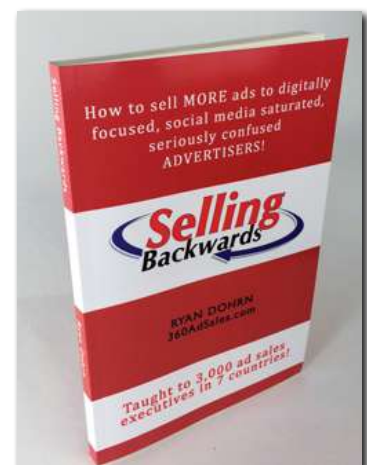


# The Sales Doctor Is In!

Presented by: Ryan Dohrn  
Founder, Brain Swell Media  
@ryandohrn  
Ryan@360AdSales.com  
www.360AdSales.com



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





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**VANCE**

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## Ad Sales Training Advice Blog

- Get Relevant or Get Lost! 4 Ways to Increase Your Relevance to Drive Ad Sales
- TARGET Your Media Sales Message to Grow Results
- 6 Ways To Show Your Advertisers Some Love
- 10 Proven Ways To Exceed Your Sales Goals
- Selling Santa? A Fun Sales Tale.
- 10 Ways To Boost Your Fall Sales Numbers






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# Question:

## What is the most common comp plan for media sales reps?

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## Big Payout Comp Plan (Example numbers only)

**Base: \$24k**

**5% on total sales from 0-50% of goal**

**7% on total sales from 51%-80% of goal**

**10% on total sales from 81%-100% of goal**

**20% on sales over goal**

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## Question:

**How do you find good salespeople?**

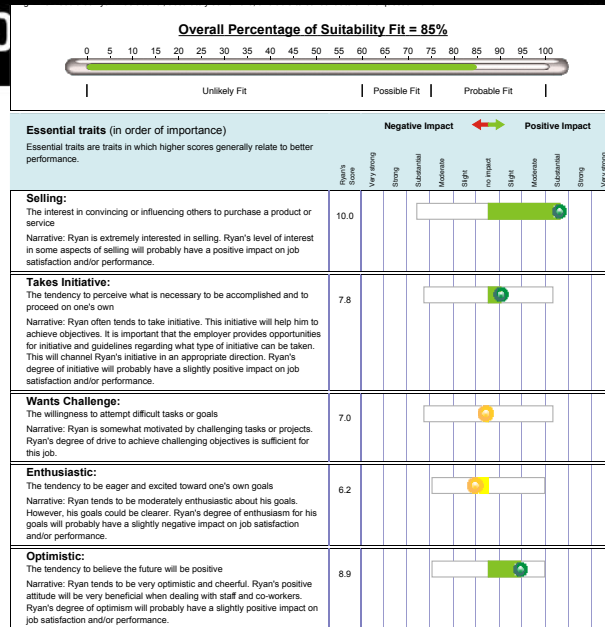
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# Referral Program

## Train them via Junior Sales Path

## Use Pre-Hire Testing

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Account Executive Pledge of Expectations:

1. Be early for weekly sales meeting, 8am, Monday
2. Be early and prepared for weekly numbers one-on-one with Ryan. Be prepared to discuss your 10 next meetings.
3. Be early and prepared for weekly coaching one-on-one with Ryan. Be prepared to discuss what you are doing to grow as sales person.
4. Create and maintain a list of 50 prospects at all times.
5. Actively work 10 of the above 50 prospects daily via phone and email. Email only is NOT acceptable.
6. All sales activity must be logged in the CRM. No exceptions.
7. Be early for work each day. Work day starts at 8am.
8. Expect to be assigned other duties as needed to help the team succeed.
9. Leave all personal baggage at home. Come to work with a positive attitude.
10. Look for ways every day to contribute in a positive way to the team.

I agree: \_\_\_\_\_



## Question:

## Media Kits vs. Sales Sheets?



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YOUR MARKETING  
campaign**

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Choose any of our multimedia packages and we will create the campaign to your specific needs.

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|----------------------------|----------|------------------|--------------|-------------|------------|
| <b>CHOOSE YOUR PACKAGE</b> |          |                  |              |             |            |
| <b>SMALL BUSINESS</b>      | ✓        | ✓                | ✓            | ✓           | ✓          |
| <b>VIABILITY</b>           | ✓        | ✓                | ✓            | ✓           | ✓          |
| <b>BRAND RECOGNITION</b>   | ✓        | ✓                | ✓            | ✓           | ✓          |



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## Reader Data Sheet

**OUR READERS ARE AFFLUENT & Active**

Total Readers: 35,000  
Average Age: 42  
Family size: 4  
Household Income: \$675k  
\$55k 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.

We are read by 35,000 affluent Beverly Hills home owners each month!  
That is three times more people than you could fit in Hollywood Bowl Theater!


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# Multi-Media Offerings Sheet








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

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

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# Question:

## Media Kit Design Recommendations?

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The 2017  
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# Landscape layout!

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## IN PRINT

**1840**

The BMJ first publishes

**119,000**

clinicians receive The BMJ each week<sup>1</sup>

**60+**

specialist journal titles

**121,000**

BMJ journals printed each month

**355**

mentions in the press<sup>2</sup>

**11**

different languages



## ONLINE

**3 million+**

users visit our websites each month<sup>3</sup>

**755,087**

contactable clinicians<sup>4</sup>

**58,902**

Contactable nurses

**13,903**

Contactable pharmacists

**1.5 million**

branded emails sent monthly<sup>5</sup>

**258,000**

followers on Social (The BMJ)



## IN PERSON

**8**

events hosted by BMJ in 2016

**5,500+**

delegates attended a BMJ event<sup>6</sup>

**80%**

of attendees are healthcare leaders<sup>7</sup>

**124**

leads gained per event<sup>7</sup>

**100%**

would exhibit again<sup>7</sup>

**600** guests,  
**320** entries,  
up to **16** categories



### Sources:

1. Circulation data, September 2016
2. Google Analytics August 2016
3. BMJ database number of doctors listed in 19 review communications, September 2016

4. Mentions across all media
5. Delegate attendance data Jan - Sept 2016
6. Attendee data International Forum April 2016
7. Exhibitor questionnaire International Forum April 2016







## IMPACT MAGAZINE

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### Our Readers

IMPACT Magazine has delivered relevant expert editorial to the most desirable demographics in the health and fitness industry for more than 25 years. We are advocates for an active, healthier lifestyle to 250,000 readers per issue.

**62% Female**  
**38% Male**



AGES:  
17% 20-29  
19% 30-39  
27% 40-49  
35% 50-59

**The IMPACT Audience is...**



**ACTIVE**



**MOTIVATED**



**ADVENTUROUS**



**HEALTH CONSCIOUS**



**INFLUENTIAL**



**GEAR SAVVY**

**2017 Media Kit**

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## ONLINE AUDIENCE

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**EMSWORLD.COM**  
**MONTHLY TRAFFIC<sup>1</sup>**

**716,090**  
Page Views

**374,140**  
Visits

**296,726**  
Unique Visitors

**219,072**  
Mobile Device Visits

<sup>1</sup> Google Analytics Jan-Aug 2016 average

### The Online Home of EMS Decision-Makers

EMSWorld.com is the No. 1-visited website by EMS decision-makers. Reach executives through these exclusive offerings:

- Appended Lead Program
- Retargeting Banner Ads
- Lead Nurturing
- Lead TRACKtion
- TRACKtion Video
- V-Slider Video

**59%**

of Website Traffic is Mobile<sup>1</sup>



### 2016 CROSS-CHANNEL SURVEY

Primary sources of clinical and job-related information that are most important

| Source                                 | Percentage |
|--|------------|
| Independent websites (i.e., EMS World) | 78%        |
| Print magazines/journals               | 61%        |
| Online CE sites                        | 61%        |
| Online videos                          | 58%        |
| Trade shows/conferences                | 55%        |
| Search engines                         | 55%        |
| Electronic newsletters                 | 52%        |
| Printed product catalogs               | 52%        |
| Webinars/webcasts/podcasts             | 45%        |
| Digital/tablet magazines               | 40%        |
| Social networking                      | 39%        |
| Advertiser websites                    | 31%        |

August 2016 Readership Survey




**8 emsworld.com** THE ONLINE HOME OF EMS DECISION-MAKERS




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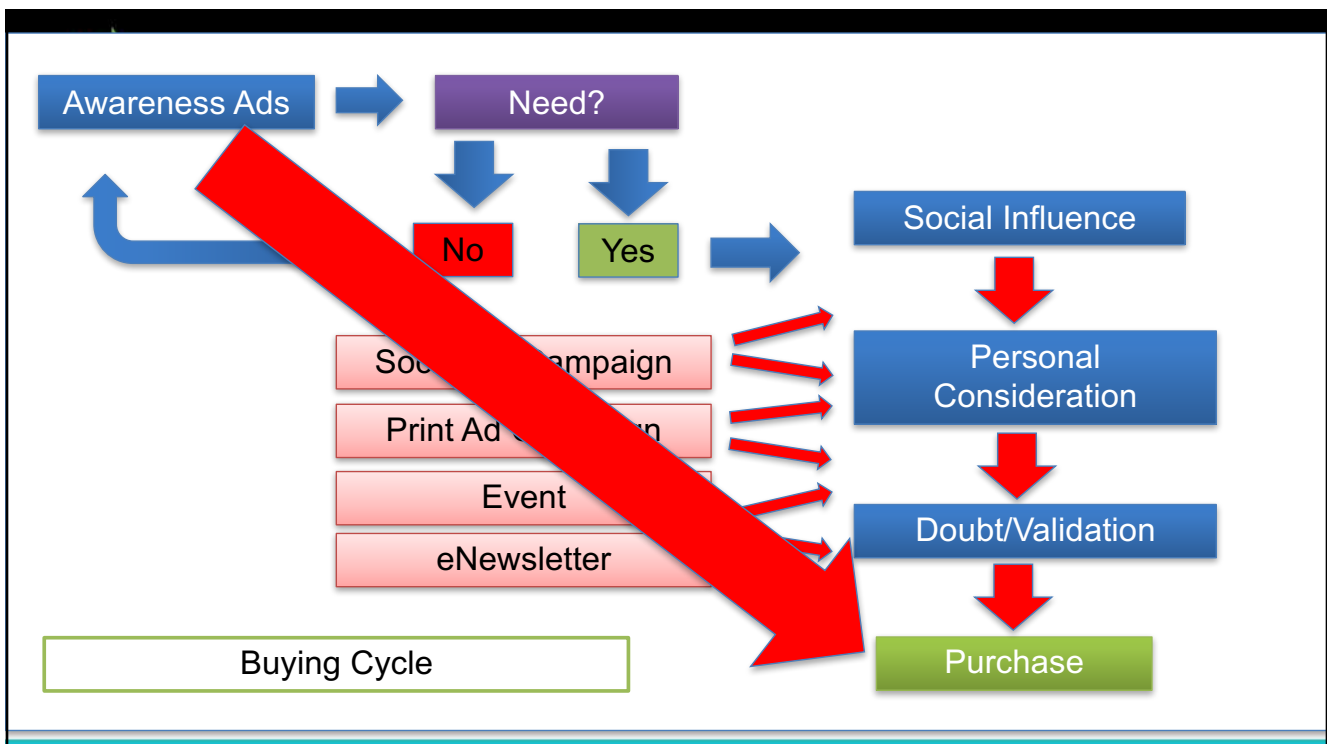
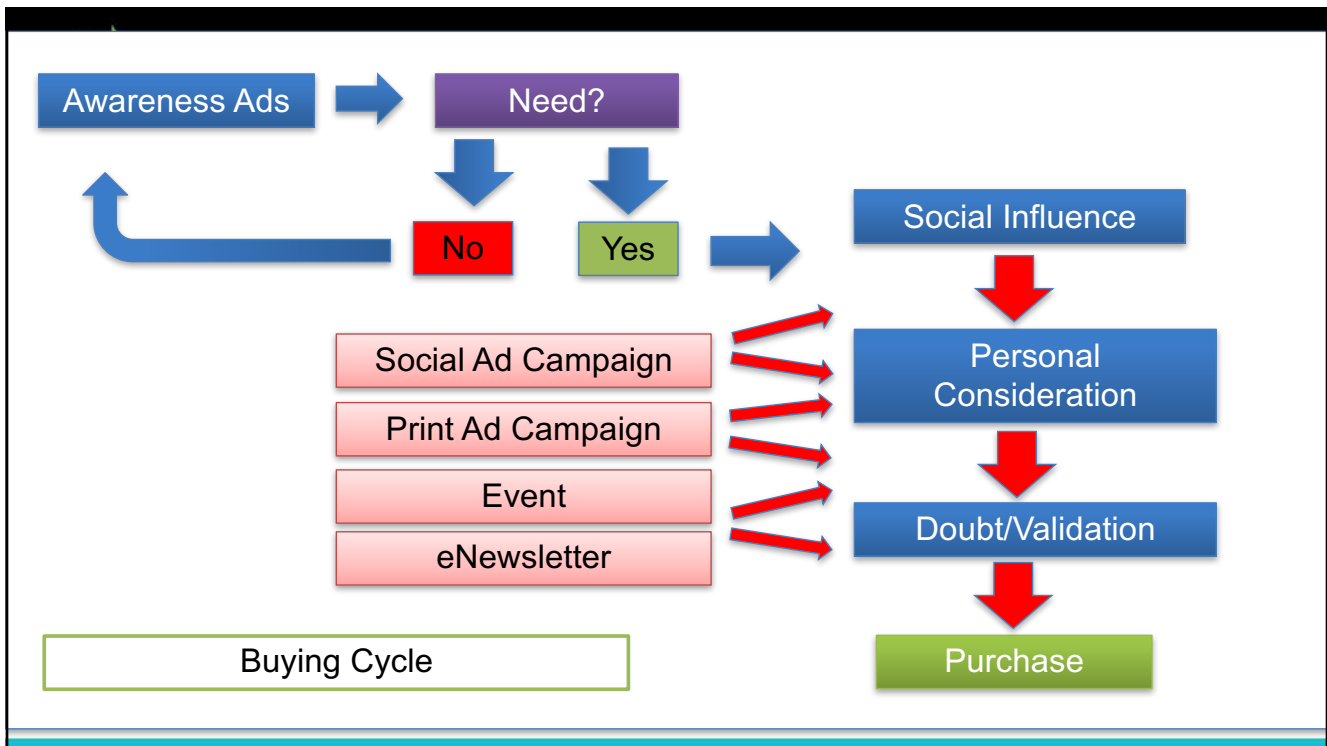
# Question

## How do we improve ROI for our advertisers?

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# Question

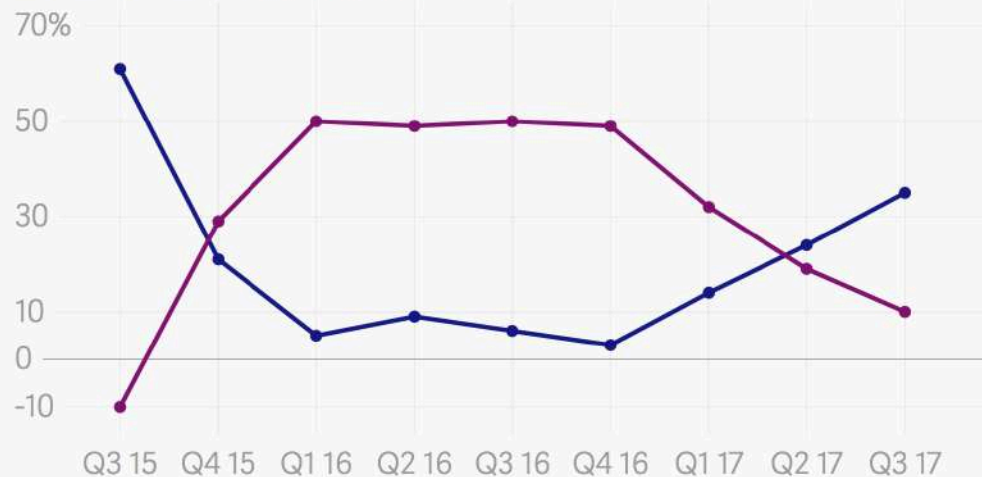
How has the January algorithm change from Facebook helped or hurt our advertisers?

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Facebook: growth in price per ad and ad impression

■ Price per Ad ■ Ad Impression

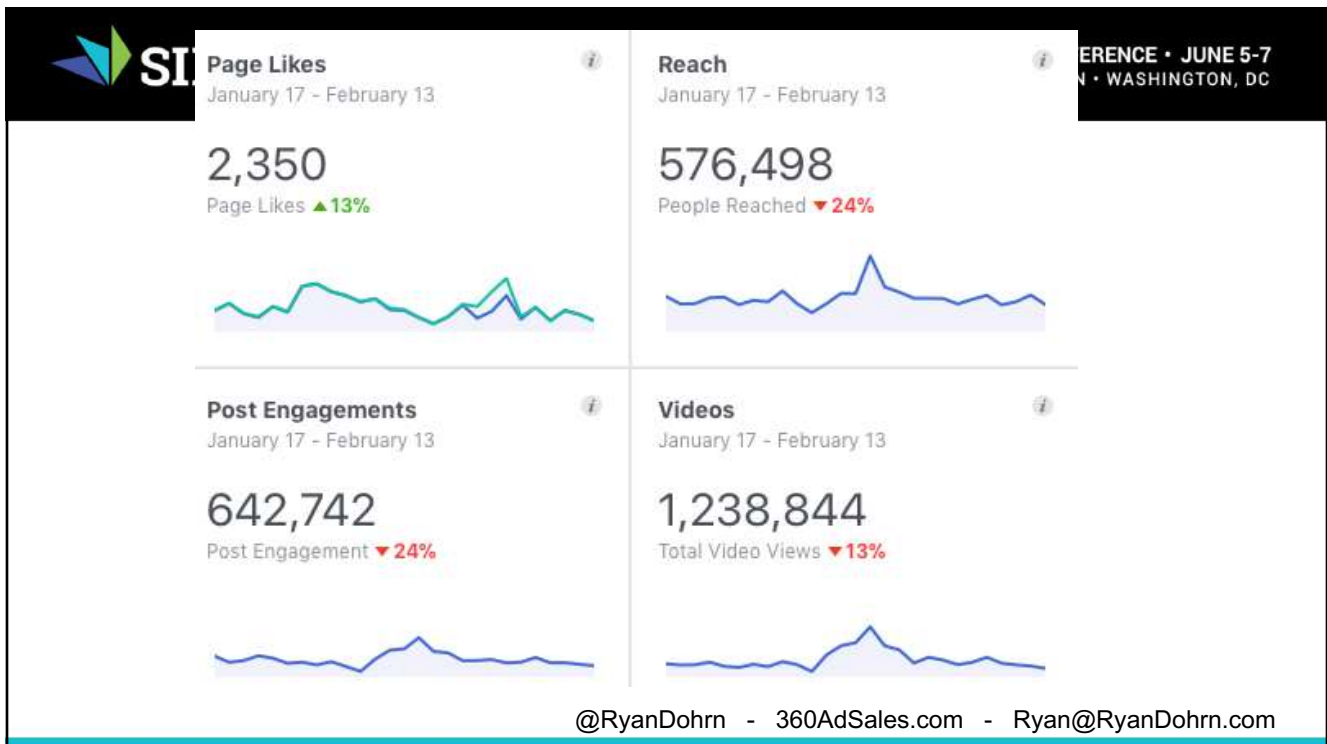
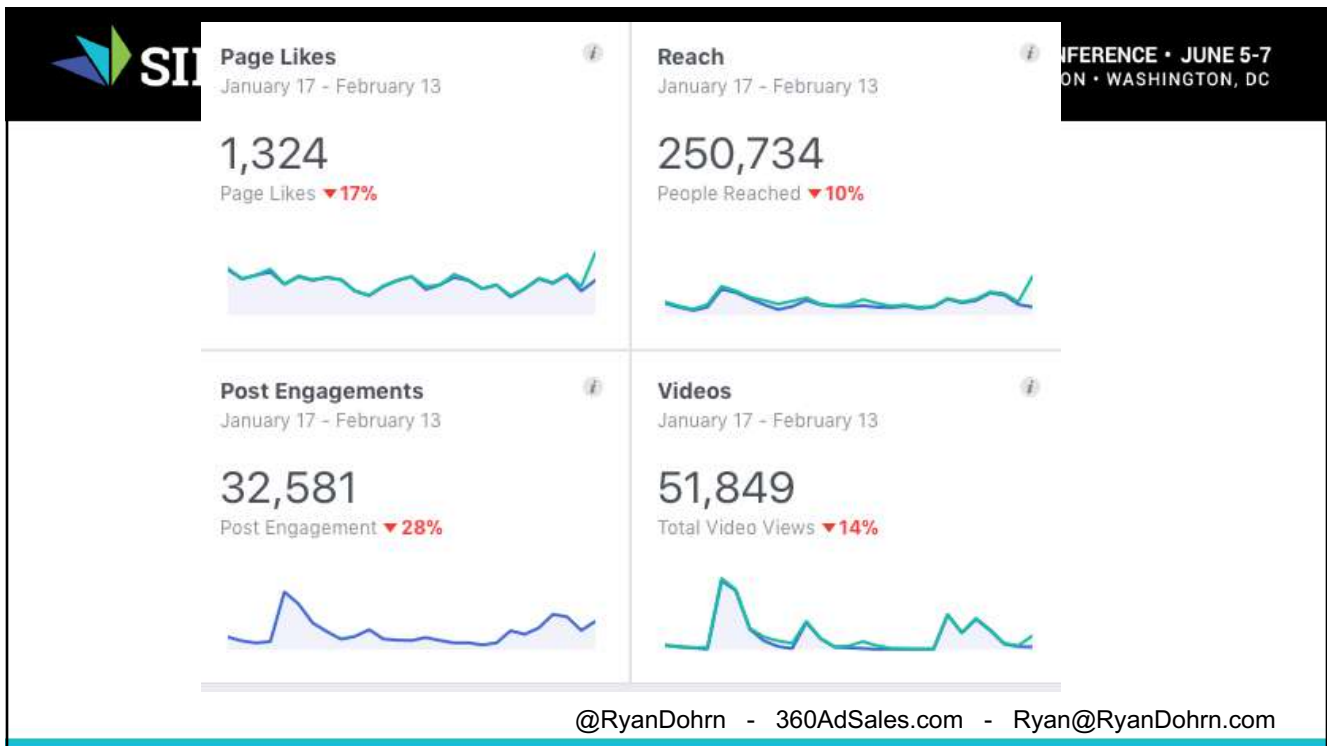


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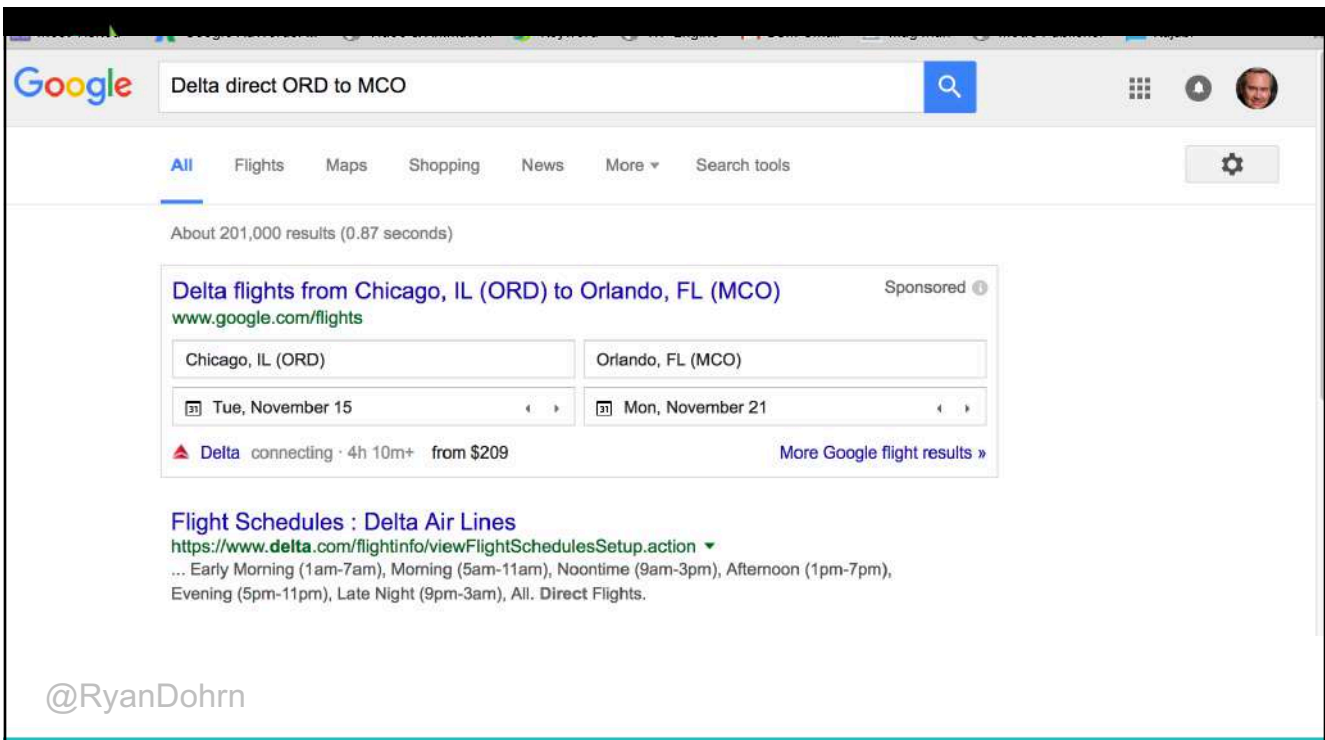


# Question

**Should we be selling retargeting and programmatic?**



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About 201,000 results (0.87 seconds)

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[www.google.com/flights](http://www.google.com/flights)

Chicago, IL (ORD) Orlando, FL (MCO)

Tue, November 15 Mon, November 21

Delta connecting · 4h 10m+ from \$209 [More Google flight results »](#)

**Flight Schedules : Delta Air Lines**

<https://www.delta.com/flightinfo/viewFlightSchedulesSetup.action>

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Google Hotels in NYC

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 4.5 ★★★★★ rating for booking.com  
 Book your Hotel in New York NY online. No reservation costs. Great rates.  
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## Super PAC Mega-Donors Expand Election Influence With Record \$1 Billion In Contributions

Just 90 billionaires have an outsized impact on presidential politics.

11/01/2016 05:02 am ET

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**Paul Blumenthal** [@](#)  
 Money in Politics Reporter, The Huffington Post

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 **Paul Blumenthal**   
Money in Politics Reporter, The Huffington Post




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**NYC: The One That Got Away**



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Many People Already See Prisoners As Monsters. Do 'Haunted Prisons' Make It Worse?



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RATES FROM \$246

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Search tools

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World's Worst Website - Angelfire

www.angelfire.com/super/badwebs/ ▾

Welcome to the World's Worst Website! This web was designed to graphically demonstrate the most common mistakes made by new Web Page designers.

The World's Worst Website Ever!

www.theworldsworstwebsiteever.com/ ▾

Jan 13, 2014 - TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. Click here for an incomplete list of errors ...

Top 10 worst websites you'll wish you hadn't seen | Branded3

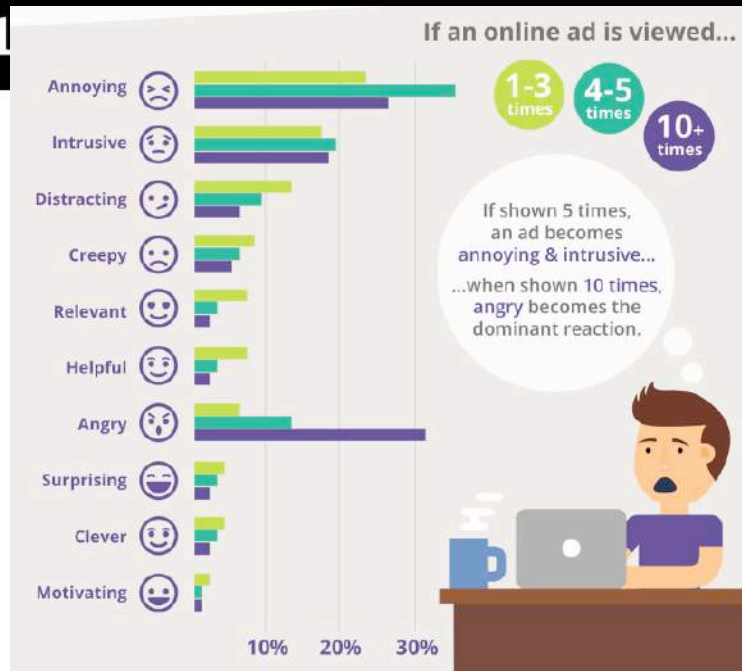
https://www.branded3.com/blog/top-10-worst-websites/ ▾

Jul 30, 2014 - These are surely the worst websites on the internet. ... the world over already know about Mrbottles.com, the online hub for everything you need ...



**89% of web users  
report that they find  
retargeting ads  
“creepy”**

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**75% of web users  
report that they feel  
LESS favorable about  
brands that use  
retargeting.**

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# Retargeting can create concerns over privacy. How do you want your brand perceived?

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where to bury a body

Web

Image

All results

businesses

jobs

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Sort by: Relevance

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Augusta-area coroners say they treat unclaimed bodies with respect ...

chronicle.augusta.com/node/607458

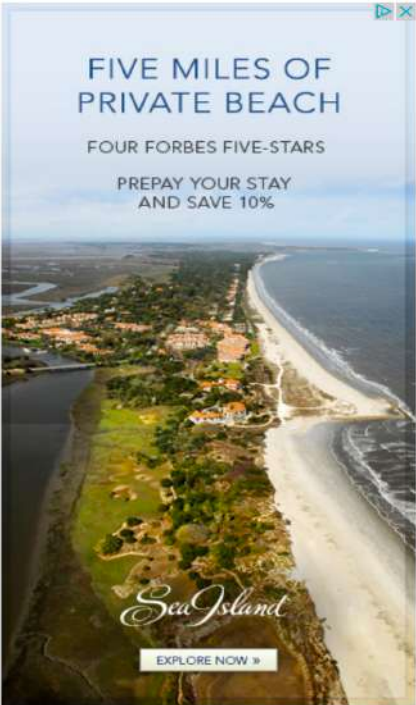
Aug 18, 2015 ... As soon as Richmond County Coroner Mark Bowen gets a body he ...

"At some point I will bury these folks and have a minister come say a ...

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