

60 Media Sales Tips in 60 Minutes

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AD SALES NATION

The #1 Podcast For Ad Sales on iTunes!

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- 10 Sales Email Subject Lines To Get An Open, Read and Reply
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Tip #3
Retention is key!

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

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

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Tip #4 The goal isn't to make a sale...
it's to solve a problem.

70% OF PEOPLE MAKE PURCHASING DECISIONS TO SOLVE PROBLEMS.

30% MAKE DECISIONS TO GAIN SOMETHING.

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Tip #5
Manage to meetings.

Your goal: \$40,000
Average deal: 2,000
Deals needed: 20
Meetings needed: 35

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Tip #6
Stop hating millennials.
Create a path for them
to succeed in your
business.

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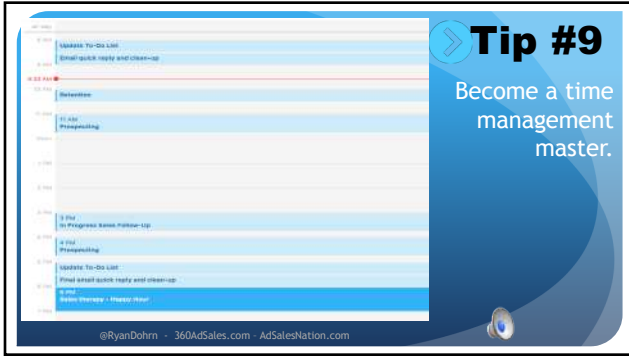
Tip #7
Success Stories Sell!

 **63%** *remember stories.*
5% *remember statistics.*

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Tip #8
Define your prospecting
process! 50% of sales time is
wasted on unproductive
prospecting.
-The B2B Lead.

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Tip #9
Become a time management master.

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Tip #10
Ask to see the advertisers Google Analytics to prove ROI.

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Tip #11
When you think about marketing to this community, do you want to have a presence, be competitive or dominate?

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Tip #12
Advertisers buy when they are ready, not when you are ready to sell.

3% ACTIVELY BUYING
40% POISED TO BEGIN
56% NOT READY
1% OTHER

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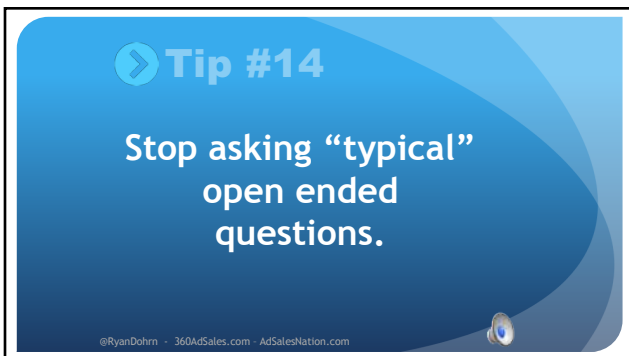
Tip #13
Giving too many details often kills the deal.

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Tip #14
Stop asking “typical” open ended questions.

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Tip #15

Selling traditional media in traditional ways produces traditional results.

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Tip #16 Custom Content Increases Sales

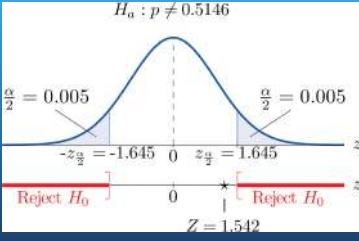


Country Roads

Twelve Years a Slave, 165 Years Free

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Tip #17 Rejection Happens!



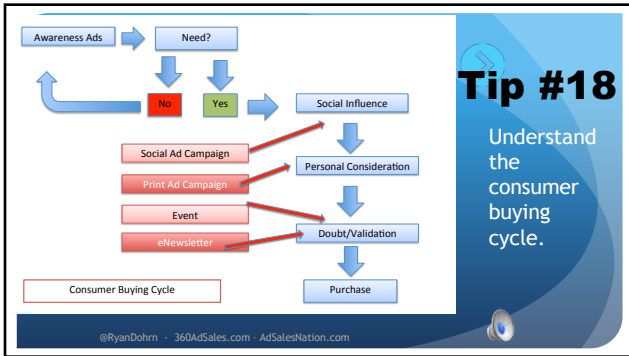
$H_a: p \neq 0.5146$

$\frac{\alpha}{2} = 0.005$

$z_{\frac{\alpha}{2}} = -1.645$ $z_{\frac{\alpha}{2}} = 1.645$

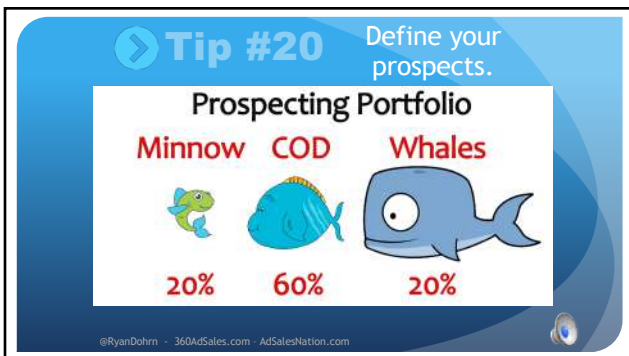
Reject H_0 $Z = 1.512$ Reject H_0

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Tip #19
75%+ of top media sales performers are intimate with their CRM.

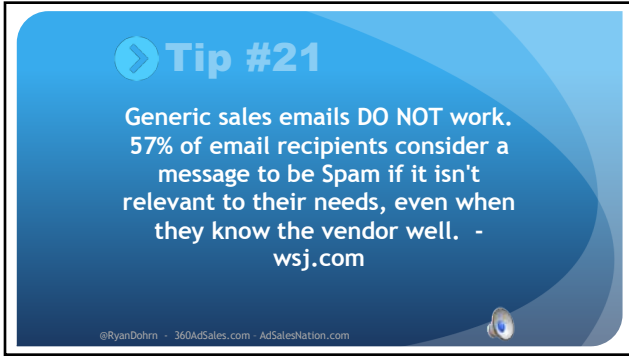
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Tip #21

Generic sales emails DO NOT work. 57% of email recipients consider a message to be Spam if it isn't relevant to their needs, even when they know the vendor well. - wsj.com

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Tip #22

Offer discounts that discourage the removal of print.

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Tip #23

Pick up the darn phone.

Phone calls are **10x more likely** to lead to sales. - Grasshopper Research

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Tip #24
Single Topic eBlasts Win!

This slide features a blue background with a white arrow icon pointing right. On the left side, there is a collage of five small images showing various real estate listings from a 'TRIBUNE' newspaper. The text 'Single Topic eBlasts Win!' is prominently displayed in white. Below the main title, there is a small circular icon with a white arrow pointing right, followed by the text 'Tip #24'. At the bottom left, there is a small disclaimer: 'This is a mock-up example for educational purposes.' At the bottom center, the text '@RyanDohrn - 360AdSales.com - AdSalesNation.com' is visible.

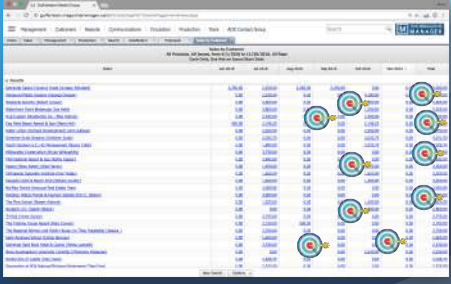
Tip #25
A competitive advantage always moves the conversation forward.

This slide features a blue background with a white arrow icon pointing right. The text 'Tip #25' is prominently displayed in white. Below the main title, there is a diagram consisting of three dark blue circles. The top-left circle is labeled 'Competitor #1', the top-right circle is labeled 'Competitor #2', and the bottom-center circle is labeled 'Advertiser in another media.'. Arrows point from the 'Advertiser in another media.' circle to both 'Competitor #1' and 'Competitor #2'. At the bottom left, there is a small disclaimer: 'This is a mock-up example for educational purposes.' At the bottom center, the text '@RyanDohrn - 360AdSales.com - AdSalesNation.com' is visible.

Tip #26
People that are full of crap are easy to smell.

This slide features a blue background with a white arrow icon pointing right. The text 'Tip #26' is prominently displayed in white. Below the main title, there is the text 'People that are full of crap are easy to smell.' in white. At the bottom left, there is a small disclaimer: 'This is a mock-up example for educational purposes.' At the bottom center, the text '@RyanDohrn - 360AdSales.com - AdSalesNation.com' is visible.

Tip #27 Use your CRM tool to find opportunities.



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Tip #28
Be Careful With Needs Assessments.

86% of buyers would rather go to the dentist than sit through a needs assessment. - SMM Magazine

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Tip #29
Prioritize Ruthlessly!

The Priority Matrix

How important is the task?	High importance	Action: Do First	Action: Do Next
	Low importance	Action: Do Later <small>(if all necessary)</small>	No Action: Don't Do
		High Urgency	Low Urgency

How urgent is the task?

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Tip #30
Use a digital signature tool like DocuSign to get contracts signed faster.

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Tip #31
If you're asked a question, answer it briefly and then move on. Don't get into the weeds.

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Tip #32
Landscape layout your media kits.



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Tea Forté Lotus Collection
This collection of premium teas is a blend of high-quality, aromatic, and healthy ingredients. Each tea is carefully selected and blended to create a unique and delicious flavor profile. The collection includes a variety of teas, including green, black, and white teas, as well as blends. Each tea is packaged in a beautiful, eco-friendly tin that is both functional and decorative.

The Republic of Tea 100% Organic Double Green Matcha Tea
This matcha tea is made from 100% organic, shade-grown matcha leaves. It is a true matcha, meaning it is made from the whole leaf, including the stem and veins. This gives it a rich, creamy texture and a vibrant green color. It is a healthy and delicious way to enjoy matcha.

Aveda Comforting Tea
This tea is made with a blend of organic green tea leaves and natural flavors. It is a soothing and comforting tea that is perfect for any time of day. It is made with high-quality ingredients and is packaged in a beautiful tin.

Harmay & Sons Green Tea with Coconut, Ginger and Vanilla
This green tea is made with a blend of organic green tea leaves and natural flavors. It is a refreshing and delicious tea that is perfect for any time of day. It is made with high-quality ingredients and is packaged in a beautiful tin.

Tip #33
Product Spotlights Sell!

Tip #34
Turn off your email pop up and chime.

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Tip #35

ALWAYS PUTTING OUT FIRES?
Let some fires burn

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Tip #36
Face to face meetings build trust.
Use tech if face to face is not an option.
People buy from people.

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Tip #37 Learn your email tech.



Outlook Quick Parts Google Canned Responses

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Tip #38
Have a point of view...but get it across respectfully.

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Tip #39

Don't say your name first when leaving a voice mail.

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Tip #40

Face to Face Still Rocks!

Percentage of Sales Professionals Who Say It's Absolutely Critical or Very Important to Connect with Customers Using the Following Communication Channels

In person	87%
Phone	83%
Email	78%
Knowledge bases (e.g., FAQs, library of information to search for and find answers; even a company's website)	54%

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Tip #41

Market to agencies.

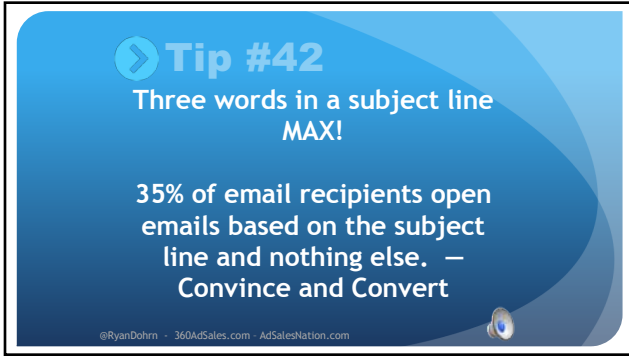
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Tip #42
Three words in a subject line
MAX!

35% of email recipients open
emails based on the subject
line and nothing else. —
Convince and Convert

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A blue graphic with a white arrow icon pointing right, containing text about subject line tips.

Tip #43
Email at the perfect
times for the client
not you. 11:15am and
4:25pm. Not for
restaurants! Dah.

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A blue graphic with a white arrow icon pointing right, containing text about email timing tips.

Tip #44
Advertisers buy based
on emotion, ego and
then logic.

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A blue graphic with a white arrow icon pointing right, containing text about advertiser psychology tips.

Tip #45

Make one more call.
92% of salespeople give up after four “no’s”, but 80% of prospects say “no” four times before they say “yes”. – Marketing Donut

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Tip #46

Sell and help clients create 4 promotions each year.

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Tip #47

3 Options SELL!

Option #1: DOMINANT EXPOSURE PLAN.

- 1/2 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.

- 1/2 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.

- 1/2 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%.


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 **Tip #48**

Great sales people
are creative thinkers.


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 **Tip #49**

A confused buyer says
"no".

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 **Tip #50**

Want to offer digital ad
services? Outsource it!
SEM, SEO Facebook
management, etc.

JanuarySpring.com

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Tip #51

Most objections can be handled with a success story.

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Tip #52

May I cut to the chase?

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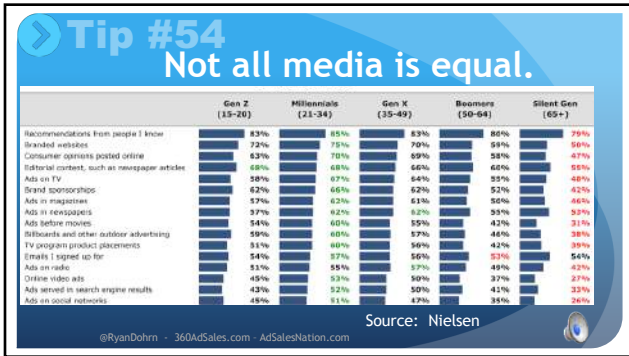


Tip #53

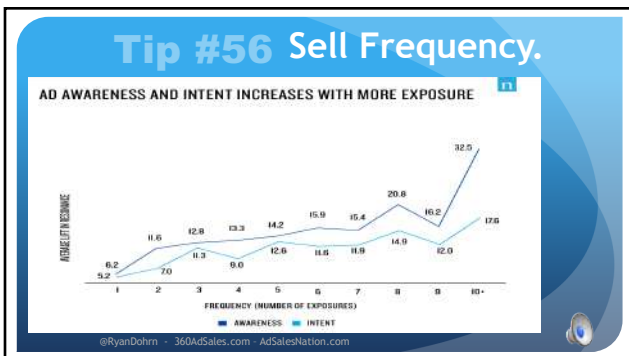
Make your prospecting emails VERY relevant.

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Tip #57


Include digital or print in every proposal. Period!

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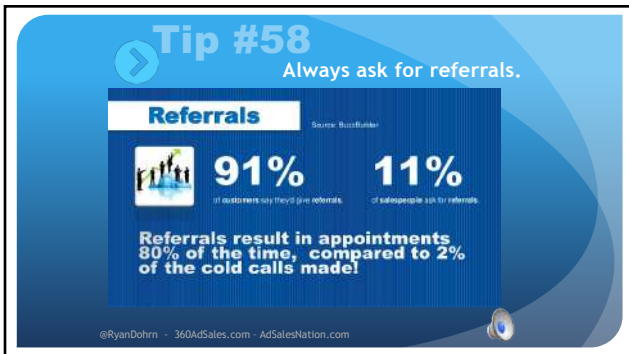
Tip #58
Always ask for referrals.

Referrals Source: BizSugar

 91% <small>of customers say they'd give referrals.</small>	11% <small>of salespeople ask for referrals.</small>
--	--

Referrals result in appointments 80% of the time, compared to 2% of the cold calls made!

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A blue gradient slide with a white arrow icon pointing right. It features a central graphic with statistics and a small globe icon in the bottom right corner.

Tip #59

Outsource sales tasks. Data clean up, email campaigns, directory sales, appointment setting.

Open-Look.com

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A blue gradient slide with a white arrow icon pointing right. The text is white and centered. A small globe icon is in the bottom right corner.

