WELCOME

HOW TO REENGAGE WITH YOUR CUSTOMERS AND GROW YOUR REVENUE
YOUR PRESENTERS

AL GETLER

SHAWN PALMER
“TEN YEARS OF DIGITAL TRANSFORMATION IN TWO MONTHS.”
MICROSOFT’S CEO, SATYA NADELLA
THE HUMAN PART
FACE TO FACE IS BACK

VIDEO CONFERENCING IS STILL AN OPTION
THE DISENGAGE FROM YOUR SCREEN PART

TIME TO ENGAGE OUR CUSTOMERS
"WHAT GETS SCHEDULED GETS DONE."

MICHAEL HYATT
"SET AN APPOINTMENT WITH THE CUSTOMER!"

BOB FISHER – THE VALLEY BREEZE – CUMBERLAND, RI

"SALESPEOPLE TYPICALLY SPEND LESS THAN A THIRD OF THEIR TIME INTERACTING WITH CUSTOMERS."

HARVARD BUSINESS REVIEW ARTICLE (SELLING AFTER THE CRISIS, BY FRANK V. CESPEDES, FROM THE MAGAZINE – MARCH-APRIL 2021).
THE KNOWLEDGE PART
REENGAGING WITH KNOWLEDGE AND SOLUTIONS
WE ARE BUSINESS PARTNERS. NOT SALESPERSON

5-10 minutes of research answers that BEFORE you see your customer

- Website
- Social Media
- Google Search

Chart a course for the conversation BEFORE the meeting

Be prepared to:
- Make Observations
- Make Suggestions
- Ask Clarifying questions

“SO, WHAT’S NEW WITH YOUR BUSINESS?”
KNOWLEDGE GATHERING PART 1 – I WONDER

✈ “I see that you are promoting a new higher end lawn tractor brand in a Facebook post.”
✈ “You are getting limited engagement on that post.”
✈ “I noticed your website doesn’t include the new brand.”

KNOWLEDGE GATHERING PART 2 – I SUGGEST

✈ “A video of the equipment would go a long way on posts and your website.”
✈ “An email blast to people interested in yard work could net quick results.”
✈ “A combined print presence will get the new brand to people with the expendable income.”
KNOWLEDGE GATHERING PART 3 – I PROD

- “Do you know if the brand offers co-op advertising and your status?”
- “Is there a market schematic the manufacturer provided to you that I could take and study?”
- “Who do you think your target customer is and how are you reaching them currently?”

IF YOU ARE GOING TO REENGAGE WITH YOUR CUSTOMER SUCCESSFULLY, YOU NEED TO VALUE THEIR TIME AND ASK THE RIGHT QUESTIONS.
REMEMBER:

YOUR ADVERTISERS DID NOT GET INTO THEIR BUSINESSES TO BECOME MARKETING EXPERTS.

THAT IS YOUR JOB.

TAKE YOUR JOB MORE SERIOUSLY AS YOU REENGAGE.

THE SOLUTIONS PART:
BECOME YOUR CUSTOMERS’ MARKETING PARTNER
A CUSTOMER CONVERSATION

“Ms. Advertiser, I can put your business in front of some of a dedicated audience, and this audience has expendable income. A well-designed ad with a call to action in the pages of our newspaper is how to reach them. Let me also ask you this: if I can put you in front of people interested in your product on our website along with other websites, would that interest you?”

A CUSTOMER CONVERSATION

“Also, if I could deliver your message to people that are interested in your competitor, is that something you would want me to do?”

At this stage, an advertiser might tell you that they have someone else working on those things. Your response can be:

“Let me show you what I can do for you as your marketing partner. In addition, I can show you some excellent video solutions (pre-roll) and email marketing opportunities.”
YOU ARE NOW A MARKETING PARTNER

As a Sales & Management Training Consultant my aim is to leave people better than I found them, to do this I offer sales training and management development solutions that help them to discover the answers to the following most commonly asked questions.

Simon has just delivered a Sales Training course to colleagues and myself. I have attended a number of sales training courses in the past, and I have to say this has by far been the very best. Simon delivers his course with passion...

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“NEWSPAPERS NEED TO STOP SELLING SPACE AND START SELLING RESPONSE WITH IMMEDIATE EFFECT.

SELL THE POWER OF THE AUDIENCE EVERY TIME. HOW MUCH IS THATREADER WORTH?"

- SIMON HARES – SERIAL TRAINER 7 LIMITED
THE CHANGE PART:
BE NIMBLE AND PIVOT
A DAY IN THE LIFE

8:45 AM – Get to the office and start chatting
9:00 AM – Get a cup of coffee. Discuss last night’s activity; maybe Netflix.
9:15 AM – Check Voice Mail – UGH – Pesky customers wanting to make changes
9:24 AM – Start complaining about customers and how busy things are
9:45 AM – Begin looking at day
9:46 AM – Time to recap last night again to another colleague
10:10 AM – Start submitting tickets
10:30 AM – First discussion – “Where are we going to lunch?”

11:15 AM – Finished submitting tickets
11:20 AM – Personal Call – Walk around outside
11:30 AM – Second Discussion – “Where are we going for lunch?”
11:45 AM – Call a customers to follow up on a cold call yesterday
11:50 AM – Final Discussion – “Where are we going for lunch?”
11:55 AM – Gather some fliers to show customers
12:05 PM – Go to lunch
A DAY IN THE LIFE

1:24 PM – Finished with Lunch
1:45 PM – Stop in on a customer. Talk about last night.
2:21 PM – Cold Call next door to customer. Not the decision maker but good conversation
3:15 PM – UGH. Need to submit paperwork and tickets. Back to the office.
3:35 PM – Chit-Chat about lunch and cold call.
3:45 PM – Paperwork, tickets, voicemail, email
4:40 PM – Put last four days into stupid CRM so boss doesn’t get upset

5:01 PM – Quitting Time!!!
WHAT CAN YOU CHANGE ABOUT YOUR TIME AND HABITS?

- Get to work/office 30 minutes earlier each day
- Get organized or reorganized – seek new solutions to managing your workflow
- Review your plan for the day. Decide which tasks are your highest priorities and accomplish them first
- Act on the things that immediately have an affect revenue (messages, emails, order entry, etc.)
- Review your Customer Appointments/Contacts/Touches for the day
WHAT CAN YOU CHANGE ABOUT YOUR TIME AND HABITS?

- Research your Customers and Prepare
- Seek new prospects by asking your best customers to recommend others that could use your help
- Dedicate time to setting appointments each week. You cannot depend on in person Cold Calling
- Rehearse. Know what you are going to say and have a plan to respond to questions, concerns, and objections

WHAT CAN YOU CHANGE ABOUT YOUR TIME AND HABITS?

Spend 60%+ of your day in front of customers!
HOW?

- Use technology to prevent sprinting back to the office. Seek out apps and use Wi-Fi hotspots for your laptop along the way

THE MEASURING PART
HOW DO YOU MEASURE SUCCESS?

MEASURE YOUR RESULTS

50 Points - Attaining the Monthly Revenue Goal
10 Points - A minimum of Five Daily Entries into the CRM
10 Points - The Use of Coop for Either Print, Digital, or Both
10 Points - The Use of the Proposal Tool to Answer Needs Analysis
20 Points - Digital Contract Attainment
“MEASURE THE RESULTS YOU WISH TO ATTAIN!”

GOAL ACHIEVED

0% .......................... 100%
THE CELEBRATION PART
“SO AS PART OF YOUR CALIBRATION, AS PART OF YOUR MOTIVATION, AND AS PART OF REWARDING YOURSELF, YOU NEED TO PRACTICE SELF-ADULATION.”

“CELEBRATE YOURSELF LIKE A FIREFLY. LIGHT YOURSELF UP AS MUCH AS YOU CAN.

BE HAPPY WITH THAT PHONE CALL YOU JUST MADE, OR THAT EMAIL YOU JUST WROTE, OR THAT CUSTOMER YOU JUST HELPED”

– ALLAN LANGER
BEING A SUCCESSFUL, SALES PROFESSIONAL REQUIRES FOCUS AND ENERGY.

HITTING YOUR REVENUE GOALS REQUIRES YOU TO SEEK FRESH SOLUTIONS AND PRESENTING THEM TO YOUR CUSTOMER CONSTANTLY.
DISCUSSION

Q&A

YOUR PRESENTERS

AL GETLER

SHAWN PALMER
REVENUE SOLUTIONS

- Print
  - Screen Entertainment Guides
  - A&E Guides
  - Business Publications
  - Magazines
- Digital – From Simple O&O to Complex Packaging
- Special Projects
Your team must close business.

Lean resources and staff turnover may get in the way of attaining revenue objectives.

You still need to close business.

Doing a sales blitz in your market just causes lasting ill-effects with your clients. There is only room for focused revenue solutions that deliver results.

Media and newspaper companies in the United States and Canada have used our focused revenue solutions that provide results without scorching the market.

CONTACT US TO BEGIN TODAY

FOCUS NOW

Revenue projects with focus are the key to success.

We understand how difficult it is to meet your objectives which is why we provide focused revenue solutions for you to overcome your challenges.

FOCUS
We work with you and your team to develop a publication or portfolio of digital products.

REVENUE
We close annual, contracted business with your team as they learn selling techniques.

SOLUTIONS
You see results with a segment of your goals attain and can move on to other projects.

FOCUS NOW
CONTACT ME

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