



Data For Dollars?!

Mission One: Revenue Digital, Print, Mobile and more...

Sammy Papert

Jim Brown



YES

...But ya gotta use it!



Agenda (conversation?)

- What is research/data?
- Sales Process Overview
- Skill sets and requirements for sellers and managers
- Using data
 - to manage a sales funnel (prospecting to closing)
 - to retain clients

A background image of a laboratory setting. A female scientist in a white lab coat and safety glasses is holding a test tube with a purple glove. A male scientist is visible behind her. A microscope is in the foreground on the left.

What is research?

- Simply put, it's about doing your homework
- Bringing insights, perspective and ideas to help customers make decisions (and grow!)
 - A – substantiate your claim
 - B – illuminate the right answer
 - C – engage the prospect



What does your sales process/culture look like?

Ideal

- Sellers know who they are supposed to call on Monday morning and throughout the week
- Systematic – w/ customers and prospects
- Sellers schedule and maximize their selling time
- Sellers know what to say/ask
- Maximize talent and sales resources – right people doing right things right
- Sellers are prepared – high degree of success – they use relevant data
- Right sellers are on the team!
- Sales Managers – sell.
 - High field time, help motivate, coach, mentor.
 - Teach by example
 - High accountability

Reality

- Sellers usually know who to call on when they come in on Monday morning; Tuesday, no so.
- Episodic successful – sometimes
- Sellers are overwhelmed with meetings, filling out forms, other low yield duties
- Sellers are half prepared – wing it/relationship
- A, B, and lots of C players - Stuck with what we have and afraid to loose them.
- Sellers aren't prepared to be marketers
- There are a few who are no longer a good fit!
- Sales Managers – stuck behind the desk
 - Low field time
 - Tell vs. show



“High potentials will take care of themselves. The ‘secret’ to productivity is improving the performance of the 60 percent in the middle of the distribution!”

Tom Peters



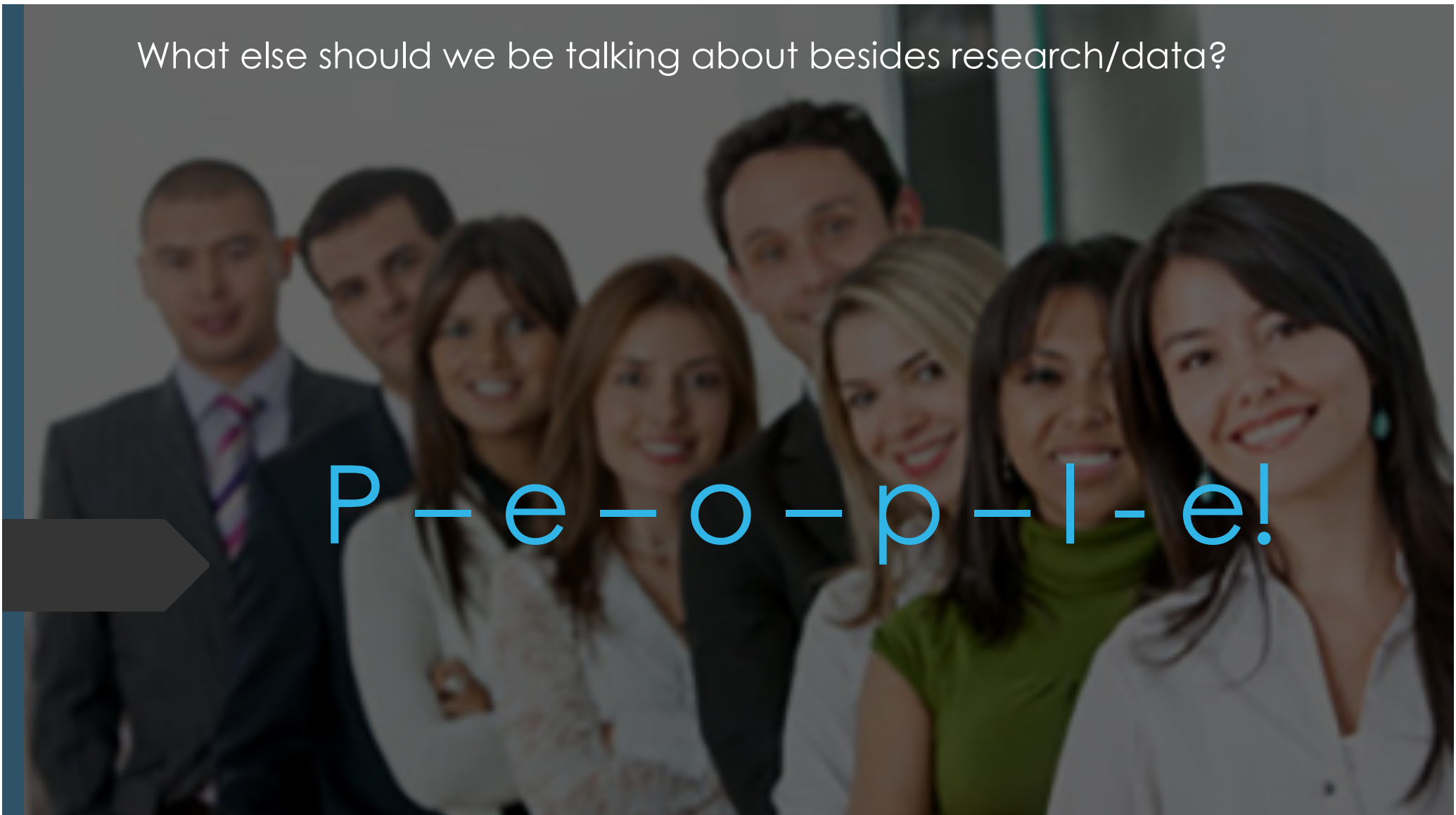
Keys to Best Salespeople?

✓ Enthusiasm/Passion

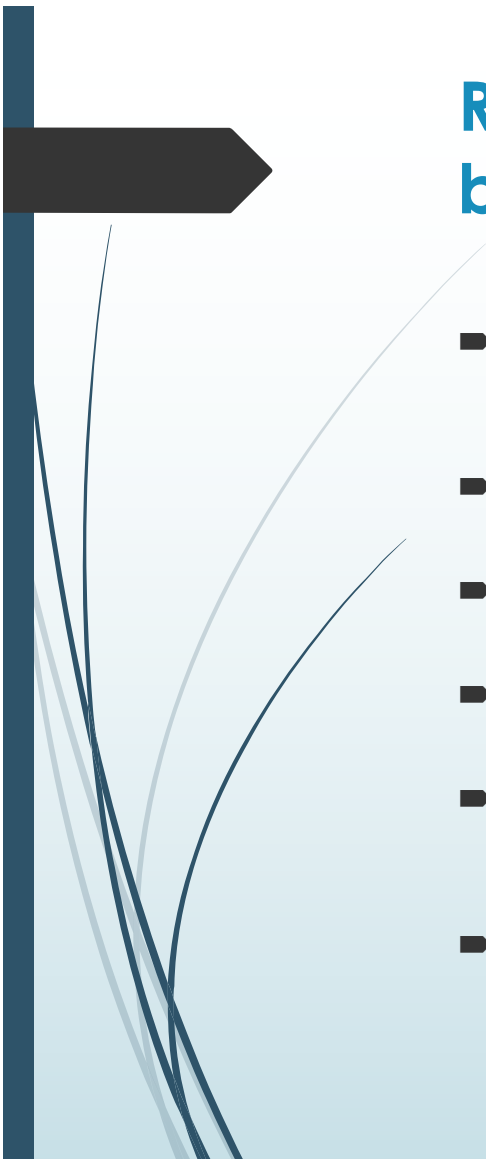
✓ Product Knowledge

✓ Persistence

What else should we be talking about besides research/data?



P – e – o – p – l – e!



Relationships are built on trust; trust is built by getting results/meeting expectations

- Most reps still attempt to play “leverage the relationship” yet we’d like to see them systematically provide marketing solutions to customers.
- How does a rep start her week? Finish?
- Each day?
- Does the typical sales rep use data? If so, what?
- Almost all the metrics we use are media centric, not what customers seek.
- What should she use?

Research who to pursue!

- Find vertical categories and exploit them **COMPLETELY**
- Focus on the competition (theirs and yours)
- Get a “Yes” or “No” stay away from the maybe
- Sellers need to understand the **BIG PICTURE**

FEEDBACK INC.

BY MARK LARSON



THE U.S. MARKETING “ICEBERG”

**\$317
BILLION**

ADVERTISING

\$316.7 billion
16.4%

PROMOTIONS

\$830.9 billion
43.3%

OFFLINE SUPPORT

\$117.6 billion 6.1%

**\$1.6
TRILLION**

2017 Annual Projection, based on R
2017 data

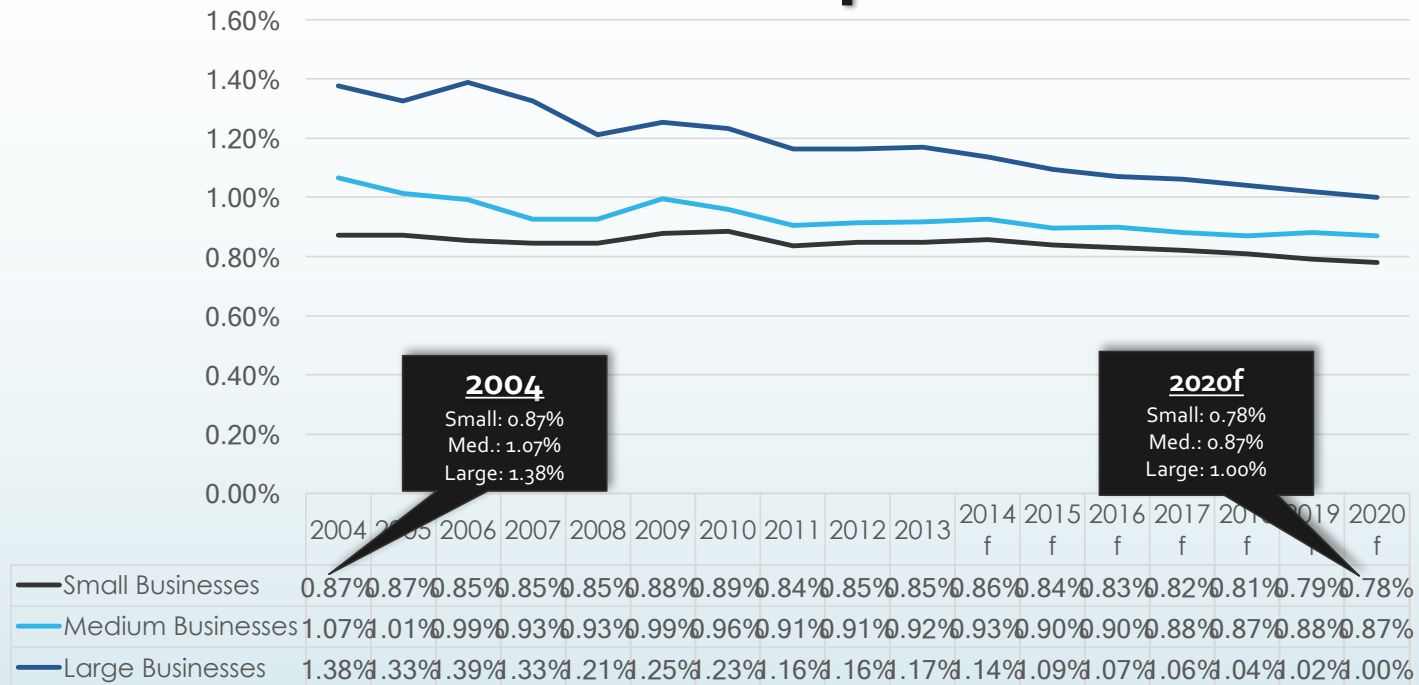
DIGITAL SUPPORT

\$661.4 billion
34.5%

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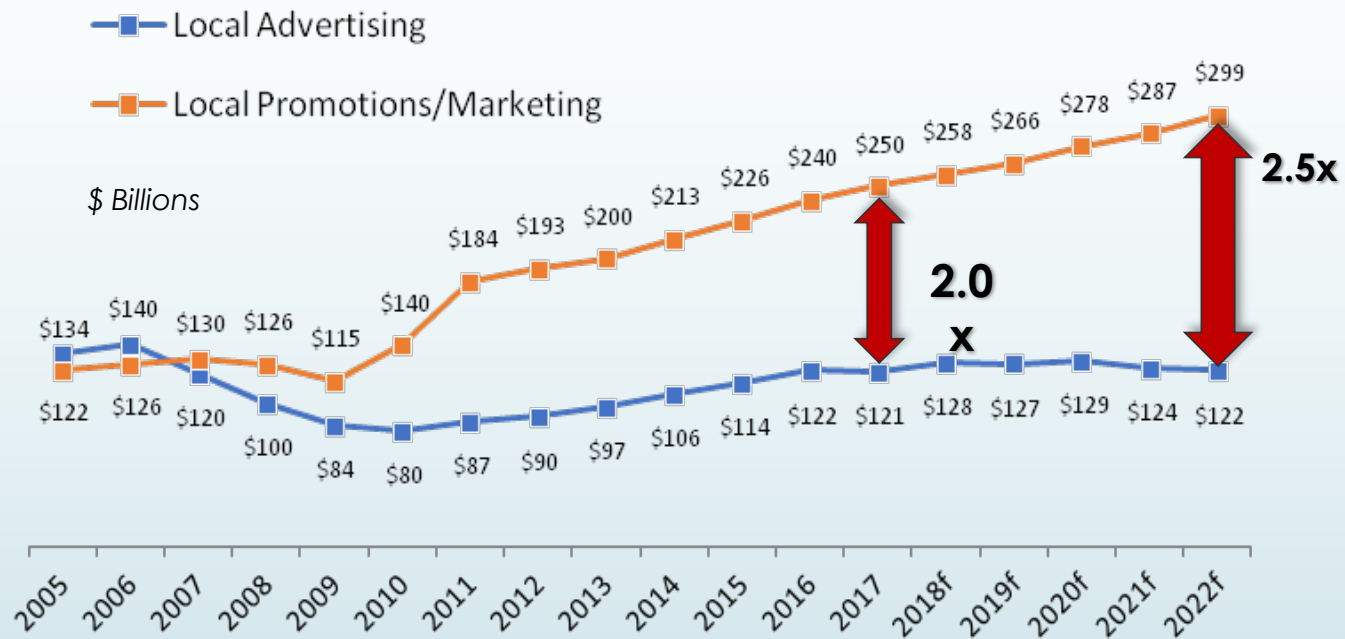
Advertising as a % of Business Receipts



SOURCE: US Internal Revenue Service Corporation data, 2004-2013; 2014-2020 projected estimates; small businesses classified as <\$50mm in revenue; medium, \$50-\$250mm, large > \$250mm



Marketing is Booming



Iron Law of Marketing

■ **“Give customers more of what they say they want and less of what you think they need!”**

■ - *Ries and Trout*

Retain
Grow
Acquire



Changes in share local ad spending Wilmington NC 2017 2022









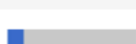
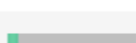
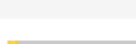
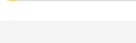
**\$1.4 million of
opportunity
from 10
categories
shifting dollars
out of cable**

Largest Decrease in Spending on Cable Local, 2017 – 2022

Category	2017 \$ Spend	Share of 2017 Local Ad Budget	2022 \$ Spend	Share of 2022 Local Ad Budget	\$ Change	Share Pt. Δ
Television Broadcasting Stations	\$734,000	25%	\$449,000	14%	(\$285,000)	(10.8)
Furniture Sales	\$350,000	4%	\$135,000	2%	(\$215,000)	(1.8)
Eating and Drinking Places	\$340,000	3%	\$147,000	2%	(\$193,000)	(1.5)
Automotive Sales	\$277,000	3%	\$141,000	1%	(\$136,000)	(1.3)
Food Stores-Retail	\$223,000	3%	\$97,000	2%	(\$126,000)	(1.6)
Boat Sales and Services	\$261,000	9%	\$141,000	5%	(\$120,000)	(4.7)
Banks	\$223,000	5%	\$122,000	3%	(\$101,000)	(2.4)
Telecommunications Services	\$186,000	3%	\$93,000	2%	(\$93,000)	(1.5)
Pharmacies	\$148,000	5%	\$73,000	3%	(\$75,000)	(2.4)
Hospitals	\$135,000	6%	\$69,000	3%	(\$66,000)	(2.9)

8/21/18

87. Which of the following HOME PRODUCTS do you or anyone in your household currently need or plan to buy in the next 12 months for your home? (Check all that apply.)
Part 1 of 2.

Value		Percent	Responses
Air Conditioning (Buy)		3.0%	258
Window Blinds (Venetian or Mini)		6.0%	525
Emergency Preparedness Kit or Supplies		4.3%	372
Batteries (Home or Office)		26.4%	2,308
Candles		15.1%	1,318
Firewood		5.2%	458
Carpeting		8.9%	774
Flooring Tile		5.3%	467
Hardwood Flooring		5.4%	468
Rugs		12.3%	1,075

As Stan Lee would say, "...'nuff said!"

DOWELL PROPERTIES


There are
9,682

Local Households who
plan to get (new or
change) Property
Managers.

Here's an opportunity
to directly talk to them
and tell them why they
should choose you.

Source: Oklahoma State Data. Pulse Research.

Of the 387,292 households we reach each week,
2.5% plan to get (new or change) Property
Managers.


THE OKLAHOMAN
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BUSINESS OWNERS!

IF YOU'D LIKE TO KNOW MORE
ABOUT HOW MANY HOUSEHOLDS INTEND
TO BUY YOUR PRODUCTS AND SERVICES



PLEASE CALL OR [CLICK HERE](#)



Jim's Takeaways...

- ✓ **Leaders who use research to improve their staff tend to be more successful!**
- ✓ **Leaders who spend more time in field have a team who spends more time selling!**

Sammy's Takeaways...

- ✓ **USE the POA info and participate in the next wave – free research!**
- ✓ **When in doubt, Do!**
- ✓ **Stop What???**

What a wonderful audience – Thank You!!



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