

# 10 Habits of Highly Effective Sales Professionals



[www.360AdSales.com](http://www.360AdSales.com)  
Ryan Dohrn, Founder  
[Ryan@360adsales.com](mailto:Ryan@360adsales.com)

 @ryandohrn – [Ryan@360AdSales.com](mailto:Ryan@360AdSales.com) - [www.360AdSales.com](http://www.360AdSales.com)

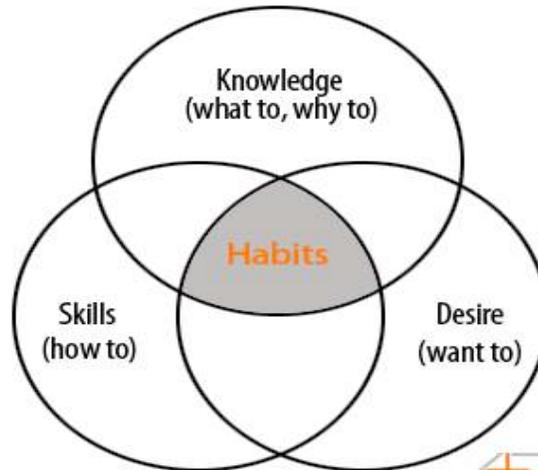
A screenshot of the 360AdSales.com website homepage. The header features the 360 Ad Sales logo on the left and the website name "360AdSales.com" in large black text on the right. Below the header is a red navigation bar with white text for "HOME", "AD SALES TRAINING OPTIONS", "WEBINARS", "ABOUT", "AD SALES BLOG", "PODCAST", and "CONTACT". The main content area is divided into two columns. The left column has a section titled "Ad Sales Training Advice Blog" with a list of five articles: "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", and "Selling Santa? A Fun Sales Tale." Below this is a large banner for "Proven Ad Sales Training For Media Companies! Over 3,000 ad sales trained to date!" with a "Firefox alias" button. The right column contains a green "Sign Up for Our Free Monthly E-Newsletter" button and a promotional graphic for "SALES WEBINARS FREE!" with a "click here" button. The footer includes a Twitter link, the website name, and the 360 Ad Sales logo.

“ Motivation gets  
you started.  
**HABIT**  
keeps you going.

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



## Effective Habits



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



Ryan Dohrn's *The 3 phases of habit formation:*

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



Phase #1: The Honeymoon

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



## Phase #2: The Fight

- Accountability Buddy
- Use your calendar
- Set a reward for success

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



## Phase #3: The Reality

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





Sales success is not by chance,  
it's your choice.

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



Habit #1:  
Always be prospecting.

Sales is a numbers game.

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



## Three phases to media sales

1. Prospecting
2. In progress sales
3. Retention

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



### BIG 50 Example:

| <b>MONDAY</b> | <b>TUESDAY</b>     | <b>WEDNESDAY</b>  | <b>THURSDAY</b> | <b>FRIDAY</b>    |
|---------------|--------------------|-------------------|-----------------|------------------|
| Dr. John      | Southside          | Christies         | Tiffany         | Travers          |
| ACME          | Olderorg<br>Smith  | Barrens           | Caldwell        | Verizon          |
| Ryder         | Trailer            | Midland Buick     | Rexler          | Nascar           |
| Effortville   | MiRancho<br>Gary's | Taylor BMW        | Scuba Net       | John Deere       |
| TJ's          | Burgers            | Reynolds          | Trac Phone      | State Farm       |
| Bob Ryan      | San Jo             | Big Chalk         | Bob Cat         | Roxy Road        |
| Treadway      | Ramada             | Rylanders<br>Tree | GE              | Disana           |
| West Side     | Ryan Steak         | Champions         | Travelers       | Coke             |
| Era School    | Zelburg            | Echo Tech         | Doritos         | Geico            |
| Bills Bar     | Radio Shack        | Apple Magic       | Weather<br>Vein | Big Town<br>Prod |

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



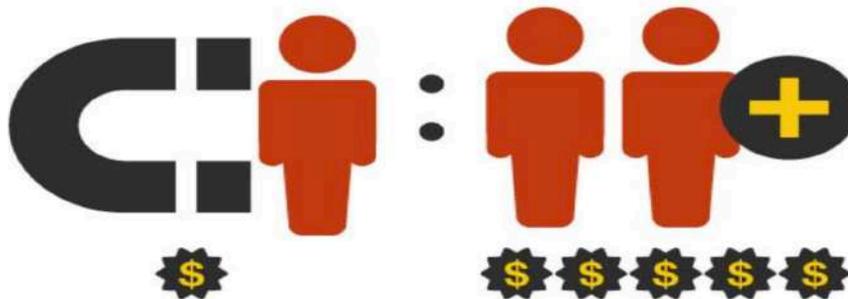


Habit #2:  
Work as hard to keep the business as you did to  
get it in the first place.

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



It costs five times as much to attract a new  
customer, than to keep an existing one



Source: <http://www.invespro.com/blog/customer-acquisition-retention/>

 @ryandohrn – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com





Habit #3:  
Pitch the decision maker, but if you can not,  
equip the liaison to the fullest.

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



**Affordable packages for  
YOUR MARKETING  
campaign**

**EXPAND YOUR VISIBILITY WITH  
A MULTIMEDIA CAMPAIGN**

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

Call us on +34 93 451 4486 to learn how  
we've been showing real results to our  
clients for over 18 years.

**Metropolitan**  
BARCELONA BE PART OF IT  
www.barcelona-metropolitan.com

| CHOOSE<br>YOUR<br>PACKAGE ↓  | MAGAZINE | ONLINE<br>DIRECTORY | SOCIAL<br>MEDIA | WEB<br>BANNER | NEWSLETTER |
|--|----------|---------------------|-----------------|---------------|------------|
| <b>SMALL BUSINESS</b><br>Annual total<br>value €2636<br>Price with<br>discount €1476<br>Saving €1160<br>From €123/month    | ✓        | ✓                   | ✓               |               |            |
| <b>VISIBILITY</b><br>Annual total<br>value €4852<br>Price with<br>discount €2604<br>Saving €2248<br>From €217/month        | ✓        | ✓                   | ✓               | ✓             |            |
| <b>BRAND RECOGNITION</b><br>Annual total<br>value €3296<br>Price with<br>discount €5208<br>Saving €4088<br>From €434/month | ✓        | ✓                   | ✓               | ✓             | ✓          |

Creative Media Group, Ciutat 7, 2-4, 08002 Barcelona. Tel. 93 451 4486, ads@barcelona-metropolitan.com

## Power Pricing Grid

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

Marketing Partnership Proposal  
Main Street Manufacturing

**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 30 days with a focus on affordable and proven media.

**Option #1: DOMINANT EXPOSURE PLAN.**

- ¾ page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large top banner ad (728x90) on TaylorvilleTimes.com for one month.
- One inclusion in the T-Times News eNews sent to 5,700 readers
- 4 text mentions on the Taylorville Times Facebook® feed
- Total Value, \$2400
- **MULTI-MEDIA DISCOUNT = - \$500**
- Actual Cost, \$1900 / month\*

**Option #2: COMPETITIVE BUSINESS PLAN.**

- ½ page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large right banner ad (320x250) on TaylorvilleTimes.com for one month
- One inclusion in the T-Times eNews sent to 5,700 readers
- 2 text mentions on the Taylorville Times Facebook® feed
- Total Value, \$2000
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost, \$1700 / month\*

**Option #3: BASIC PRESENCE MARKETING PLAN.**

- ½ page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large right banner ad (320x250) on TaylorvilleTimes.com for one month
- Total Value, \$1800
- **MULTI-MEDIA DISCOUNT = - \$200**
- Actual Cost, \$1600 / month\*

**\*IMPORTANT:** Run 2X additional 5% discount. Run 3X -10%. Run 6X -15%.



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

**Option #1: DOMINANT EXPOSURE PLAN.**

- ¾ page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large top banner ad (728x90) on TaylorvilleTimes.com for one month.
- One inclusion in the T-Times News eNews sent to 5,700 readers
- 4 text mentions on the Taylorville Times Facebook® feed
- Total Value, \$2400
- **MULTI-MEDIA DISCOUNT = - \$500**
- Actual Cost, \$1900 / month\*

**Option #2: COMPETITIVE BUSINESS PLAN.**

- ½ page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large right banner ad (320x250) on TaylorvilleTimes.com for one month
- One inclusion in the T-Times eNews sent to 5,700 readers
- 2 text mentions on the Taylorville Times Facebook® feed
- Total Value, \$2000
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost, \$1700 / month\*

**Option #3: BASIC PRESENCE MARKETING PLAN.**

- ½ page color ad weekly in the Taylorville Times. Ad created free of charge. Section: Metro.
- Large right banner ad (320x250) on TaylorvilleTimes.com for one month
- Total Value, \$1800
- **MULTI-MEDIA DISCOUNT = - \$200**
- Actual Cost, \$1600 / month\*

**\*IMPORTANT:** Run 2X additional 5% discount. Run 3X -10%. Run 6X -15%.

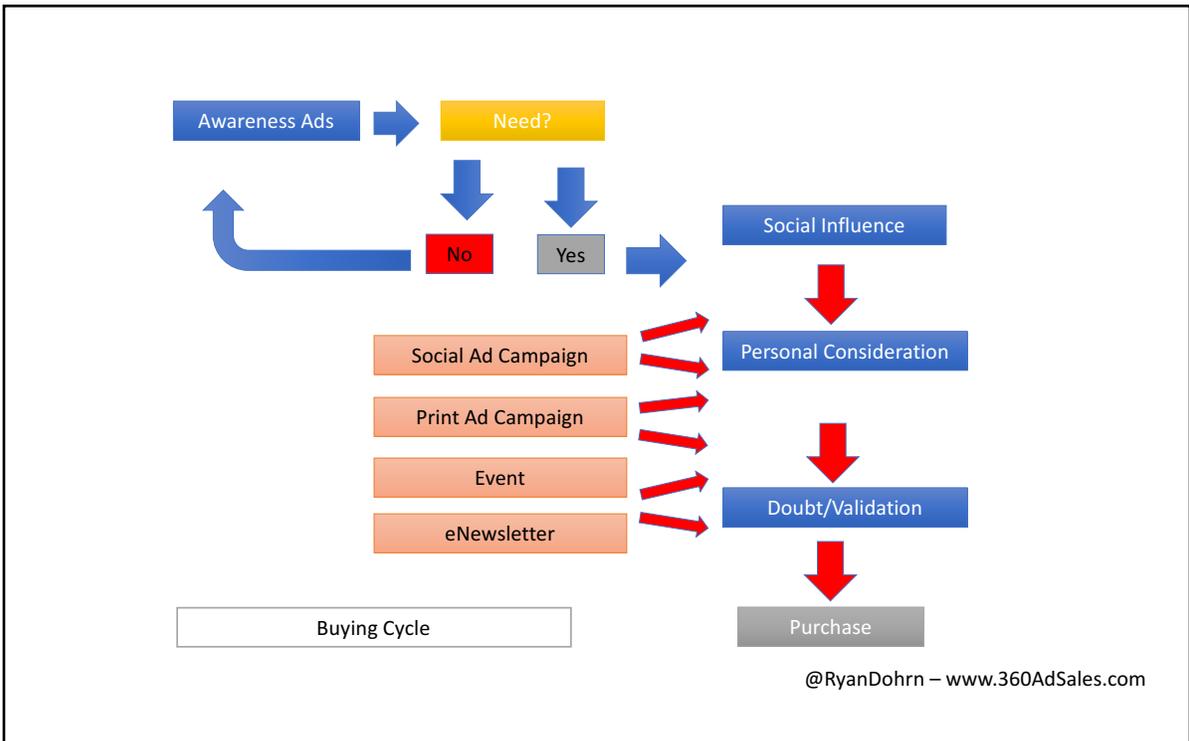


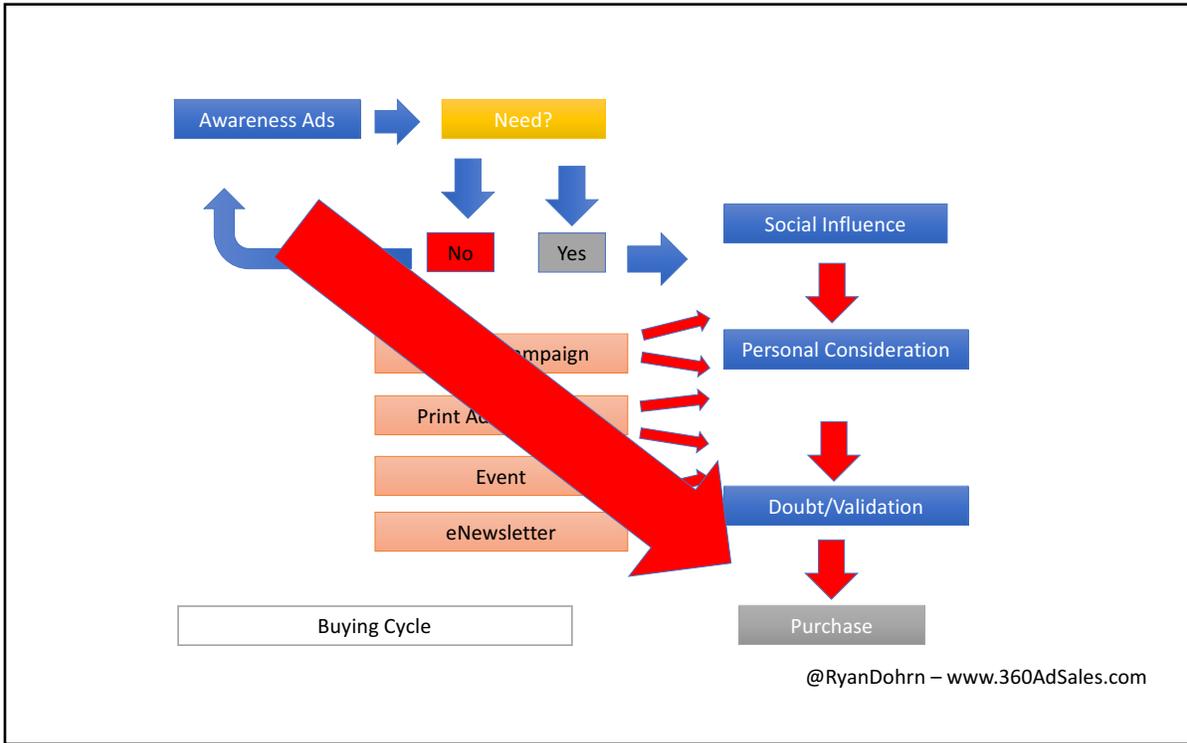
@ryandohrn – Ryan@360AdSales.com.com - www.360AdSales.com



Habit #4:  
Understand, advertisers buy when they are ready to buy not when you need to sell. Sell audience not themes.

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



Habit #5:  
Know how to ask great questions.



## STEP #3: Determine **Market Presence**

 @ryandohrn – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com

Mr. Advertiser, when you think about competing in this community/industry do you want to be present, competitive or dominant?

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



TOTAL YEARLY SPEND WITH OUR PAPER

| Present        | Competitive  | Dominant      |
|----------------|--------------|---------------|
| Less than \$5k | \$5k - \$20k | \$30k or more |

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?



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



In what areas do you out perform your competition?



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



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



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



If I could bring you one new customer, what would that be worth to you?



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





5:

Know how to sell using ethical competitive angles.

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

 **360 Ad Sales**  
STRATEGY & TRAINING



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

 **360 Ad Sales**  
STRATEGY & TRAINING

**What if I could prove to you that 700 of our readers said they are ready to buy your product in the next 3 months?**



Ryan@BrainSwellMedia.com - @RyanDohrn - www.360AdSales.com

**Ad Seller using Pulse Market Research or your own in-market buying surveys.**



Ryan@BrainSwellMedia.com - @RyanDohrn - www.360AdSales.com

11. Have you or any member of your household read the local newspaper in the past WEEK?

| Value | Percent | Count | Statistics            |
|-------|---------|-------|-----------------------|
| Yes   | 95.2%   | 979   | Total Responses 1,028 |
| No    | 4.8%    | 49    |                       |
| Total |         | 1,028 |                       |

12. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised in the local newspaper?

| Value | Percent | Count | Statistics          |
|-------|---------|-------|---------------------|
| Yes   | 64.7%   | 633   | Total Responses 979 |
| No    | 35.3%   | 346   |                     |
| Total |         | 979   |                     |

Ryan@BrainSwellMedia.com - @RyanDohrn - www.360AdSales.com

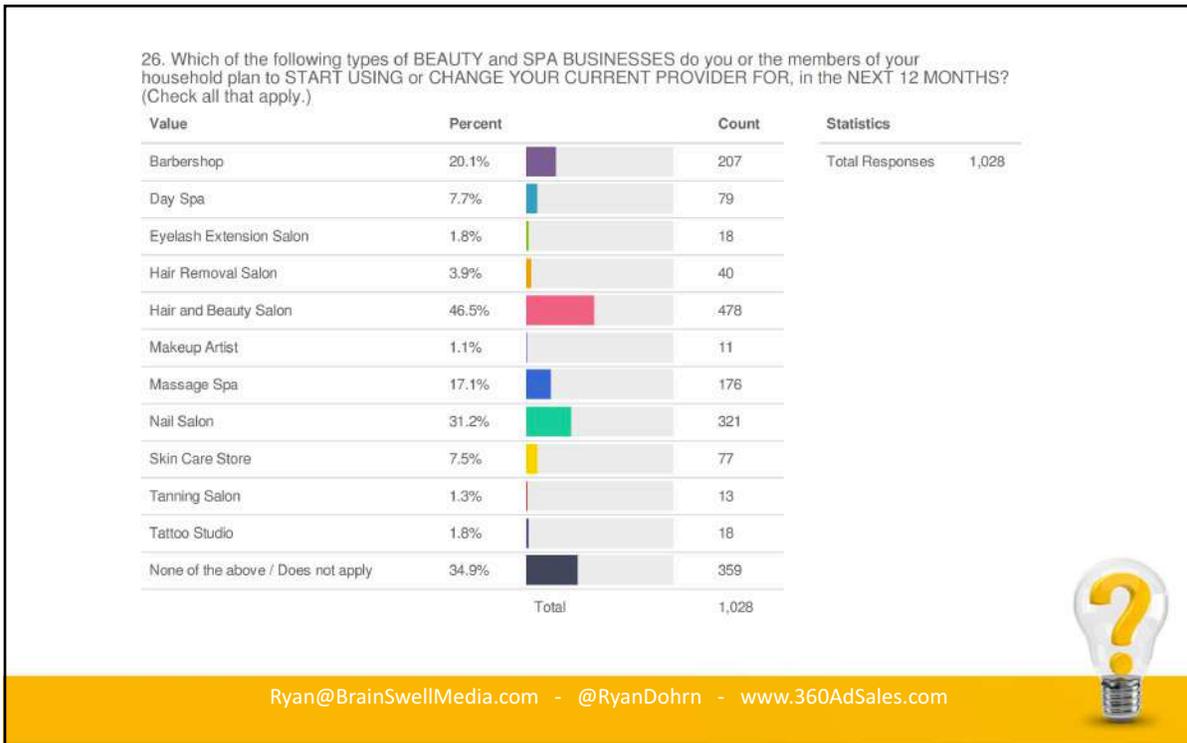
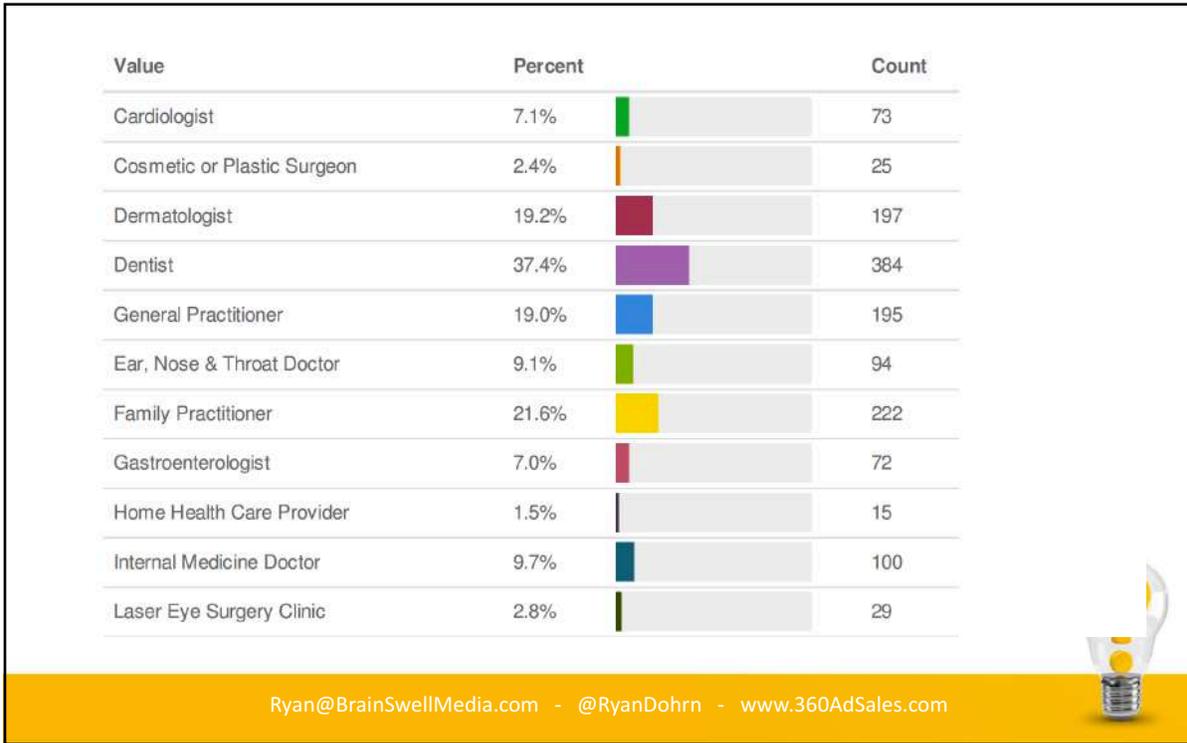


34. Which of the following types of FINANCIAL SERVICE BUSINESSES do you or the members of your household plan to START USING or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)

| Value                      | Percent | Count | Statistics            |
|----------------------------|---------|-------|-----------------------|
| Bank                       | 31.8%   | 327   | Total Responses 1,028 |
| Credit Union               | 20.6%   | 212   |                       |
| Financial Advisor          | 14.5%   | 149   |                       |
| Check Cashing Service      | 0.9%    | 9     |                       |
| Payday Loan Company        | 0.5%    | 5     |                       |
| Money Transfer Service     | 1.5%    | 15    |                       |
| Stockbroker                | 4.3%    | 44    |                       |
| Debt Consolidation Company | 1.2%    | 12    |                       |
| Credit Repair Service      | 2.0%    | 20    |                       |
| Tax Return Service         | 10.6%   | 109   |                       |

Ryan@BrainSwellMedia.com - @RyanDohrn - www.360AdSales.com





Be careful with data. It  
confuses some people.

Buyers buy on ego, logic  
or emotion.



Ryan@BrainSwellMedia.com - @RyanDohrn - www.360AdSales.com

Sammy Papert  
[spapert@sbcglobal.net](mailto:spapert@sbcglobal.net)



Ryan@BrainSwellMedia.com - @RyanDohrn - www.360AdSales.com



Habit #7:  
Become a time management master.

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



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



Habit #8:  
Manage advertiser expectations.

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



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

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



Habit #9: Teaching is selling.

For example, what really happens when a reader sees an ad?

Let's talk about when a reader does not respond.

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



Habit #10:  
Bonus:  
You can handle most  
objections with success  
stories.

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



**IDEAS**  
*into*  
**A·C·T·I·O·N**

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

**360 Ad Sales**  
STRATEGY & TRAINING

**360 Ad Sales**  
STRATEGY & TRAINING

# 360AdSales.com

HOME | AD SALES TRAINING OPTIONS | WEBINARS | ABOUT | AD SALES BLOG | PODCAST | CONTACT

**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

Proven Ad Sales Training For Media Companies!  
Over 3,000 ad sales Firefox alias trained to date!

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

**360 Ad Sales**  
STRATEGY & TRAINING

# 10 Habits of Highly Effective Sales Professionals



[www.360AdSales.com](http://www.360AdSales.com)  
Ryan Dohrn, Founder  
[Ryan@360adsales.com](mailto:Ryan@360adsales.com)



@ryandohrn – [Ryan@360AdSales.com](mailto:Ryan@360AdSales.com) - [www.360AdSales.com](http://www.360AdSales.com)