services inspired by the natural surround of Cape Cod Bay. The Spa opened in time for Memorial Day and has quickly become an in-demand facility for guests. This July, Ocean Edge Resort and its addition of The Beach House Spa helped it earn the highest honors in Boston Magazine’s coveted “Best Of” issue, as “Best Resort on the Cape.”

“The Beach House Spa was created to address everything we felt was missing on the Cape,” said Suzanne Corcoran, spa developer. “For weddings, we’re a beautiful setting for the bride and bridal party to gather and get party-ready. For hotel guests and locals, we’re a relaxing retreat destination with unique wellness options offered in an unintimidating environment.”

Holistic wellness options include introduction to meditation, drumming on the beach, and


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

environment.

Holistic wellness options include introduction to meditation, drumming on the beach, and acupuncture happy hour, all which can reduce stress and promote relaxation. The spa also hosts yoga designed especially for men and goga (yoga for golfers).

A noteworthy space at The Beach House Spa at Ocean Edge is the Side Porch, a comfortable, light-filled lounge elegant and spacious enough for bridal parties, birthday parties, book clubs, girlfriend getaways and other celebrations. Dressed in shades of blue, green and sand, the Side Porch offers make-up stations, a blow dry bar, dressing area, and personalized playlist, food and beverage options. Porch Parties are ideal for brides looking for a wellness-inspired atmosphere to prepare for the big day, outside of their hotel room.

The Beach House Spa features six treatment rooms, including a couples’ massage room, and offers expert manicures and pedicures, facials and waxing, as well as acupuncture services. The Beach House Spa estheticians create blowouts, updos, and professional makeup application, a combination of beauty services not currently offered under one roof anywhere else on Cape Cod. The modern, luxe spa is also one of the only facilities on Cape

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

This screenshot shows the top portion of the Ocean Edge Resort & Golf Club Facebook page. The header includes the search bar with the page name, navigation links for 'Home' and '20+', and notification icons. A large banner image depicts a sunset over a beach with a covered outdoor seating area. Below the banner are 'Like', 'Follow', 'Recommend', and 'Book Now' buttons. A 'Featured For You' section displays a 'BEST OF BOSTON 2017' award badge and a snippet of a review for a 'Beach Resort in Brewster, Mass' with a 4.5-star rating and 'Always Open' status.

[@ryandohrn](#) – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com

This screenshot displays the main content area of the Ocean Edge Resort & Golf Club Facebook page. A 'Posts' section features a live video post from 'Ocean Edge Resort & Golf Club' titled 'Wednesday nights with the Chantal Joseph Trio at The Shark Bah!', showing a band performing outdoors. The post has 544 views. To the right, the business information sidebar is visible, listing the address in Brewster, MA, phone number (508) 896-9000, website www.oceanedge.com, and hours as 'Always Open'. A 'Popular hours' bar chart shows activity levels throughout the day, and a 'Pages liked by this Page' section lists 'CapeMade Field Guide'.

[@ryandohrn](#) – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com

Ocean Edge Resort & Golf Club at Cape Cod.
9 hrs · 🌐

Summer wedding bliss -- thanks to Borrowed & Blue for sharing a look back at Maggie & Eric's gorgeous Cape Cod wedding!
(Photos: Couple of Dudes Photography) #WeddingWednesday

Outdoor Summer Wedding at Ocean Edge Resort |
Brewster, MA

read more.

BORROWEDANDBLUE.COM

English (US) · Español · Português (Br) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2017

Chat (36)

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

May I cut to the chase as to why I wanted to meet with you?

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

STEP #2:

SHARING SUCCESS STORIES.

3 mins

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

May I briefly share with you two examples of companies like yours that are having some great success marketing with us?

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




Longevity not widgets sold.

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



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


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

STEP #3:
Determine Market Presence

3 mins

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

**Mr. or Mrs. Advertiser, when you
think about competing in this
community/industry do you want to
be present, competitive or dominant?**

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



Whatever they say, you match their answer to a current advertiser as a comparison.

Ok, do you know X? Yes. Would you be surprised to know that someone like that will spend \$x with us this year?



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



TOTAL YEARLY SPEND WITH OUR MAGAZINE


Present	Competitive	Dominant
Less than \$8k	\$9k - \$39k	\$40k or more



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




You may need to ask some GREAT questions too.

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




Only ask if you need to ask!

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



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

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




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

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




In what areas do you out perform your competition?

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




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

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




How does social media play a role in
your marketing?

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



What ads have worked for you in the
past?

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




STEP #4:

Present ideas **on the SPOT!**

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

6 MINS

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



**How can you present
ideas you do not know
their goals and
objectives???**



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



Every category of advertiser has a typical media spend.

Being dominant does not always mean full page.

You need to know your advertisers and how much they spend within a category.

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



Pump Manufacturers:

McFarland, ¾ page, 12x/year - DOMINANT

Red Jacket Pumps, ½ page – 6X/year - COMPETITIVE

MWI Pumps, ½ page – 6X/year - COMPETITIVE

Gorman-Rupp, ½ page – 6X/year - COMPETITIVE

Diskflo, 1/16 page – 6X/year – PRESENT (Presence)

 @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: DOMINANT EXPOSURE PLAN.

- ¼ 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 / month*

Option #2: COMPETITIVE EXPOSURE 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 / month*

Option #3: PRESENT 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 = - \$200**
- Actual Cost, \$1600 / month*

IMPORTANT: These highly discounted prices are offered to partners running for three consecutive months. Please call me ASAP to get locked in! (222)-555-1212.
Ryan Dohrn



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



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.



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



Option #1: DOMINANT 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 / month*

Option #2: COMPETITIVE EXPOSURE 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 / month*

Option #3: PRESENT 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 = - \$200**
- Actual Cost, \$1600 / month*

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



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



STEP #5:
CLOSE ... what do you think?

3 mins



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




I HAVE NO MONEY!

Ok. Do you find value in the ideas I have shared?


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?

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




**STEP #6:
SET A TIME TO REVIEW THE
PROPOSAL - 2 MINS**

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



The 48 Hour Magic Sales Window[®]

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




Hours:

0
10
12
24
36
48


The 48 Hour Magic Sales Window[®]

10 9 8 7 6 5 4 3 2 1 0
Level of Excitement for your sales idea

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




- STEP #1: BUILD TRUST FAST. 3 mins**
- STEP #2: SHARING SUCCESS STORIES. 3 mins**
- STEP #3: DETERMINE MARKET PRESENCE. 3 mins**
- STEP #4: PRESENT IDEAS ON THE SPOT. 6 mins**
- STEP #5: CLOSE/Objections. 3 mins**
- STEP #6: TIME TO REVIEW THE PROPOSAL. 2 mins**

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

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

Practice and run a clock on yourself!

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

NEW!

The 20 Minute Ad Sales Call




www.360AdSales.com

Ryan Dohrn, Founder

Ryan@360adsales.com

©Brain Swell Media, LLC Do not duplicate and/or distribute any part of this presentation without permission from the author.

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