

Outselling Your Competition

What is Your D-Factor?



www.360AdSales.com

Ryan Dohrn, Founder

Ryan@360adsales.com



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

The D-Factor is the differentiating factors that separate you or your product from other options.

The D-Factor is a statement you make
in telling the client why should they
buy anything from you?

A man in a dark suit and white shirt stands on the edge of a high, rocky cliff. He is leaning forward, looking down into a deep chasm. He is holding a black briefcase in his right hand. The sky is a clear, bright blue. The cliff face is rugged and brownish-yellow. In the distance, a range of mountains is visible under a hazy sky.

**D Factor
Statement**

**Understanding
of fact that is
meaningful to
client.**

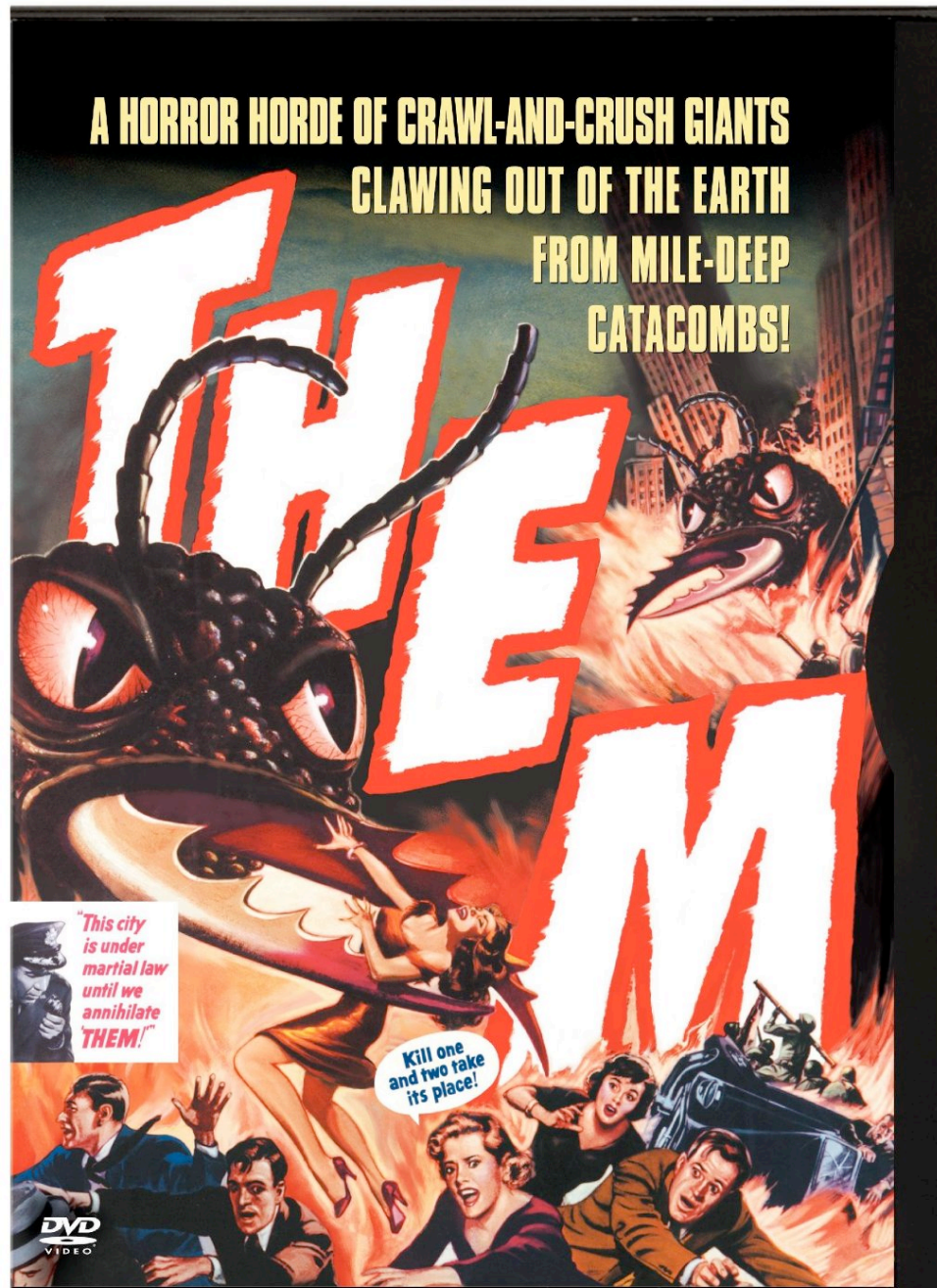
**What this means
to your business
is....**



D-Factor Idea #1:
It's NOT all about YOU!



It's NOT all about YOU!



Every ad sales rep says they are
client focused.

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



Every comment, every idea,
everything during the sales process is
about the client. It is **NOT** about your
media.

D-Factor Idea #2:

People will pay more for something if they understand the true value of what they are buying?

This is not as much about price as it is about comparing total investment to what the advertiser receives in exchange for the investment.





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

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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					

Focus on simple to explain the
complex.

D-Factor Idea #3:

Price becomes the deciding variable
when 2 products seem similar.



You must create a serious
difference between you and your
competitor.



TO





TO





TO



D-Factor Idea #4:

You MUST come to the advertiser with a competitive advantage and not just an ad buy.



Create
Competitive
Chaos.

ACME
CORPORATION



D-Factor Idea #5: Non-Sales Touch Points.



What do you do on a regular basis
in communication with a prospect
that is non-sales related?

40%-50% of our communications
with the client should be seen as
non-sales related.

How about sharing an article from
Inc.com, fastcompany.com,
mashable.com, Adage.com ???



This truly sets you apart from your competition.

D-Factor Idea #6:
**Managing ROI expectations from
the get go!**



**Good
salespeople
ask GREAT
questions.**



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

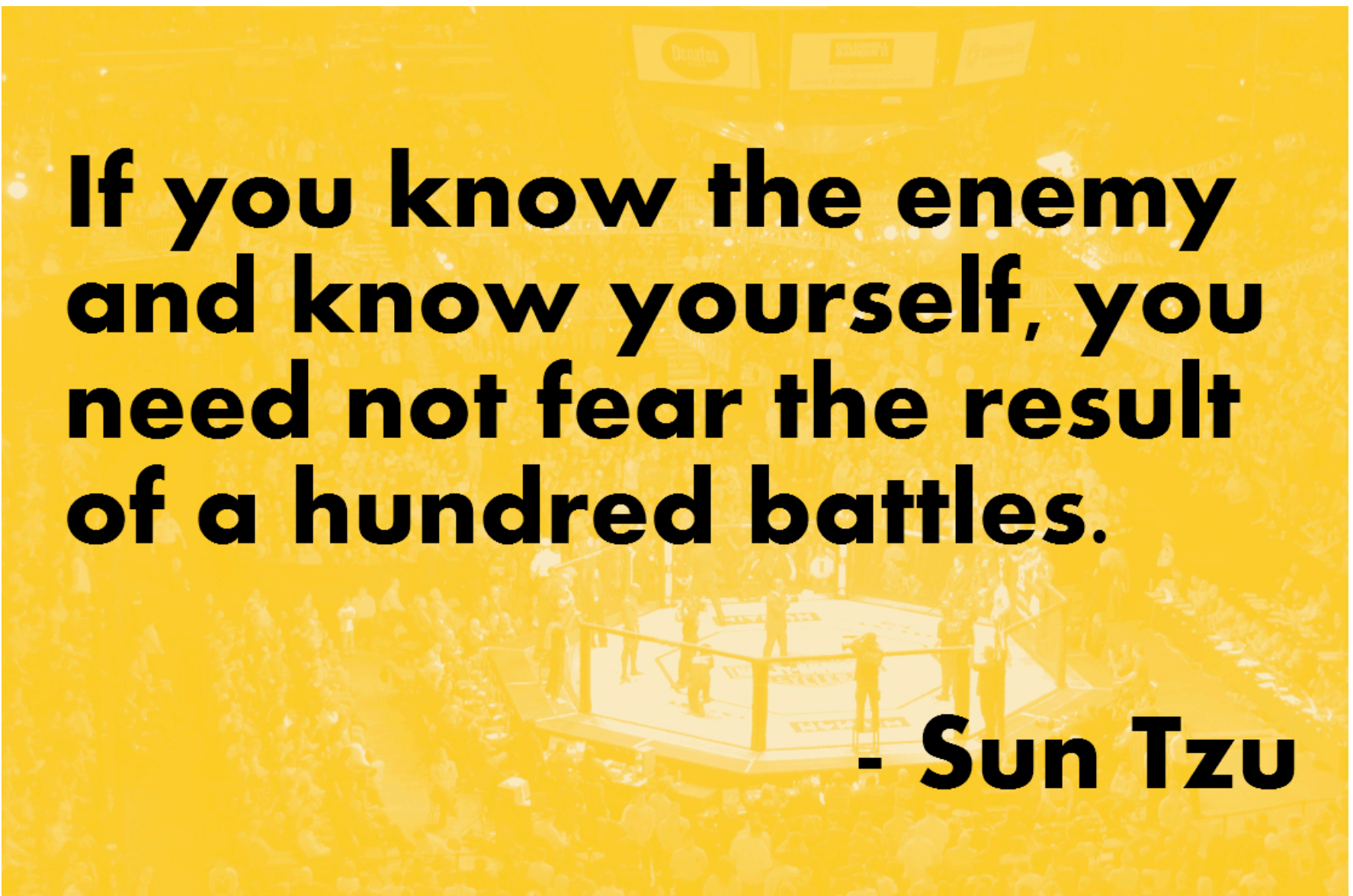
What would one new client mean
to you?

Is there a business issue that is driving you crazy these days?

D-Factor Idea #7:

Know the unique and relevant differences in your audience profile compared to your competition.





**If you know the enemy
and know yourself, you
need not fear the result
of a hundred battles.**

- Sun Tzu



What do you need to know?

1. Basic rates for media in your market
2. Audience demos
3. Basics strengths and weak points



D-Factor Idea #8:

Engagement. Are you selling ad space or the ability to connect with an audience? Do you know the difference?





“I sure hope Ryan Dohrn calls me today cause I want to buy an ad.”

Explain what engagement really is?

Reputation by affiliation!

“We have spent 30 years and invested millions of dollars to create an audience that you can attach your brand to... certainly you can understand that POWER comes with a certain price tag.”

- You

D-Factor Idea #9: Cyber vs. Fiber Audience Profiles.

Common misunderstanding that
your print and digital audience are
the same.

In nearly all cases the overlap is less than 12% between your magazine and digital products.

Source: BSM 2015, Client Audience Profile Study

D-Factor Idea #10:

What about you? What expertise do you bring to the table that another salesperson does not?



How many years have you been
selling?

What you're your advertisers say
about you?

Etc, etc.

Advertisers by from **YOU**.
Period.



1. It's not about you.
2. People will pay more for something if they understand the value.
3. Price becomes the deciding factor when 2 products seem similar.
4. Come with a competitive advantage.
5. Non-sales touches.
6. Managing ROI expectations from the get-go.
7. Know your competition.
8. Explain engagement.
9. Know your cyber vs. fiber audience profiles.
10. What about you?



Outselling Your Competition

What is Your D-Factor?

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