

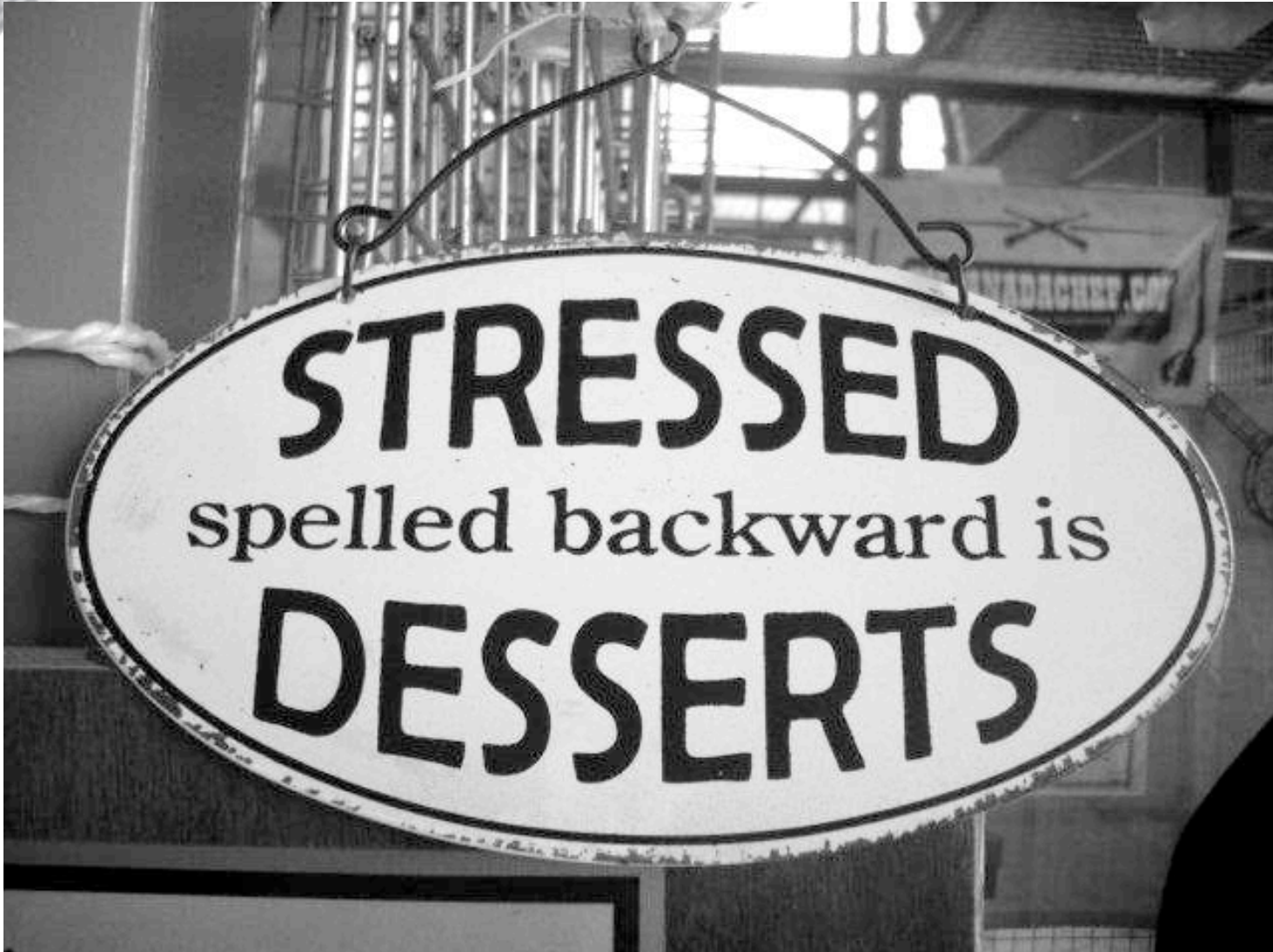


Selling Backwards



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**IF YOU CAN READ THIS
WITH EASE THEN YOU ARE
INCREDIBLY TALENTED AT
READING BACKWARDS,
WHICH IS AN INCREDIBLY
POINTLESS TALENT
TO HAVE.**





**Backwards is not
a bad thing.**





**To change your
perspective you may just
need to change your
position.**





Dare to be different!





Prospecting

Hosting great sales calls
Presenting great proposals
Closing the deal
Retaining the client





Prospect with a plan.





Stranger danger is real.





**Stop being a vampire
of time.**





Use basic human psychology to your advantage.





**Short communications.
Be exceedingly relevant.
Promise to not waste time.
Don't sell while prospecting.**





Best subject lines:
May 12?
Have you considered this?
Quick idea for you?
Idea to beat –competitor—
I’m in love.
Partnership?
I know your secret lover!*

***This is a joke do not use this subject line.**





***This is a joke do not
use this subject line.**





Get religious about tracking your sales progress.

THE MAGAZINE
Manager[®]
A MIRABEL TECHNOLOGIES PRODUCT





**CRM training
is second only
to air in Sales Land.**





**Use math to
your advantage.**





What is your call to close ratio?





Sales Goal: \$100,000
Page rate is \$10k
=10 ads

It's not that simple!





50 prospects
10 meetings
8 qualified proposals
4 closed deals





**It's all about polite
persistence.**





**Host AMAZING sales
calls that feature ideas
and avoid “the chase”.**





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.**





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1. Meet and greet. Truly mostly BS.
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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.





**Stop trying to marry
your client.**





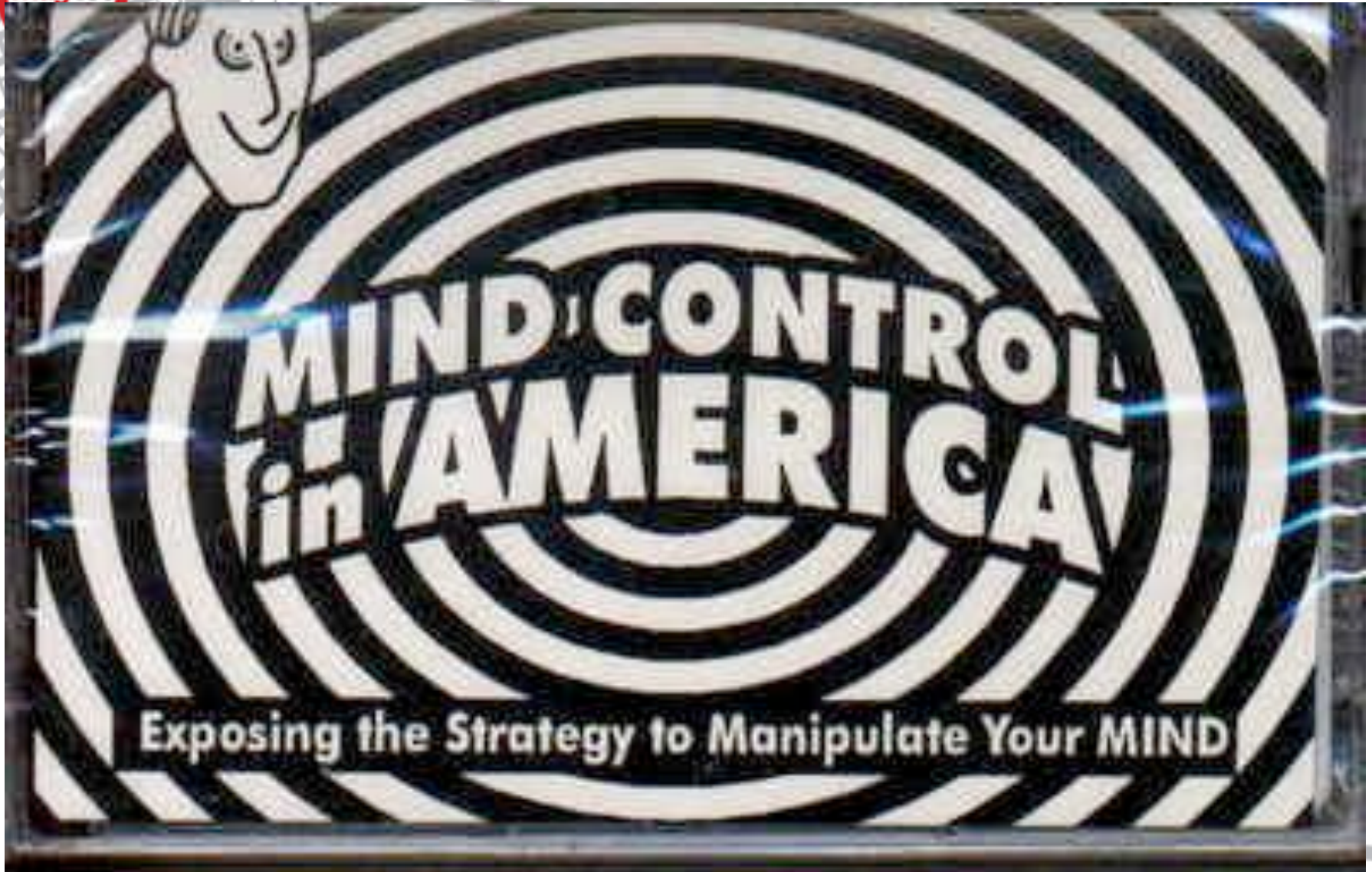
**Connect quickly and
then cut to the chase.**





**Share success stories
up front to prime the
clients brain.**





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DO NOT think of the color RED.



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What is a great success story that limits your liability?





What is a great success story that limits your liability?





**Next.... Stop asking
questions that you know
the answers to.**





**Ask questions *if needed*
to determine goals and
objectives.**





Present ideas on the spot!





Invest in an affordable media plan.



A Partner in Progress.

Increase your LOCAL visibility with a complete multimedia approach.

Choose any one of our bundled print & digital media plans shown here, or let us build a custom program that meets your specific needs.

Call us today at 859.266.6537.

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%



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 / month*

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 / month*

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 / 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





**Most objections can
be handled with
a success story.**



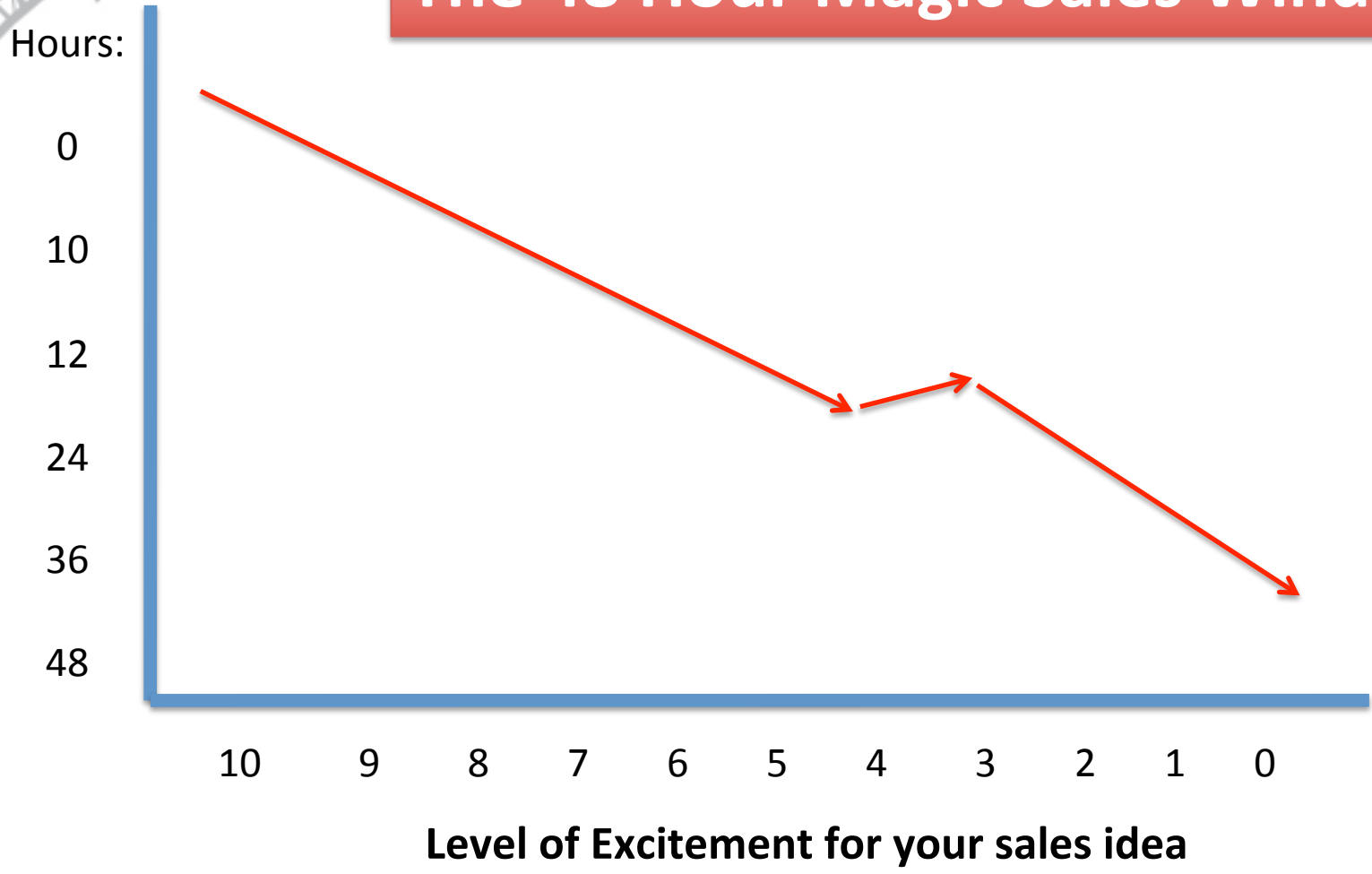


What is your follow-up plan of attack?





The 48 Hour Magic Sales Window[®]





**Work as hard to keep the
client as you did to get them
in the first place.**





Over 50% of your client touches should be non-sales touches.





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Monthly Retention Plan

Quarterly Retention Plan

Yearly Retention Plan





Real time advertiser surveys.

Readex CX





Sharing articles
Hand written notes
Small gifts
Lunch and Learn Gatherings
Expert partner referrals





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





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