

MEDIA SALES BOOT CAMP

OUR GOAL IS TO HELP INCREASE YOUR SALES AT A PROFIT



Do you have new account executives who want to jump-start their careers and ensure their success? Or seasoned account executives who want to rejuvenate their success with the latest in proven sales best-practices? Here is your opportunity to achieve your goals.

Our two-day Media Sales Boot Camp highlights the best of all of the ENS Media Guided Discovery Selling modules which have helped stations increase their sales across North America.

This is NOT seminar, but a two-day series of hands-on workshops where your people can share and learn with their peers from other markets.

Agenda: Day 1

8:30 - High Performance Prospecting

- The Funnel Strategy
- Creating a Valid Business Reason
- Beyond Traditional Advertisers
- Trying Harder

10:15 - Advertising 101

- Why Advertise
- Advertising in the New Economy
- Media Myths
- Budgeting Basics

11:45 - The Big Idea

- Becoming a Master Questioner
- Guided Discovery Selling
- Beyond the needs analysis
- Not Creative?

12:15 - Working Lunch...

- the Big Idea Development

1:30 - Accountability and ROI

- Managing Expectations
- The value Equation
- Lifetime Customer Value
- Beyond Selling Value

2:30 - Buyer Styles

- Identifying styles
- Presenting to styles
- Negotiating with styles
- Your style

3:30 - Customer Focused Communication

- New technology formats
- Writing to influence
- The empathy index
- Six power openings

4:00 - Home work assignment....yes there is homework!

Agenda: Day 2

8:30 - Homework Assessment

9:30 - Selling Ad Annuities

- Why 52 Weeks
- Tricks to the Trade
- Keeping Them Happy
- Buy-in and Commitment

10:30 - Objection Prevention

- Wants versus needs
- Achieving buy-in
- Buyer styles
- Making it fun to buy

11:30 Creative Think Tanks

- Creative Strategy
- Sustainable Big Ideas
- How to Present Spec Spots
- Getting the Order

12:00 - Working lunch

1:45 - Strategic Account Management

- Key Account Growth
- Dealing With Blockers
- Four Buying Influences
- Stage Five Targets

2:45 - Guided Discovery Selling Review

- Valid Business Contacts
- Advertising by Objective
- Your Ad Manager's Hat
- Master Questioning

4:00 PM Crash

As with all boot camps, attendees will leave exhausted, but better equipped to handle the real world! They will be armed with unique proprietary ENS Media Inc. tools to help them close more 52-week business than ever before!!