



Recruiting & Keeping Sales People Who Can Sell!

Founder & President
The Weeks Group



Co-Founder & President
Currow Weeks & Associates



Clients... The Weeks Group



Arkansas Life



1
DRIVE
REVENUE

2
RECAPTURE
LOST
BUSINESS

3
BUILD
MORALE &
SALES SKILLS





Recruiting & Keeping Sales People Who Can Sell!



5 MINUTE WORKSHOP (The Challenges)

Recruiting Talent

1. Challenges

Keeping Talent

1. Challenges



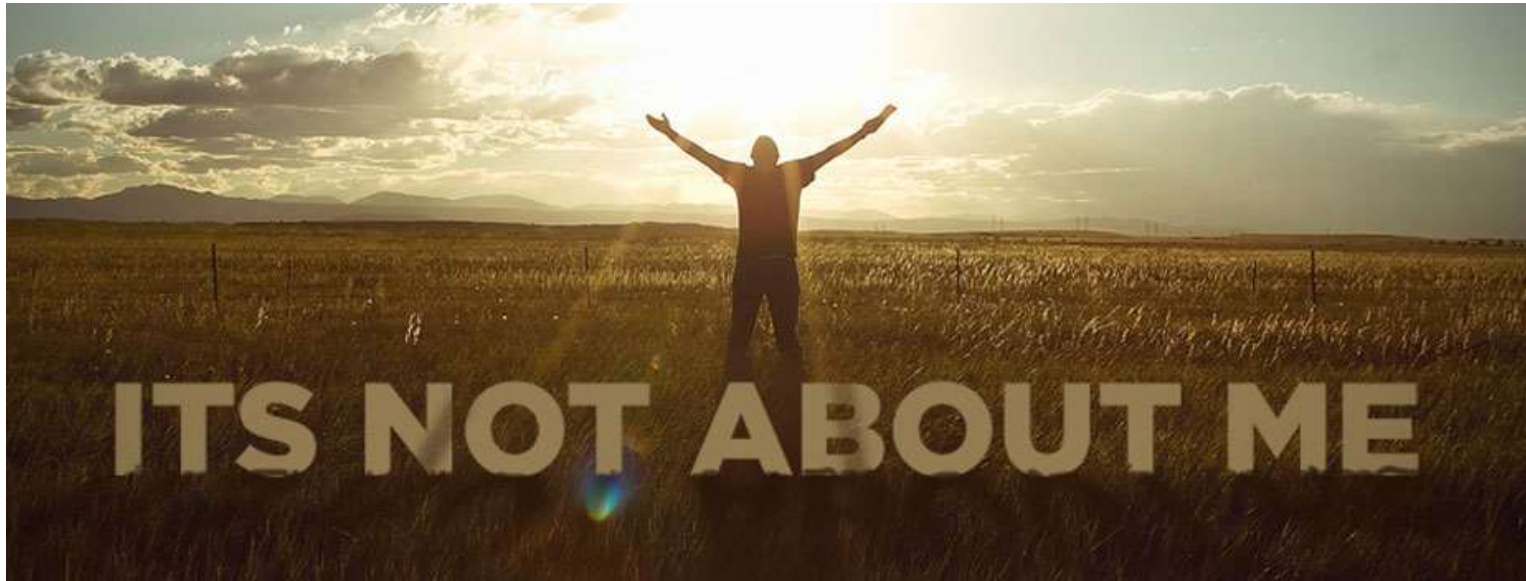
Office: 1-877-583-1181 Mobile: 954-270-2400
Everton.Weeks@TheWeeksGroup.org

Building Our Team.....

- ✓ Experience in selling print, digital and mobile...in our industry.
- ✓ Solid work ethic
- ✓ Presentation Skills
- ✓ Solid Closing Skills
- ✓ Creative & Positive
- ✓ Interpersonal Skills
- ✓ Inspirational
- ✓ Travel....and more.



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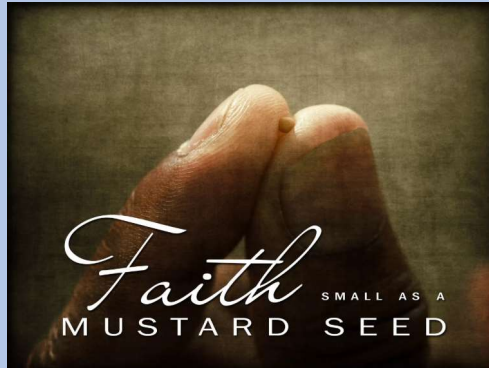
It's About...

- ☐ The **individuals...** I work with and their well being.
- ☐ The **newspaper clients...**and the partnerships we form for mutual success.
- ☐ The **sales executives...**can we be part of changing their lives in our week together.
- ☐ The **work...**it makes a difference for newspapers, sales teams, advertisers...



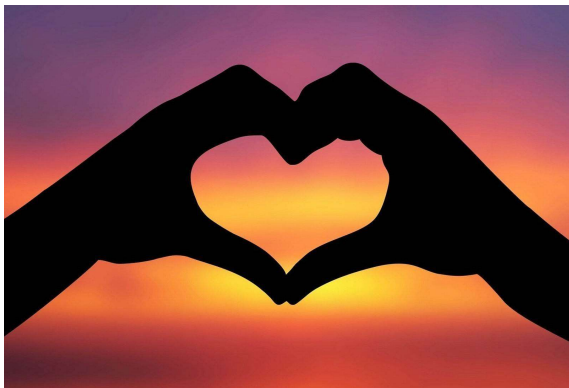
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- **Finding Talent**
- **Cultivating to reach their potential and beyond.**
- **Producing an amazing team**
- **Solid foundation to accomplish your mission**

The keys to successful recruiting and retaining the best employees



- **Courage to love and care about other's dreams as much as your own?**
- **Ability to demonstrate love every step of the way?**
 - **Yourself**
 - **Your team**
 - **Your advertisers**
 - **Your company**
 - **Products**

Royal Highness The Duke of Sussex, and Ms. Meghan Markle on marriage will become Her Royal Highness The Duchess of Sussex.



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The Royal Wedding Harry and Meghan

Bishop Michael Curry's wedding address



“And de Chardin said **fire was one of the greatest discoveries** in all of human history. And he then went on to say that if humanity ever harness the energy of fire again, **if humanity ever captures the energy of love, it will be the second time in history that we have discovered fire.**”



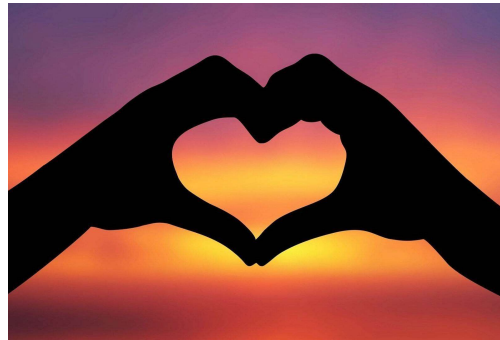
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COURTESY OF [YOUTUBE.COM/THEROYALCHANNEL](https://www.youtube.com/channel/UCR0YtGtYUg3Ug3Ug3Ug3Ug3U)





FOOD



**We are
already
experts!**



PETS



PARENTS



SPOUSE

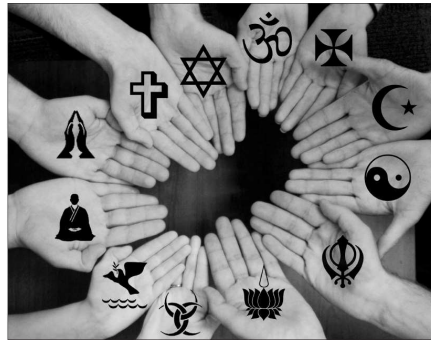


KIDS

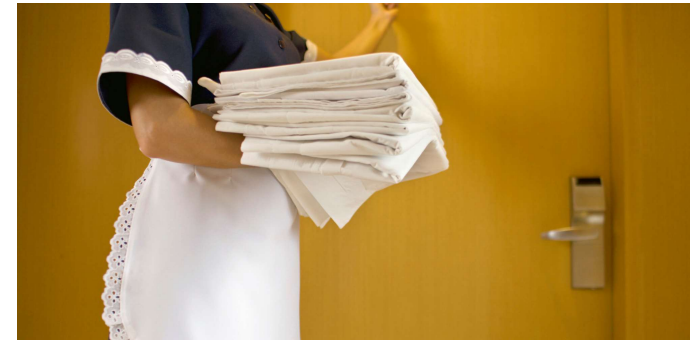
Love, Regardless of.....



Financial Status



Religion



Job Title



Skin Color



State of Mind

JUNE 19-21 | ATLANTA
MISSION ONE:
REVENUE
DIGITAL, PRINT,
MOBILE & MORE...



Love, Regardless of...

- ✓ **High Maintenance**
- ✓ **Ask too many questions**
- ✓ **Not the brightest**
- ✓ **Take longer to close the sale**



The keys to successful recruiting and retaining the best employees

**Help Make Their Dreams
Come True!**



**Love
Them!**





1. You have to recruit you!
2. Value proposition
3. Finding the talent
4. Keeping the talent
5. Don't give up on people too easily



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People Who
Can Sell—And
Keeping Them!

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Recruiting You...what's your WHY?

- ✓ Newspapers = the single largest audience that comes together daily (print & online) and is predictable.
- ✓ I am more than a marketing solution... I am associated with news that helps to inform and protect my community
- ✓ No other company can offer what I do in my local market
- ✓ What I do makes a huge difference...to businesses...to the community and more.



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1. Attracting talent is all about the value proposition that you have to offer!

Appeal to the individual's immediate needs & long-term dreams

- ✓ *They need a job*
- ✓ *They need money*
- ✓ They need a pathway to their dreams
- ✓ The opportunity to win
- ✓ The chance to feel important
- ✓ A voice in making decisions



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Procter&Gamble

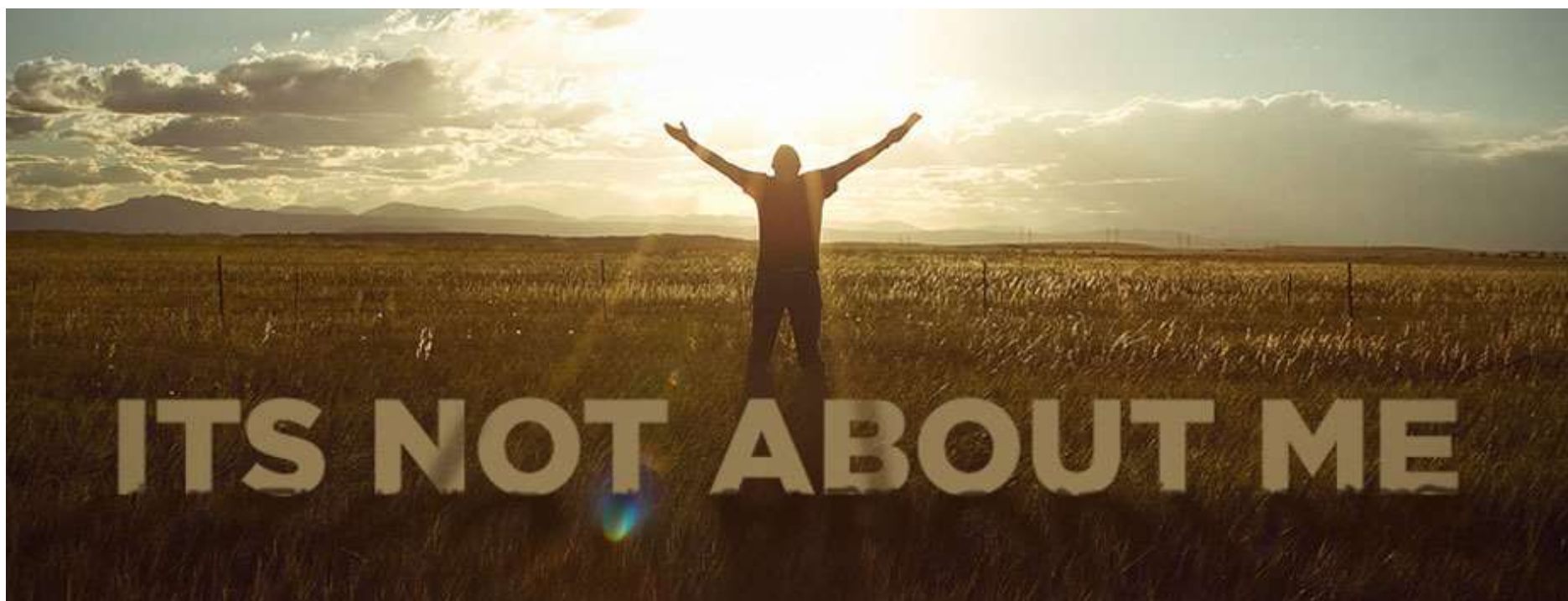


Today Value

- ☐ The opportunity to manage a \$1,000,000 business...my territory.
- ☐ Unlimited growth potential
- ☐ Company Car
- ☐ Decent compensation

Everlasting Value

- ☐ Career path to management
- ☐ My success = his success
- ☐ Learn top marketing techniques
- ☐ Pay for MBA
- ☐ Promise that I would better no matter what I did next in my career



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[REDACTED]

VP of Sales

[REDACTED] company in the U.S., seeks a dynamic, enthusiastic, energized and focused Vice President Sales/Strategy to lead revenue growth within one of its top market groups.

The VP Sales/Strategy will be responsible for developing and implementing best-in-class media plan practices across the organization, in an effort to solve our advertising partners' business problems. We are looking for a strategic thinker with strong managerial skills who can work collaboratively as a team player along with content, operations, finance and various functions across the local brand. This individual should be an excellent communicator, detail oriented, can thrive in a deadline-driven, performance-based environment and have a strong understanding of the digital space, online ad platforms and overall execution.

Interested in learning more? Please email [REDACTED] and tell us why you are best in class.

It's All About

ME

Area Sales Professionals: **IMMEDIATE OPENING**

The [REDACTED] has an immediate opening for a fulltime [REDACTED] Advertising Sales Representative. The right candidate will be a highly organized, collaborative, and creative closer who thrives in a deadline driven sales environment. He or she will have a proven track record of outside sales and revenue growth. A demonstrated passion for print advertising sales is a plus.

BACKGROUND: The successful candidate has a strong work history in outside sales and a strong network of client and agency contacts in the southeast [REDACTED] market.

The position requires:

- A proven ability to close sales and meet revenue projections.
- Media advertising sales experience, with a strong Lexington network. (Print advertising background preferred.)

• **MUST LOVE SALES!**

TO APPLY: If you are a Lexington advertising sales professional who meets the above qualifications, email your credentials to info@[REDACTED].

Please include:

- A cover letter outlining your outside sales experience
- Your resume
- Professional references

Equal Opportunity Employer (EOE). Generous compensation structure, plus benefits.





Procter&Gamble



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Newspapers have an awesome value proposition.....

- ✓ Manage marketing budgets for several multi-million dollar businesses and help them thrive.
- ✓ Unlimited earnings and incentives everyday
- ✓ Achieve a Master's level education in marketing and in understanding what makes virtually every business tick
- ✓ Enhance your presentation & negotiation skills



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Newspapers have an awesome value proposition.....

- ✓ Learn about some of the most cutting edge digital products
- ✓ Earn recognition and rewards for outstanding performance
- ✓ Autonomy with a perfect blend of support
- ✓ “Call the shots” A role where your clients will see you as the expert.



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Newspapers have an awesome value proposition.....

- ✓ Positively impact your community
- ✓ Help new and established businesses to thrive
- ✓ Start day #1 managing a huge share of the company's business

Be sure to promote your “Value Proposition!”



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5 MINUTE WORKSHOP

What's your value proposition?



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4. Keeping the talent
5. Don't give up on people too easily



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Connecting with good talent!

- ✓ Customer referrals
- ✓ Referrals from your sales team
- ✓ Relationship builders
- ✓ Own the College Campus
- ✓ Promote in your media products and outside of them. Success testimonials
- ✓ Volunteer events
- ✓ Customer service individuals



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Connecting with good talent!

- ✓ Open house at your newspapers
- ✓ Remote “meet & learn” sessions at Starbucks
- ✓ Job sites...but listen for their heart
- ✓ What else?
- ✓ What else?
- ✓ What else?



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Why do they leave?

- ✓ Conflict with the boss
- ✓ Compensation
- ✓ No one ever works with me in the field
- ✓ My boss stays in the office all day
- ✓ My boss does not listen...just tells me what to do.
- ✓ The company holds on to poor performers
- ✓ Too many roadblocks to sales success
- ✓ Not learning anything

YOU CONTROL ALL OF THIS!



Be the coach....

1. Stay on the field with them
2. Make time for them
3. Clear the path



**KEEPING
Good Sales
Representatives.**

Be the coach....

Teach New Plays...other ways to win in their job and in life!

- ✓ Time Management
- ✓ Selling yourself and Your Ideas
- ✓ Bio Page / Resume
- ✓ Securing client testimonials



Be the coach....

Invest in developing the team!

- ✓ Conduct one on one visits to the rep's clients for another perspective.
- ✓ Check in with them regularly
- ✓ Create a "Corner of Success" and pack it with all sorts of self-help tapes & books
- ✓ Know their dreams and career path with them
 - Annual income goal
 - Career goals & timing
 - Provide learning opportunities



Be the coach....

Invest in developing the team!



MAKE THEIR DREAMS COME TRUE

Zero to 60 **In 60**

Significantly enhance the sales performance of any new or under-performing sales executive in 60 days - **GUARANTEED!**



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Be the coach....

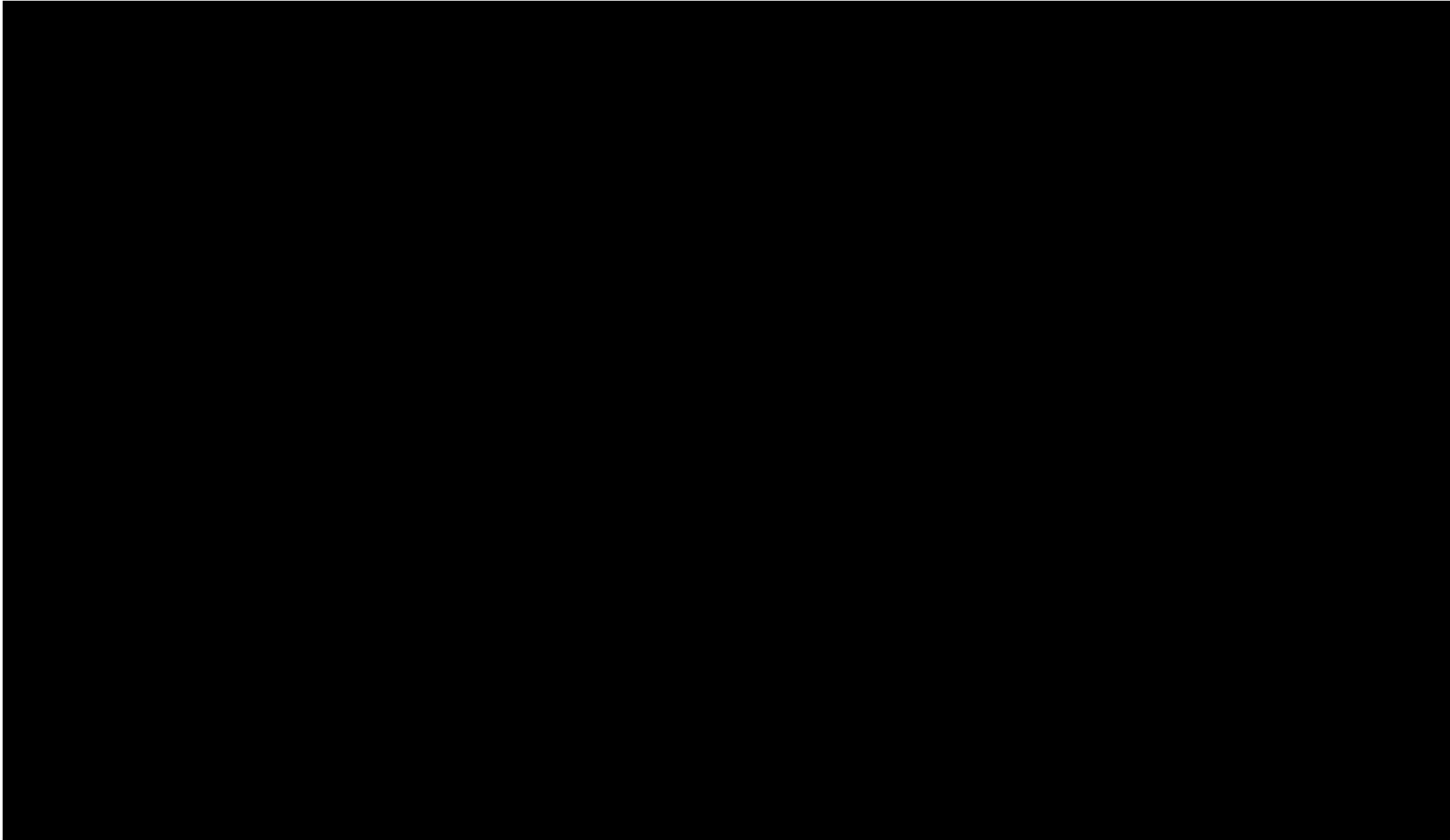
Celebrate Their Success...



You have to become “The Greatest Show Person” EVERY day!

- ✓ Celebrate every victory
- ✓ More
- ✓ Run their testimonials in the newspaper
- ✓ Gift cards, Letter from the publisher, In-paper

Currow Weeks One Week Success Celebration





Key Questions to ask of the candidate...

- ✓ If you are recruiting the candidate...lead with your value proposition
- ✓ If they are pursuing the newspaper...why is this the job for you?
- ✓ Check for goal achievement?
- ✓ Examples of times they failed, what did they do?
- ✓ Time when they had to convince a group to take their idea.
- ✓ Example how they build relationships?
- ✓ Check Facebook & Hobbies
- ✓ Gut check; Could they sell you?



Is Your company “High Potential Candidate” Ready?

- ☐ Unlimited compensation?
- ☐ Programs for growth & development?
- ☐ Rewards & Incentives?
- ☐ Career path to THEIR dreams?
- ☐ Flexible management style that can speak to all type of individuals?
- ☐ Follow-up with EVERY potential candidate?
- ☐ Do you treat your team well?



Don't Give Up On Your Team Too Easily...

- ❖ Turnover is expensive.
- ❖ Sometime a few tweaks can unleash amazing talent.
- ❖ Disruptive to your team, advertisers and company.
- ❖ It may be your sales system is "Whacked"?????????



Elvis Presley

Was told by the Grand Ole Opry manager, Jimmy Denny, "You ain't goin' nowhere, son. You ought to go back to drivin' a truck."

Fear Not Failure

Get in the Game



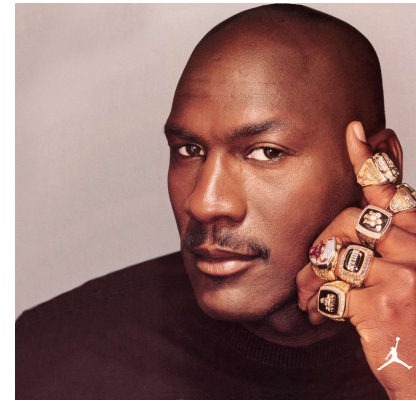
BABE RUTH

Is famous for his home runs but also holds the record for the most strikeouts. He said "Every strike brings me closer to the next home run."



OPRAH WINFREY

Had a rough and abusive childhood and was fired from her job as a reporter because she was "unfit for TV."



MICHAEL JORDAN

Was cut from his high school basketball team, missed more than 9,000 shots, lost almost 300 games, and missed the game-winning shot 26 times

Fear Not Failure

Get in the Game



WALT DISNEY

Fired from a newspaper for lack of imagination and "having no original ideas."



MUHAMMAD ALI

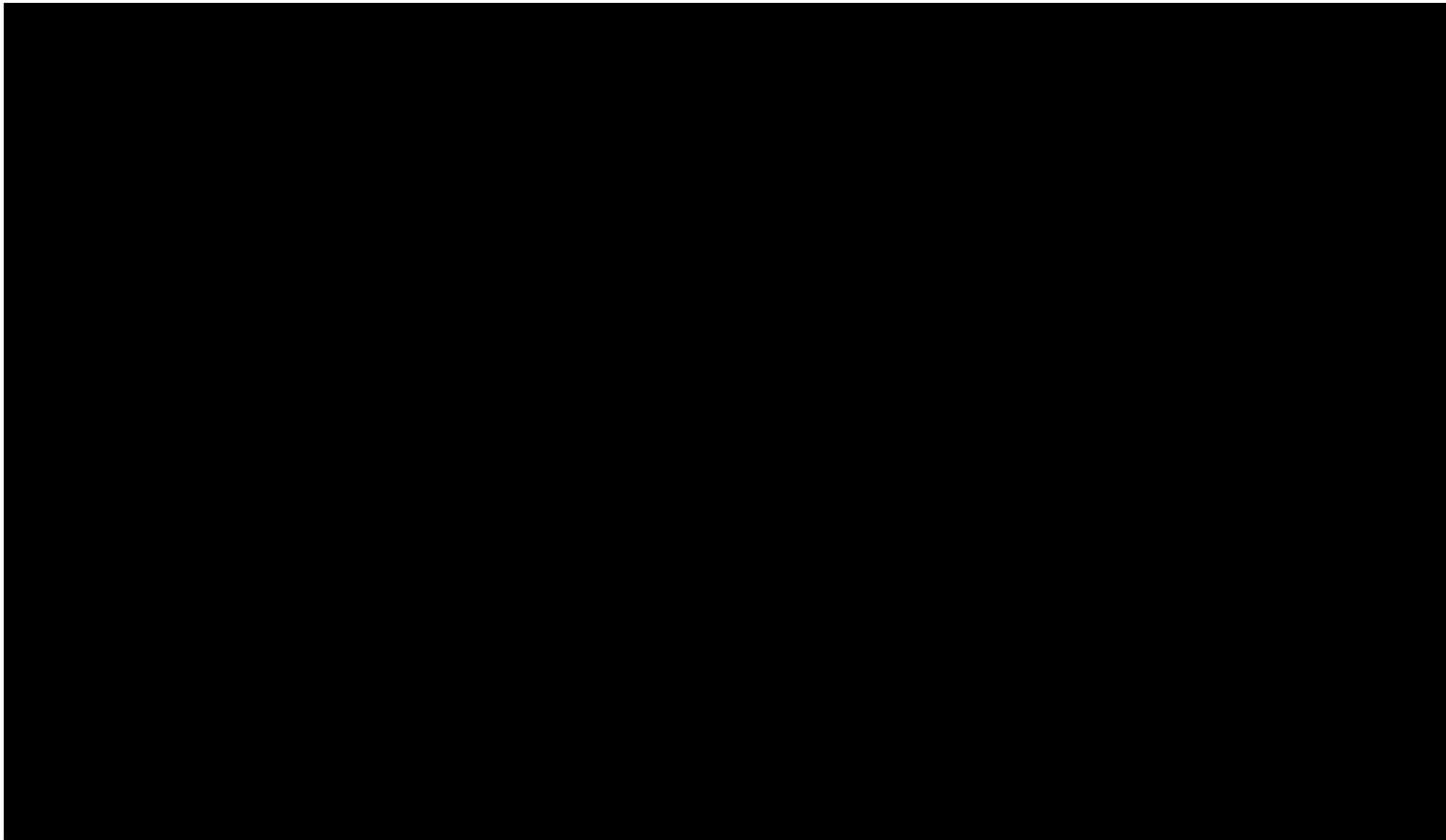
In high school all my teachers labeled me as "dumb," and I could barely read my textbooks.



JULIA ROBERTS

She suffered from a pronounced stutter and speech disorders, and was terrified to speak in public.

DON'T GIVE UP ON THE TEAM
Everyone can Learn to do things better



1 Corinthians 13 New International Version (NIV)

⁴ Love is patient, love is kind. It does not envy, it does not boast, it is not proud. ⁵ It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. ⁶ Love does not delight in evil but rejoices with the truth. ⁷ It always protects, always trusts, always hopes, always perseveres. ⁸ Love never fails.

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Come True!**



— the —
**DREAM
MAKERS**

**Love
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**Don't Give Up
On Your Team**

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MISSION ONE: **REVENUE**

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Thank You!

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