



45 Media Sales Tips in 45 Minutes

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AD SALES NATION

The #1 Podcast For Ad Sales on iTunes!

Can I get a copy of your slides?

YES!

Give me your business card.



Ryan Dohrn, CEO
Brain Swell Media
Publisher,
Sales Training World

Brain Swell Media

360 Ad Sales TRAINING

SALES TRAINING WORLD

How to sell MIND ads to digitally focused, social media saturated, seriously confused ADVERTISERS!

Selling Backwards

RYAN DOHRN
360ADSALES.COM

THINGS TO LEARN FROM THE
ADVERTISERS TO 360ADSALES.COM



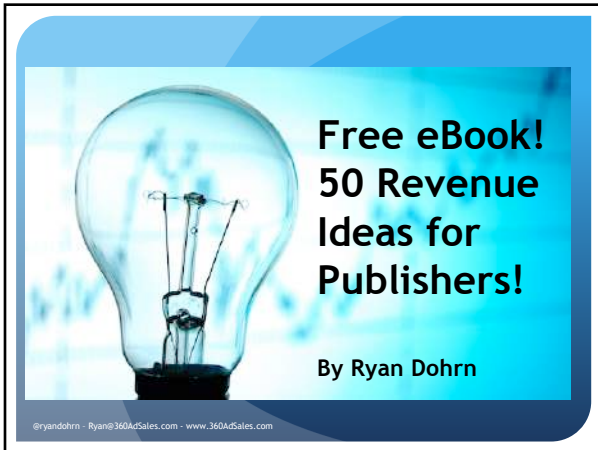


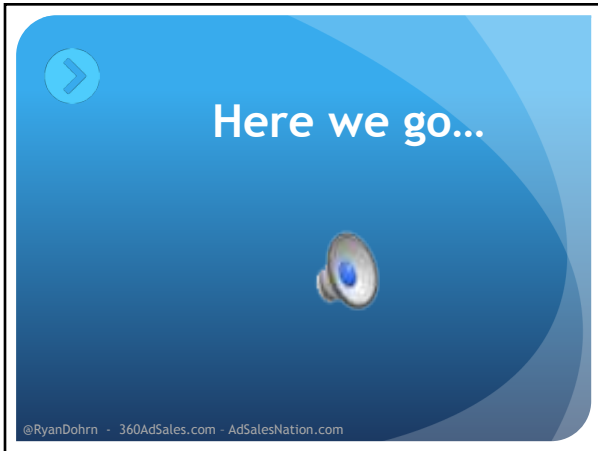














Tip #2

Social media is not cheap. Learn more to explain more.

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Tip #3

Listen with the intent to truly and deeply understand your customer.

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Tip #4 The goal isn't to make a sale... it's to solve a problem.

70% OF PEOPLE MAKE PURCHASING DECISIONS TO SOLVE PROBLEMS.

30% MAKE DECISIONS TO GAIN SOMETHING.

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Tip #5

Sales is a game of math.

Your goal: \$40,000
Average deal: 2,000
Deals needed: 20
Meetings needed: 35

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Tip #6

Stop hating millennials.

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Tip #7

Sell with your newspaper not your media kit.

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Tip #8

Define your prospecting process! 50% of sales time is wasted on unproductive prospecting.
-The B2B Lead.

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Tip #9 Become a time management master.



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Tip #10

Ask to see the advertisers Google Analytics to prove ROI.

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Tip #11

Pay close attention to what your prospect *isn't* saying.

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Tip #12

Advertisers buy when they are ready, not when you are ready to sell.

3% ACTIVELY BUYING
40% POISED TO BEGIN
56% NOT READY
1% OTHER

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Tip #13

Giving too many details often kills the deal.

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Tip #14

Brevity is an art.

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Tip #15

Know when to hold 'em and know when to fold 'em.

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Tip #16 Custom Content Increases Sales

Country Roads

Home Events & Events 360 Culture Cities Travel Outdoor **Subscribe** 



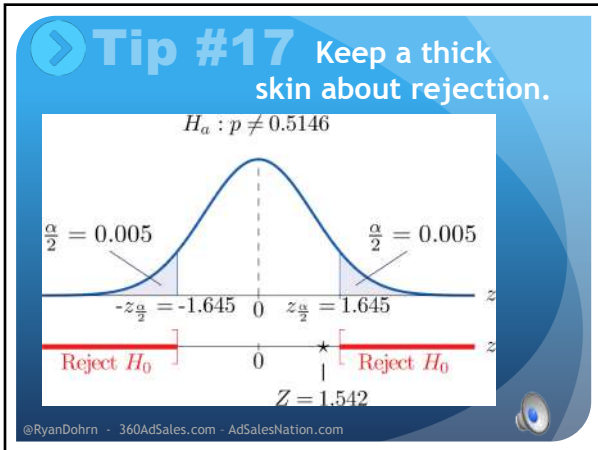
Twelve Years a Slave, 165 Years Free

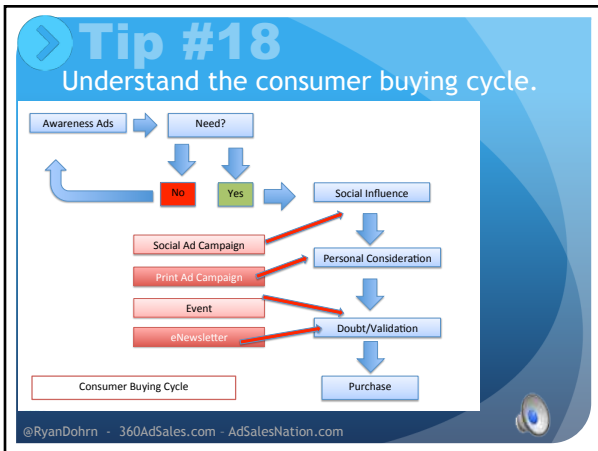
Sponsored by Clearwater/Punta Vista Commerce and Visitor's Bureau

In 1841, Solomon Northup had his whole life in New York — with, then, children.

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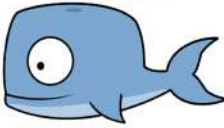
Tip #19

75%+ of top media sales performers are intimate with their CRM.

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Tip #20 Define your prospects.

Prospecting Portfolio

Minnow	COD	Whales
		
20%	60%	20%

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Tip #21

Generic sales emails DO NOT work. 57% of email recipients consider a message to be Spam if it isn't relevant to their needs, even when they know the vendor well. - wsj.com

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Tip #22

Offer discounts that discourage the removal of print.

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Tip #23


Pick up the darn phone.

Phone calls are **10x more likely** to lead to sales. - Grasshopper Research

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Tip #24

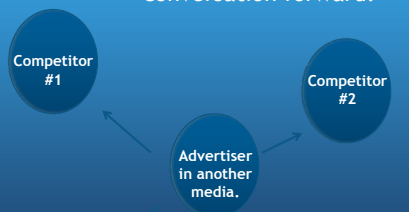
Single Topic eBlasts Rock!



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Tip #25

A competitive advantage always moves the conversation forward.



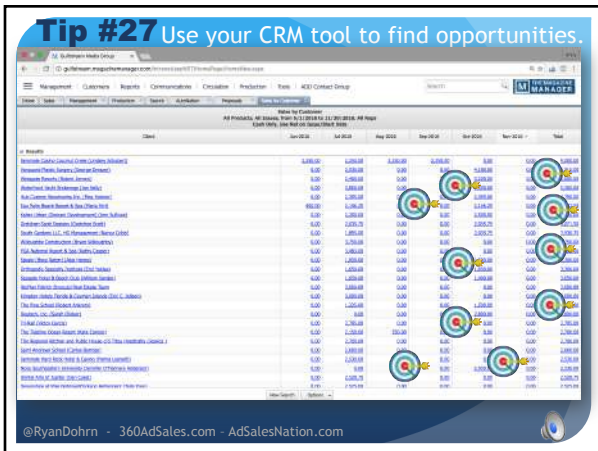
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Tip #26

People that are full of crap are easy to smell.

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Tip #27 Use your CRM tool to find opportunities.



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Tip #28

Be Careful With Needs Assessments.

86% of buyers would rather go to the dentist than sit through a needs assessment. - SMM Magazine

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Tip #29
Know where your best sales leads are coming from.

Tactics that have worked within lead nurturing programs

71%	64%	41%	22%	32%	20%	63%
Ebooks	White papers	Thought leadership	Infographics	Interactive content	Videos	On-demand webinars

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Tip #30
Use a digital signature tool to get contracts signed faster.

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Tip #31
If you're asked a question, answer it briefly and then move on. Don't get into the weeds.

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Tip #32 Landscape layout your media kits.

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Tip #33 Product Spotlights Sell!

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Tip #34 Turn off your email pop up and chime.

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Tip #35

Share success stories
up front on the sales
call.


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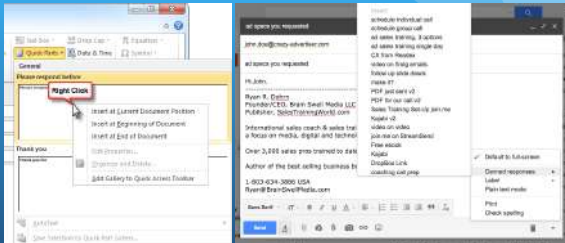
Tip #36

Face to face
meetings build trust.
Use tech if face to
face is not an option.
People buy from
people.

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Tip #37 Learn your tech.



Outlook Quick Parts Google Canned Responses

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Tip #38

Have a point of view...but get it across respectfully.

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Tip #39

Don't say your name first when leaving a voice mail.


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Tip #40

Sales is hard work. There is no "silver bullet."
9a-5p will probably not cut it.

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Tip #41

Market to agencies.

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Tip #42

**Three words in a subject line
MAX!**

**35% of email recipients open
emails based on the subject
line and nothing else. –
Convince and Convert**

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Tip #43

**Email at the perfect
times for the client
not you. 11:15am and
4:25pm. Not for
restaurants! Dah.**

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Tip #44 3 Options SELL!

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.
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Tip #45

Make one more call.

92% of salespeople give up after four “no’s”, but 80% of prospects say “no” four times before they say “yes”. — Marketing Donut

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