

Hosting Sales Calls That Close Business.



www.360AdSales.com

Ryan Dohrn, Founder

Ryan@360adsales.com



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Advertisers are creatures of habit.



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**Look for repeatable
patterns of success.**



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What does not work?
After a proposal is presented...
Chasing clients for days, weeks
months. Right?



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.**



Typical Sales Call...

1. Meet and greet.
Truly mostly BS.
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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.

Revised Sales Call...

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



STEP #1:
BUILD TRUST THROUGH
KNOWLEDGE OF THEM
PERSONALLY OR
PROFESSIONALLY.



[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

Your Notes

Organize

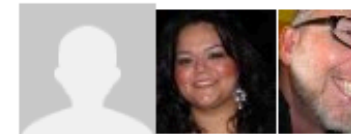
[Add a note](#) | [Manage tags](#) [Top Prospects](#)

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



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www.BrainSwellMedia.com

Set time aside for research and enter this data in to your CRM.

The screenshot displays the 'Contact Detail' page in The Magazine Manager CRM. The interface includes a top navigation bar with tabs for Home, My Lists, Search Contacts, and Contact Detail. Below this is a sub-navigation bar with tabs for Home, Details, Contracts, Proposals, Distribution, E-mail, Fax Cover, and Write Letter. The main form area contains the following sections:

- Edit** button and **AIN** label.
- Address** section with fields for Address, Billing Address, and Ad Agency Address. The Address field contains the link [AIN](#). The Billing Address field contains the text 'Use Shipping Address' and a link [\[Add Billing Contact\]](#). The Ad Agency Address field contains the text 'No Ad Agency Name' and a link [\[Add Ad Agency\]](#).
- Contact Information** section with fields for Contact Name, Type, Phone, Fax, and Email. The Contact Name field contains the text 'Add David Leach'. The Email field contains the text 'dleach@'.
- Customer Details** section with a field for Web Site containing the link <http://www.ainonline.com>.
- Bill To: Customer** section with a field for Category and a field for Rep: R.
- Customer Notes & Activity** section with a dropdown menu for 'Select Activity Type' set to 'None', radio buttons for 'Note' (selected), 'Call Back', and 'Meeting', and a text area for 'Notes'.
- Options** section with checkboxes for 'Add to Do List' and 'Private'.
- Save Information** button.
- Recent Notes & Activity** section with a link [\[All Notes & Activities\]](#).



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THE MAGAZINE
Manager[®]
A MIRABEL TECHNOLOGIES PRODUCT

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

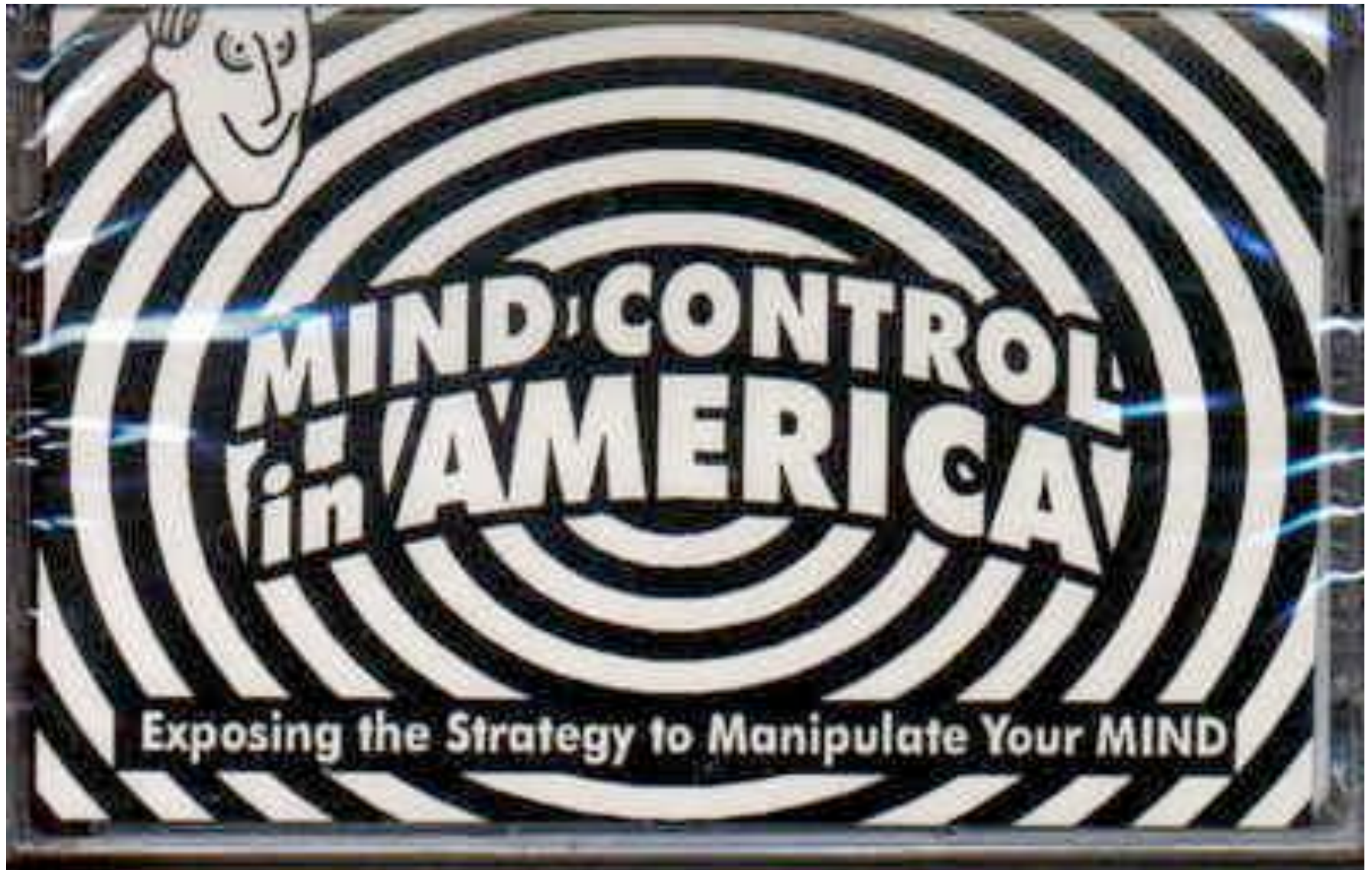
ADS BY I



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STEP #2:
Magazine Show and Tell
SHARING SUCCESS STORIES.





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DO NOT think of the color RED.





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wissém spénCèr



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Magazine Show and Tell



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



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



STEP #3:
ASKING CRITICAL QUESTIONS IF
NEEDED TO DETERMINE
PROBLEMS, ISSUES, GOALS.



WHAT ARE YOUR 10 CRITICAL QUESTIONS?



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Only ask if you need to ask!



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



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



How does social media play a role in your advertising?



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What ads have worked for you in the past?



STEP #4:

Present ideas on the SPOT!

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



WHO ARE YOU “REALLY” SELLING TO?



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What type or proposal is best?



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Marketing Partnership Proposal
Main Street Manufacturing
Presented by Ryan Dohrn
1/2/2014

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 , \$2100

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 ending, 1/2/14.
Please call me ASAP to get locked in! (222)-555-1212. Ryan Dohrn



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MEDIA *Buffet*



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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.



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417 MAGAZINE

AFFORDABLE MEDIA PLAN 2013

*Increase your
visibility with
a multimedia
approach*

417MAG.COM
417.883.7417
417.889.7417 FAX
2111 S. EASTGATE
SPRINGFIELD, MO 65809

**CHOOSE
YOUR PLAN**
Choose from one of our
media plans below to bundle
PRINT AND DIGITAL ADVERTISING



| | | | | | | | | | |
|---|---|--|--|---|---|---|---|---|--|
| 1 | FULL PAGE 12X \$2,049/MONTH \$2,561 VALUE |  Full Page Bleed: 8.625in x 11.125in Trim size: 8.375in x 10.875in Live Area: 7.5in x 10in |  Included |  Included |  Included |  Included |  25,000 Impressions per month |  Choose TWO |  One Included |
| 2 | FULL PAGE 6X \$2,364/MONTH \$2,955 VALUE | |  Included |  Included |  Included |  Included |  20,000 Impressions per month |  Choose ONE |  One Included |
| 3 | 2/3 PAGE 12X \$1,710/MONTH \$2,086 VALUE |  2/3 Page 4.875in x 10in |  Included |  Included |  Included |  Included |  15,000 Impressions per month |  Choose ONE | |
| 4 | 2/3 PAGE 6X \$1,966/MONTH \$2,397 VALUE | |  Included |  Included |  Included |  Included |  10,000 Impressions per month | | |
| 5 | 1/2 PAGE 12X \$1,510/MONTH \$1,777 VALUE |  1/2 Horizontal 7.5in x 4.875in |  Included |  Included |  Included |  Included | | | |
| 6 | 1/2 PAGE 6X \$1,724/MONTH \$2,028 VALUE | |  Included |  Included |  Included |  Included | | | |
| 7 | 1/3 PAGE 12X \$994/MONTH \$1,156 VALUE |  1/3 Vertical 2.375in x 10in 1/3 Horizontal 4.875in x 4.875in |  Included |  Included |  Included |  Included | | | |
| 8 | 1/3 PAGE 6X \$1,119/MONTH \$1,302 VALUE | |  Included |  Included |  Included |  Included | | | |

*Choose between Marketing E-newsletter, E-newsletter advertorial, Special offer E-blast
All rates are net



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Let us show you how we have been building local business and delivering real results for 15 years.

| | PRINT | DIGITAL EDITION | WEB ADVERTISING | E-NEWSLETTER | SOCIAL MEDIA |
|--|--|-----------------|-----------------|--------------|--------------|
| The Smiley Pete Total Value: \$6,395 Discount Price: \$4,157/month Savings: \$2,238 (35%) | Full Page 10.25" x 14" | ✓ | ✓ | ✓ | ✓ |
| The Colonel Total Value: \$5,562 Discount Price: \$3,615/month Savings: \$1,947 (35%) | Island 7.625" x 10" | ✓ | ✓ | ✓ | ✓ |
| Big Blue Total Value: \$4,340 Discount Price: \$2,821/month Savings: \$1,519 (35%) | Half Page 10.25" x 6.75" 5" x 13.75" | ✓ | ✓ | ✓ | ✓ |
| The Henry Clay Total Value: \$2,250 Discount Price: \$1,463/month Savings: \$788 (35%) | Quarter Page 5" x 6.75" | ✓ | ✓ | | |
| The Tail Wagger Total Value: \$1,635 Discount Price: \$1,063/month Savings: \$572 (35%) | Eighth Page 5" x 3.18" 2.37" x 6.75" | ✓ | | | |
| 4X Discount 5% • 6X Discount 10% • 8X Discount 15% • 12X Discount 20% | | | | | |



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Integrated Media Proposal

Client: Traverse Hospital

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan | TOTAL |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|
| PRINT | | | | | | | | | | | | | | |
| Parents First Magazine | | | | | | | | | | | | | | |
| Full page 4 color Ad | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | \$33,800 |
| 12X DISCOUNT | -200 | -200 | -200 | -200 | -200 | -200 | -200 | -200 | -200 | -200 | -200 | -200 | -200 | -\$2,600 |
| ONLINE | | | | | | | | | | | | | | |
| PartFirMagazine.com, banner ads | | | | | | | | | | | | | | |
| LeaderBoard 728x90 | 425 | 425 | 425 | 425 | 425 | 425 | 425 | 425 | 425 | 425 | 425 | 425 | 425 | \$5,525 |
| Box Ad 250x250 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | \$4,550 |
| eMail Push/Newsletter | | | | | | | | | | | | | | |
| 12,000 e-mails | 750 | | 750 | | 750 | | 750 | | 750 | | 750 | | 750 | \$5,250 |
| Video | | | | | | | | | | | | | | |
| Doctors on Call Video | 335 | 335 | 335 | 335 | 335 | 335 | 335 | 335 | 335 | 335 | 335 | 335 | 335 | \$4,355 |
| EVENT | | | | | | | | | | | | | | |
| Health Fair | | | | | 1,200 | | | | | | | | | \$1,200 |
| Booth, banners | | | | | | | | | | | | | | |
| | 4,260 | 3,510 | 4,260 | 3,510 | 5,460 | 3,510 | 4,260 | 3,510 | 4,260 | 3,510 | 4,260 | 3,510 | 4,260 | \$52,080 |
| INTEGRATED BUNDLE | | | | | | | | | | | | | | |
| VIP DISCOUNT, -15% | 639 | 527 | 639 | 527 | 819 | 527 | 639 | 527 | 639 | 527 | 639 | 527 | 639 | 7812 |
| REVISED TOTAL | | | | | | | | | | | | | | |
| | 3,621 | 2,984 | 3,621 | 2,984 | 4,641 | 2,984 | 3,621 | 2,984 | 3,621 | 2,984 | 3,621 | 2,984 | 3,621 | 44,268 |

NOTE: *DATA AND NAMES ARE FOR EXAMPLE ONLY.



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Media Plan March to Feb

| Type of Media | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | TOTALS |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|---------------|-----------------|
| e-push to 15,000 users per push | | | | | | | | | | | | | |
| Product A | \$1,425 | | | \$1,425 | | | | | \$1,425 | | | | \$4,275 |
| Product B | | \$1,425 | | | \$1,425 | | | | | | | | \$2,850 |
| Product C | | | \$1,425 | | | \$1,425 | | | | | | | \$2,850 |
| SURVEY | | | | | | | BONUS | | | | BONUS | | \$0 |
| <i>Over 80,000 horse owners can be segmented over 1,000 ways. Name your audience! E-mail truly delivers!</i> | | | | | | | | | | | | | |
| Print seen by 35,000 readers | | | | | | | | | | | | | |
| Product A | \$430 | | | | | \$430 | | | \$430 | | | | \$1,290 |
| Product B | | | \$430 | | | | \$430 | | | | | | \$860 |
| Product C | | | | \$430 | | | | \$430 | | | | | \$860 |
| Product D | | \$430 | | | | | | | \$430 | | | | \$860 |
| <i>4 color full page ad with your offer or service</i> | | | | | | | | | | | | | |
| Top Banner Ads, total imps = 250,000 per ad per month | | | | | | | | | | | | | |
| Product A | \$455 | \$455 | | \$455 | \$455 | | \$455 | \$455 | \$455 | | | | \$3,185 |
| Product B | \$455 | | BONUS | BONUS | BONUS | | | \$455 | | | | | \$910 |
| Product C | | | BONUS | BONUS | BONUS | | | | | | | | \$0 |
| Product D | | | | | | | | \$455 | \$455 | \$455 | \$455 | | \$1,820 |
| <i>Larger size 728x90. Can be flash. Highest yield unit with click thru rates (CTR) over 4%</i> | | | | | | | | | | | | | |
| Right Banner Ads, total imps = 250,000 per ad per month | | | | | | | | | | | | | |
| Product A | \$400 | | | | | \$400 | | \$400 | \$400 | | | | \$1,600 |
| Product B | BONUS | | \$400 | | BONUS | | | | | | | | \$400 |
| Product C | | \$400 | | \$400 | | | | | | | | | \$800 |
| Product D | | | | | | | \$400 | | \$400 | \$400 | \$400 | | \$1,600 |
| <i>Larger size 160x600. Can be flash. Highest yield unit with click thru rates (CTR) over 4%</i> | | | | | | | | | | | | | |
| sub total | \$3,165 | \$2,710 | \$2,255 | \$2,710 | \$1,880 | \$2,255 | \$1,285 | \$1,285 | \$4,450 | \$855 | \$855 | \$455 | \$24,160 |
| VIP Discount 15% | \$475 | \$407 | \$338 | \$407 | \$282 | \$338 | \$193 | \$193 | \$668 | \$128 | \$128 | \$68 | \$3,624 |
| total | \$2,690 | \$2,304 | \$1,917 | \$2,304 | \$1,598 | \$1,917 | \$1,092 | \$1,092 | \$3,783 | \$727 | \$727 | \$387 | \$20,536 |
| AUDIENCE TOTALS | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 135,000 | 55,000 | 75,000 | 25,000 | 890,000 |



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STEP #5: SOFT CLOSE, OBJECTIONS, NEXT STEPS. Tweak PROPOSAL?



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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?



I have to take this to my partner for input.

Great! What do you think they will like or dislike?



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We are pretty busy right now, no need to advertise.

The economy is still killing me. We just can't afford it.

We will wait until after the election.



STEP #6: TIME TO REVIEW THE PROPOSAL



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The 48 Hour Magic Sales Window®



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Sales call closes.

Next 12 hours you are still a memory.

Dinner, drinks, you vanish from memory. Sorry.

**24 hours later, they meet with their boss about your media idea.
Whew! You are back.**

They meet, they discuss, you are not there. They question the idea.

**A meeting pops up. You vanish from memory.
Sorry.**

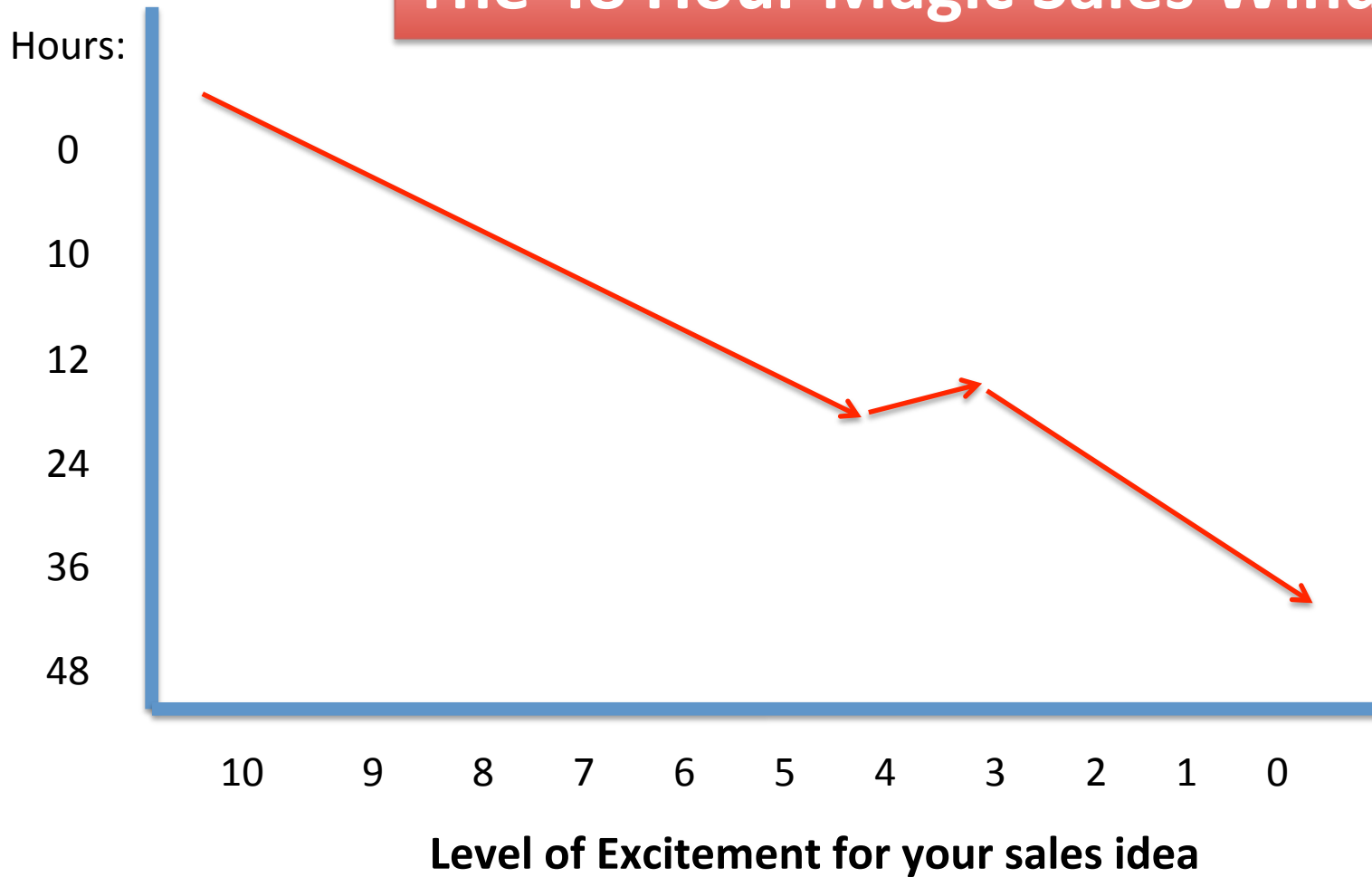
30 hours later... Dinner, drinks, you vanish from memory again. Sorry.

40 hours later, a new day begins. Where are you. Top of mind? Nope.

48 hours later... End of another day. Where is their level of excitement?



The 48 Hour Magic Sales Window®



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STEP #7: RELENTLESS FOLLOW-UP



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**OVER 90% OF SALES PEOPLE GIVE
UP ON FOLLOW-UP AFTER 4
ATTEMPTS. MOST FOLLOW-UP BY
EMAIL ONLY.**



**CONSIDER EVERY OTHER DAY. OR
EVERY 3RD DAY AT A MINIMUM.**

**Plan of attack... voice mail and
email templates for success.**



- STEP #1: BUILD TRUST THROUGH KNOWLEDGE.**
- STEP #2: SHARING SUCCESS STORIES.**
- STEP #3: ASKING CRITICAL QUESTIONS.**
- STEP #4: PRESENT IDEAS ON THE SPOT.**
- STEP #5: SOFT CLOSE, OBJECTIONS NEXT STEPS.**
- STEP #6: TIME TO REVIEW THE PROPOSAL.**
- STEP #7: RELENTLESS FOLLOW-UP**



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



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