



Newspapers Right to Win

Helping our Sales Teams become True Marketing Consultants



Agenda

1. The Right to Win
2. Why Consultative Selling?
3. Building a Framework
4. Setting the Team up for Success
5. Effective Programs
6. Q&A



BEN BOUSLOG
Chief Revenue Officer
AdCellerant



MICHAEL CHAUVIN
Regional Sales Director
Georges Media Group/The Advocate

Technology and marketing that *make the complex simple.*

Focused on generating results and growth for businesses of all sizes, AdCellerant offers **best-in-class technology and software, award-winning customer service, expert education and exceptional operational support** to ensure campaign performance for customers.

About AdCellerant



Company

AdCellerant provides businesses access to **high-quality** digital marketing technology and solutions.



Technology

AdCellerant has a **proprietary total-digital agency software solution.**



Accreditations

AdCellerant has been on Inc. Magazine's "**Inc 5000**" list **six consecutive times** as one of the fastest-growing companies in the US.



Team

AdCellerant is made up of **180+ individuals who are purposeful** in their execution of the company's mission.



Partner Network

Our products and services are being leveraged by over **500 Local Media Partners and Ad Agencies** in 5 countries and 400+ cities around the country.



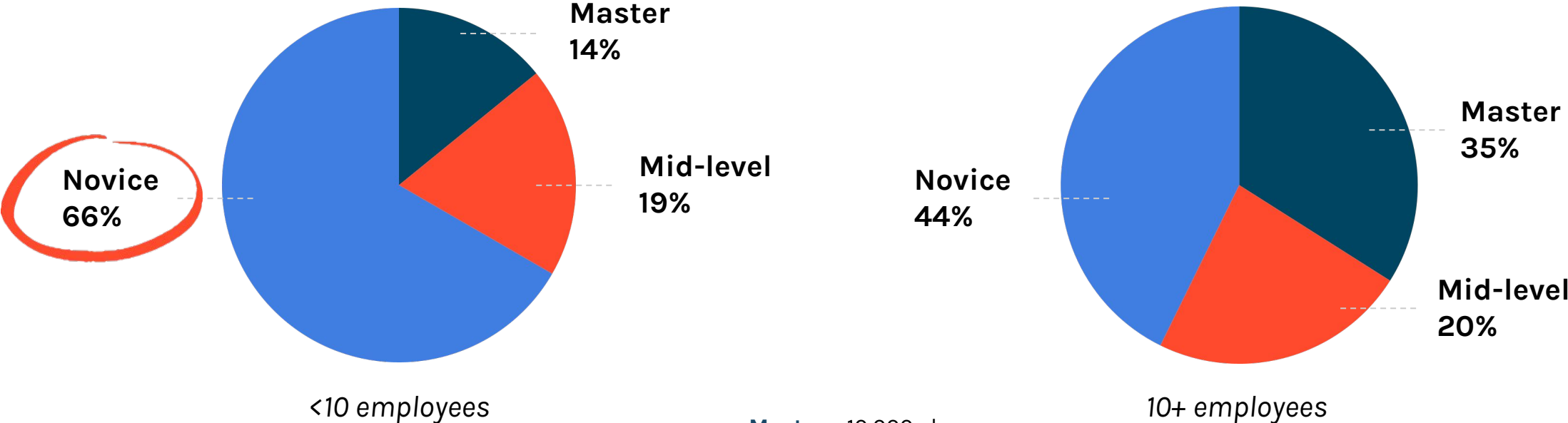
01

The Right to Win



SMBs Have Admitted It: They're Marketing Rookies

Level of Marketing Expertise in Smaller Businesses



Master = 10,000+ hours
Mid-level = 3,333 - 9,999 hours
Novice = <3,333 hours (less than 2 years on the job, fulltime)

SOURCE: Borrell Associates

2023 Gallup Consumer Survey

National vs. Local Media



26%

Trust the
National Media



3x

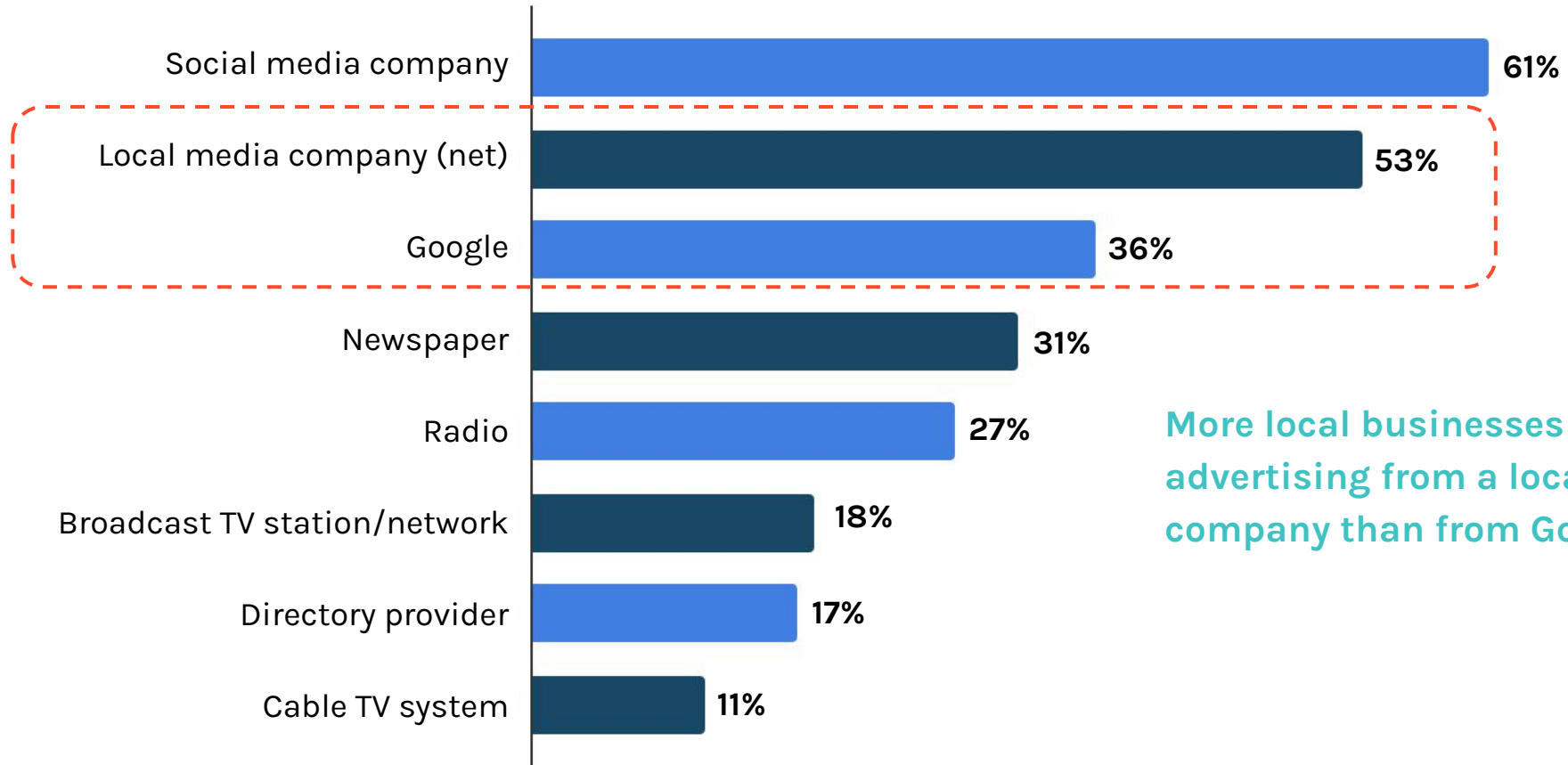
Respondents with “high”
trust in local,
vs. national



2x

Likelihood of local
news report to be straight
facts, vs. national

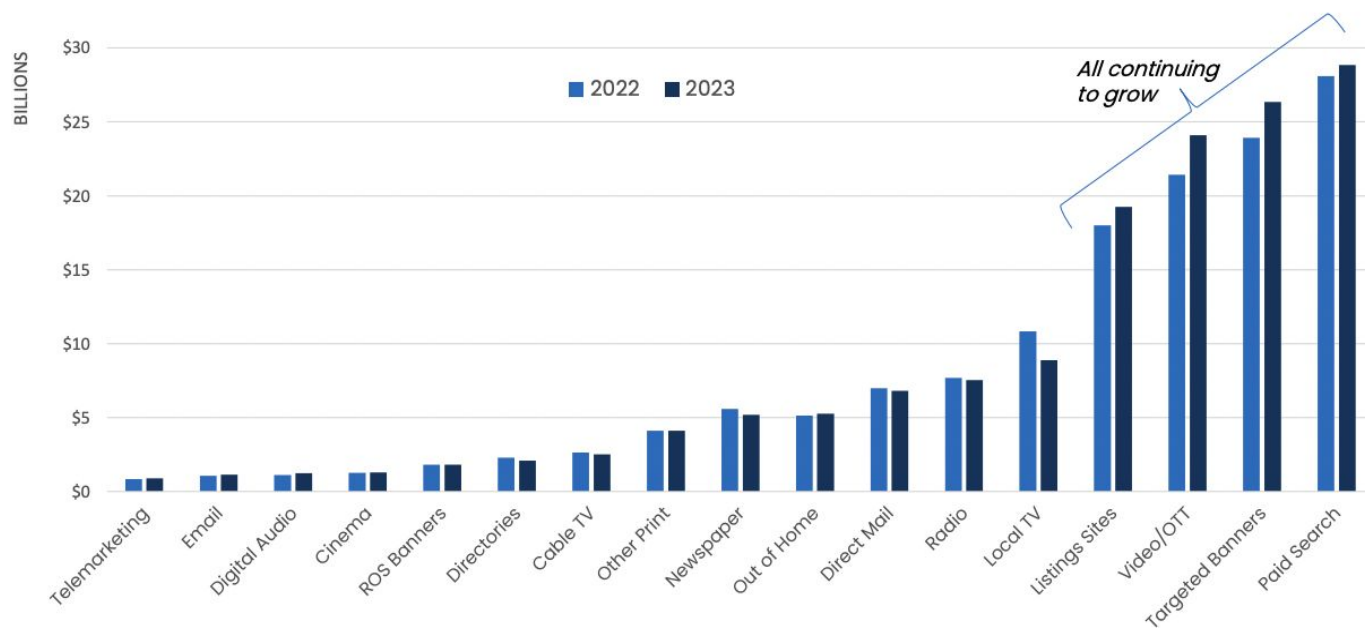
More than HALF of Businesses Buy Digital From a Local Media Company



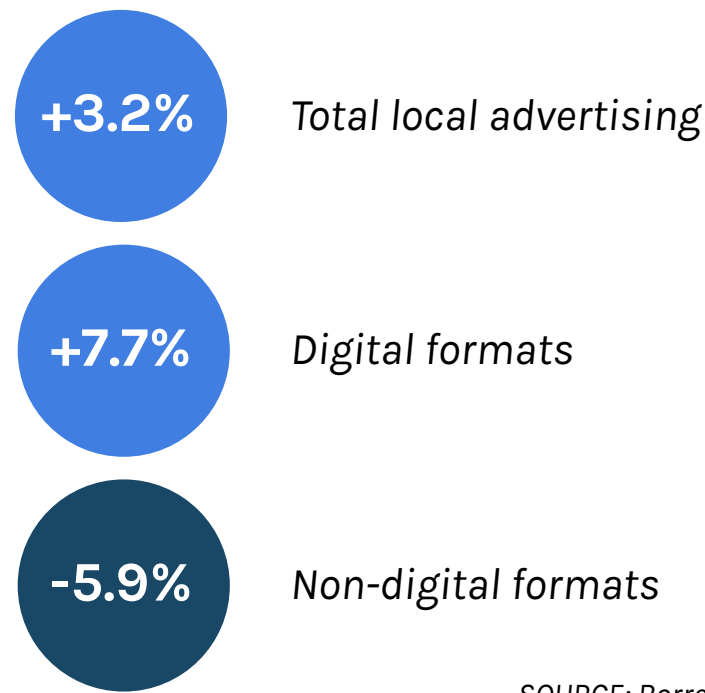
More local businesses buy digital advertising from a local media company than from Google.

Full Funnel Advertising Expertise

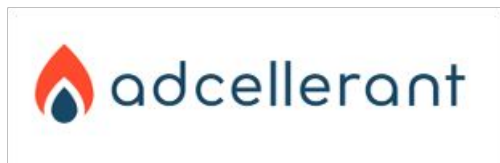
2022-23 Top Four Spending Formats



2023 Forecast Change in Local Advertising Expenditures



SOURCE: Borrell Associates



02

Why Consultative Selling?



Once upon a time...

There were 3 traditional forms of media consumption...
Newspaper – Broadcast – Radio

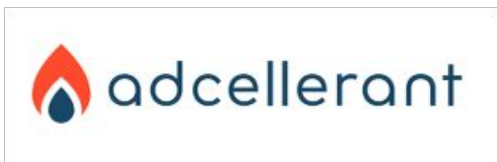


Flash forward to today

Media is consumed through multiple devices
on multiple screens...**ALL DAY LONG.**

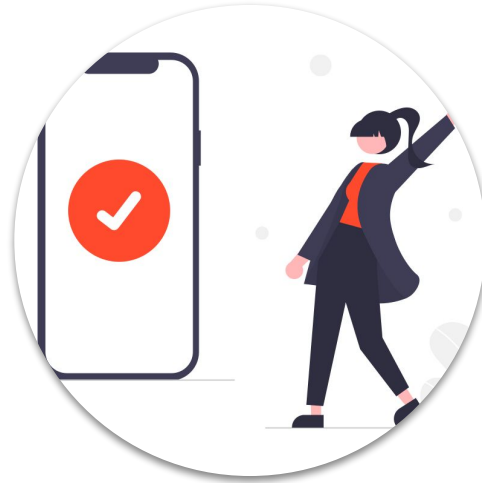


Advertising Options have Exploded



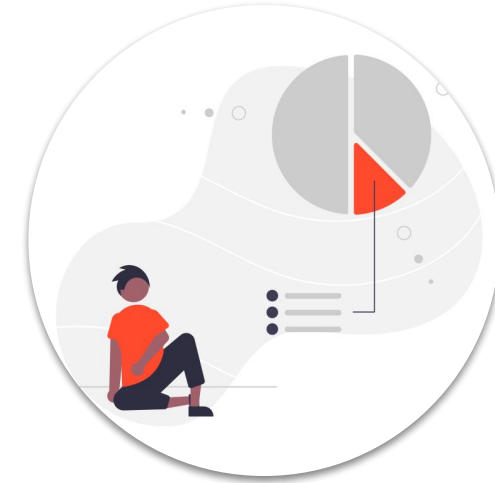
Consultative Selling

Align Advertiser & Sales Rep Goals



Advertiser Goals

- Drive more sales
- Increase profit
- Gain more customers
- Increase customer loyalty



Sales Executive Goals

- Close more sales
- Increase deal size
- Gain more customers
- Increase retention / customer loyalty

03

Building a Framework



Discovery – Do your research

Audience

- Who is your ideal audience?
- Where is your ideal audience?
- What do they want from you?
- Why do they need your product or service?
- How will it make their lives easier?
- When are they most likely to buy it?
- How do they buy from you?



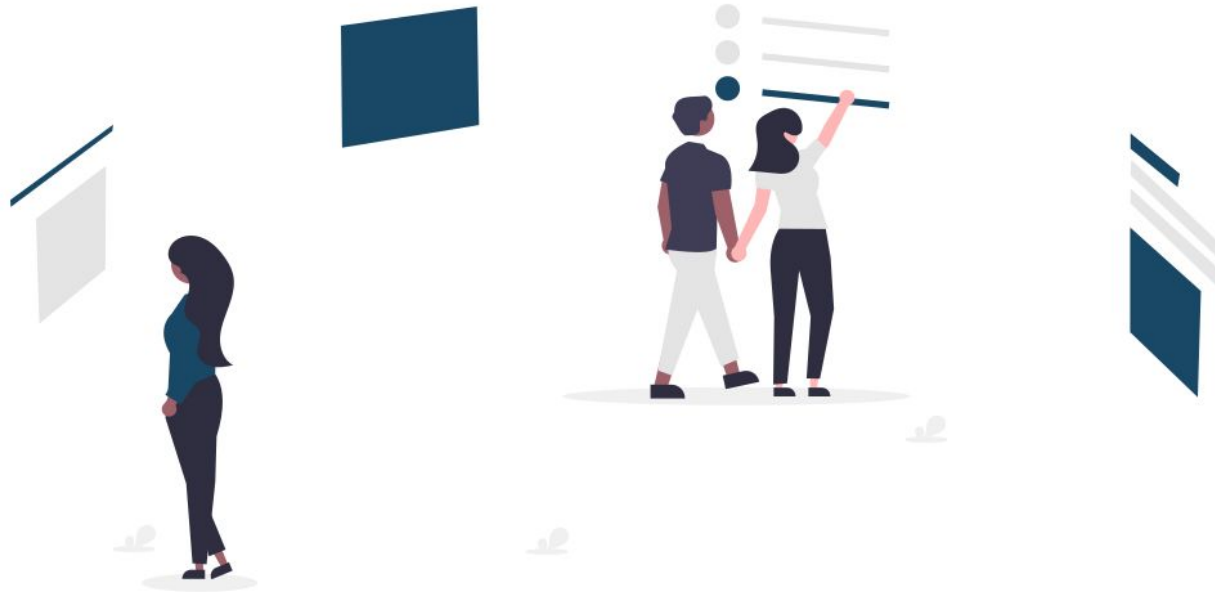
Outcomes

- Click on my ad
- Come to my store
- Visit my website
- Buy something
- Leave a good review
- Come back and buy again

Your Advertiser's Customer

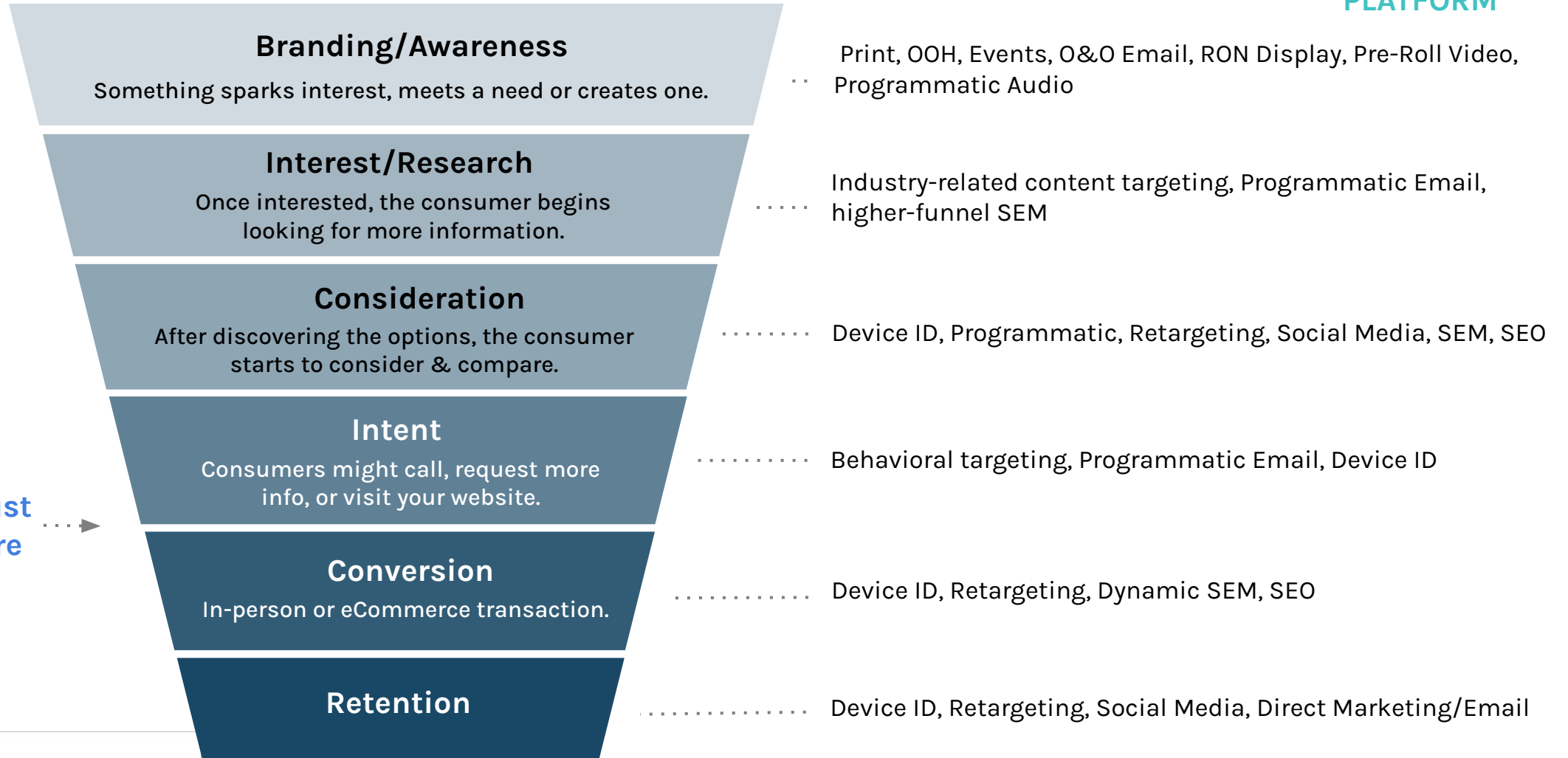


Your Advertiser's Customer



Media Planning & Refinement

PLATFORM

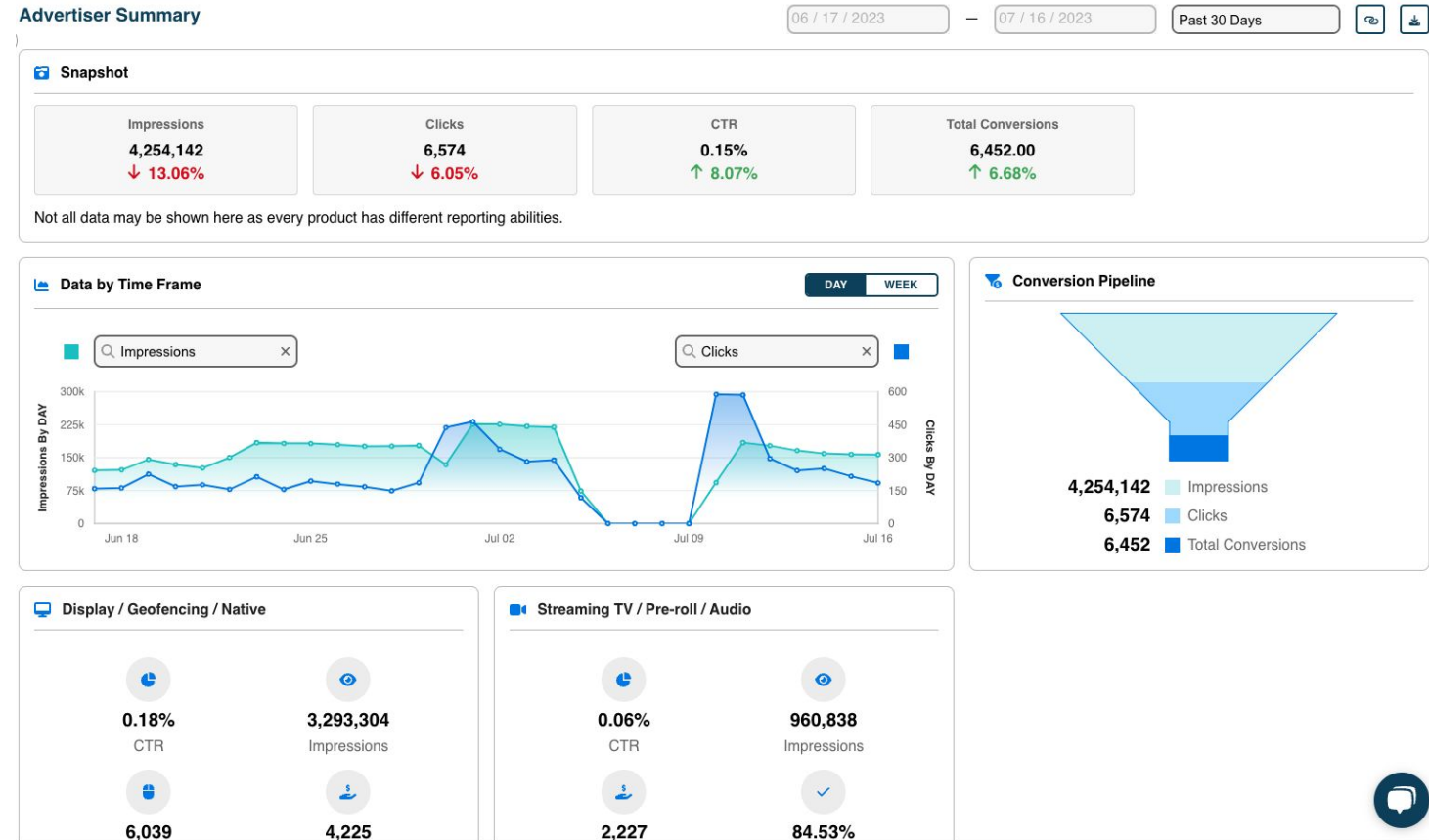


Brand trust starts here

Setting Success Metrics

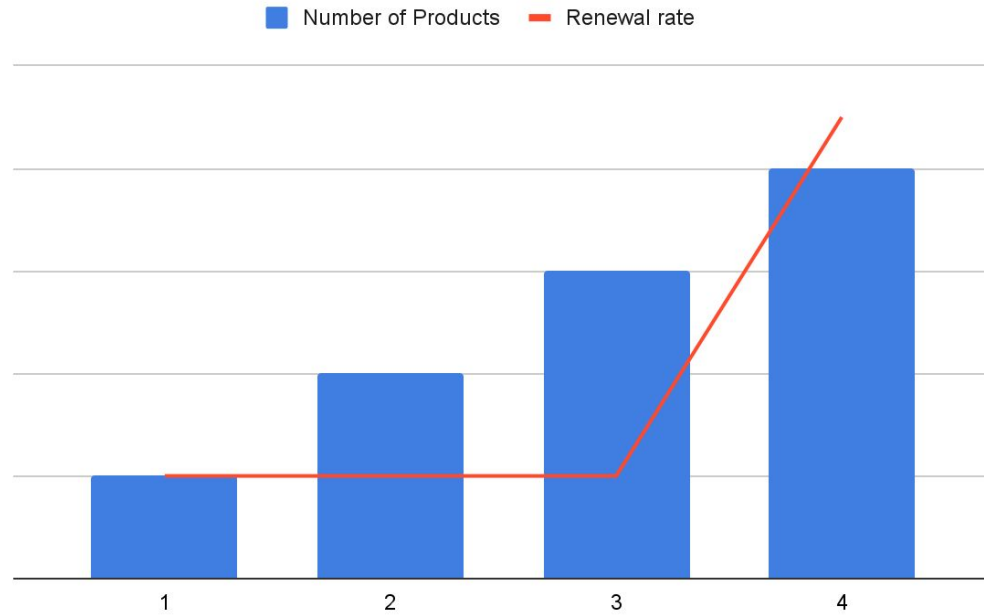
What does success mean to you?

- Set Micro Goals
- Set Macro Goals
- Determine how KPIs are measured
- Decide how often performance is reviewed
- Gain agreement on how tactics could change as more data comes in

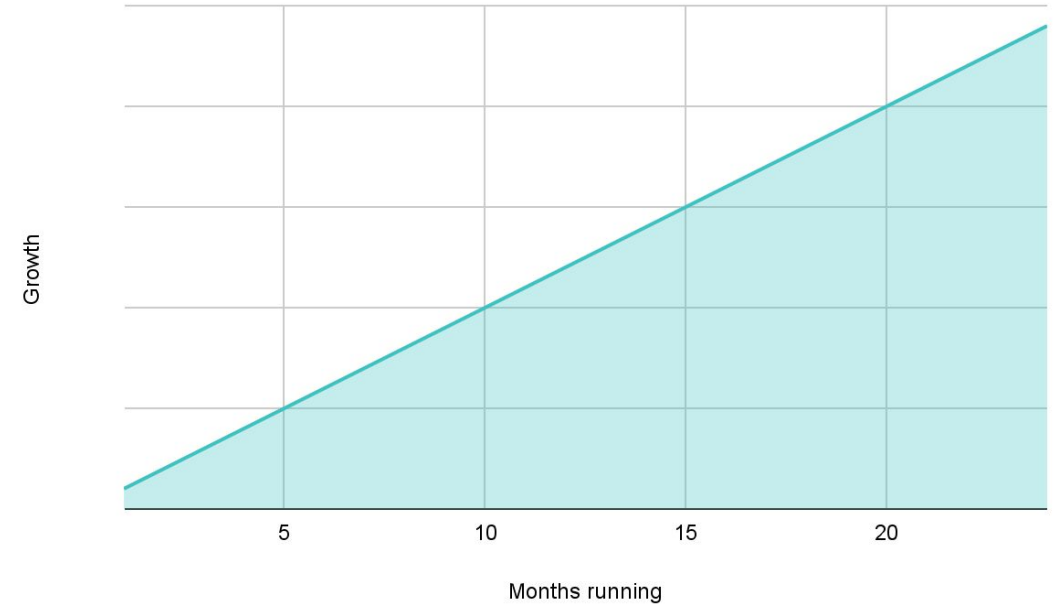


Campaigns with 4+ Digital products = 2x retention

Add a product/solution



Renewals = Better Results



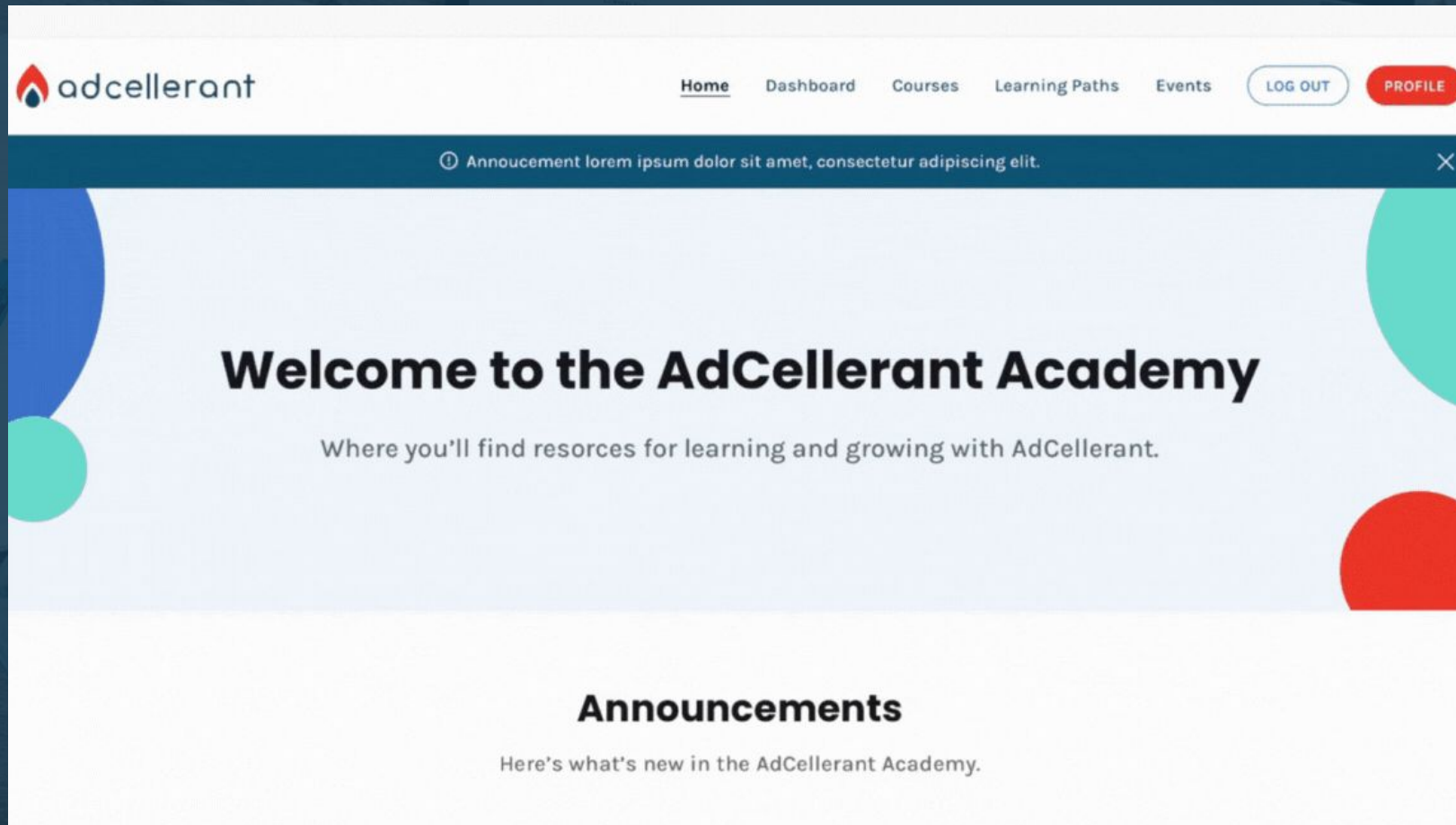
04

Setting the Team up for Success

Confident Consultants | Full Funnel Solutions



Training



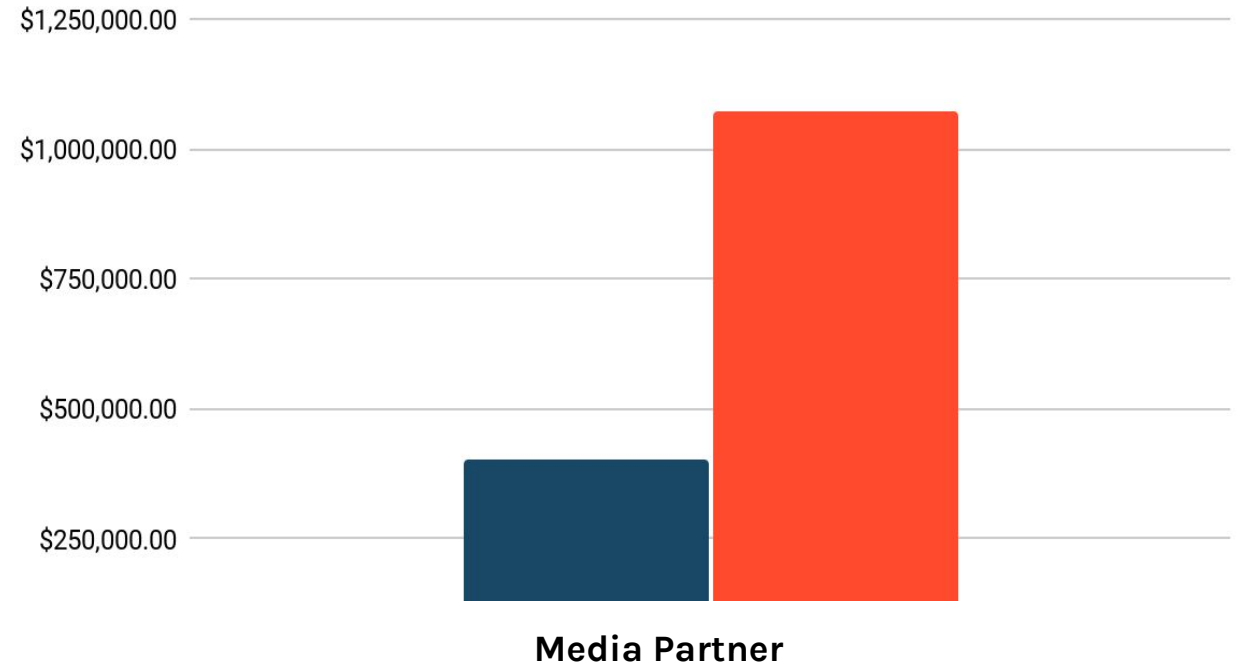
The screenshot displays the AdCellerant Academy website. At the top left is the AdCellerant logo. The navigation menu includes [Home](#), [Dashboard](#), [Courses](#), [Learning Paths](#), and [Events](#). On the right side of the navigation bar are [LOG OUT](#) and [PROFILE](#) buttons. A dark teal banner below the navigation contains an announcement: "Announcement lorem ipsum dolor sit amet, consectetur adipiscing elit." with a close button (X) on the right. The main content area features a large heading: "Welcome to the AdCellerant Academy" and a sub-heading: "Where you'll find resources for learning and growing with AdCellerant." Below this is a section titled "Announcements" with the text: "Here's what's new in the AdCellerant Academy." The background of the main content area is decorated with large, overlapping circles in blue, teal, and red.

Double-Down on Training

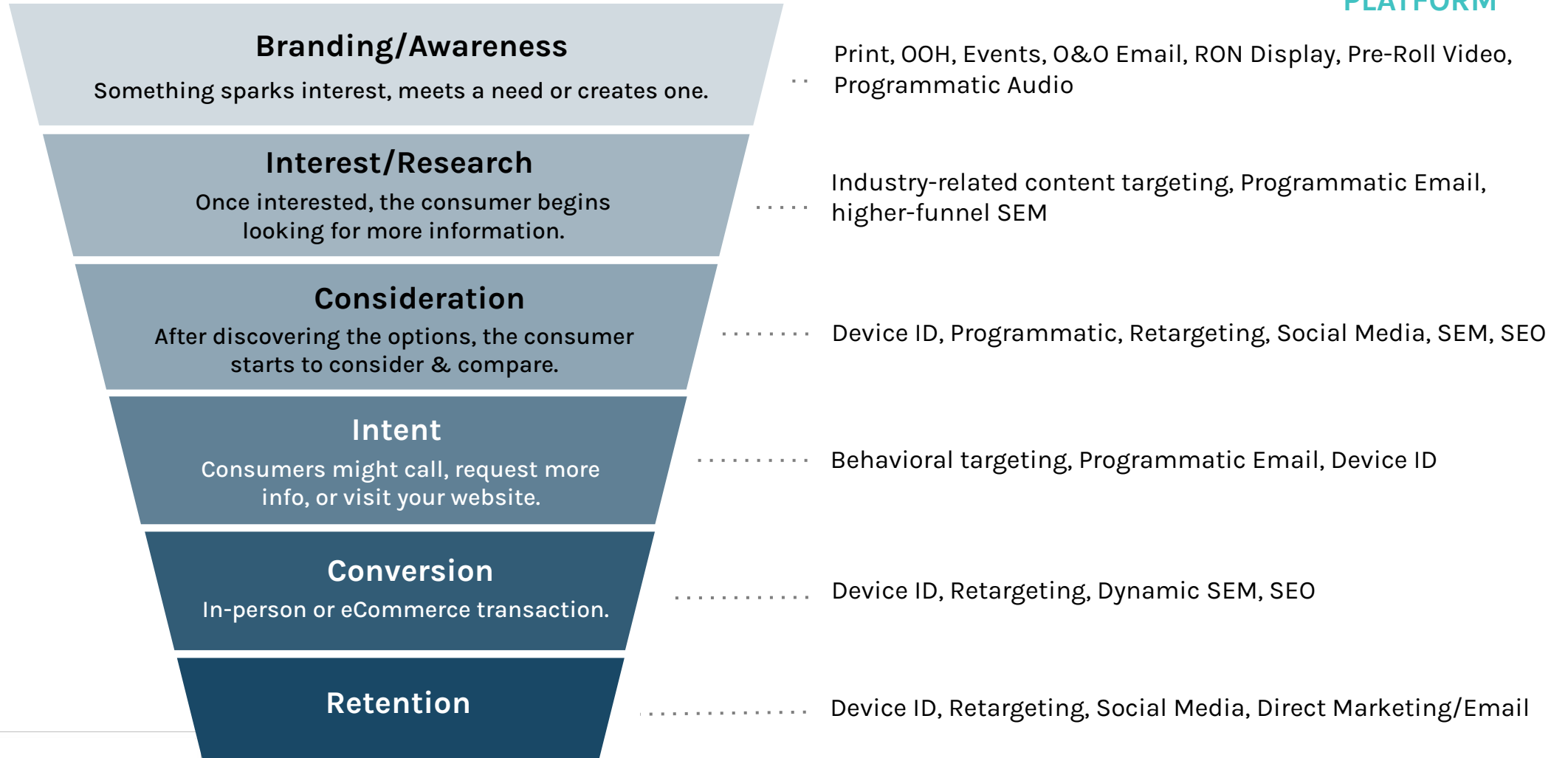
Training produces confident consultants - and leads to sales

Training was critical to this partner's success

- Digital product highlights in every sales meeting
- Integration into digital learning management system
- On-the-job learning with four-legged sales calls attended by a digital manager or AdCellerant resource

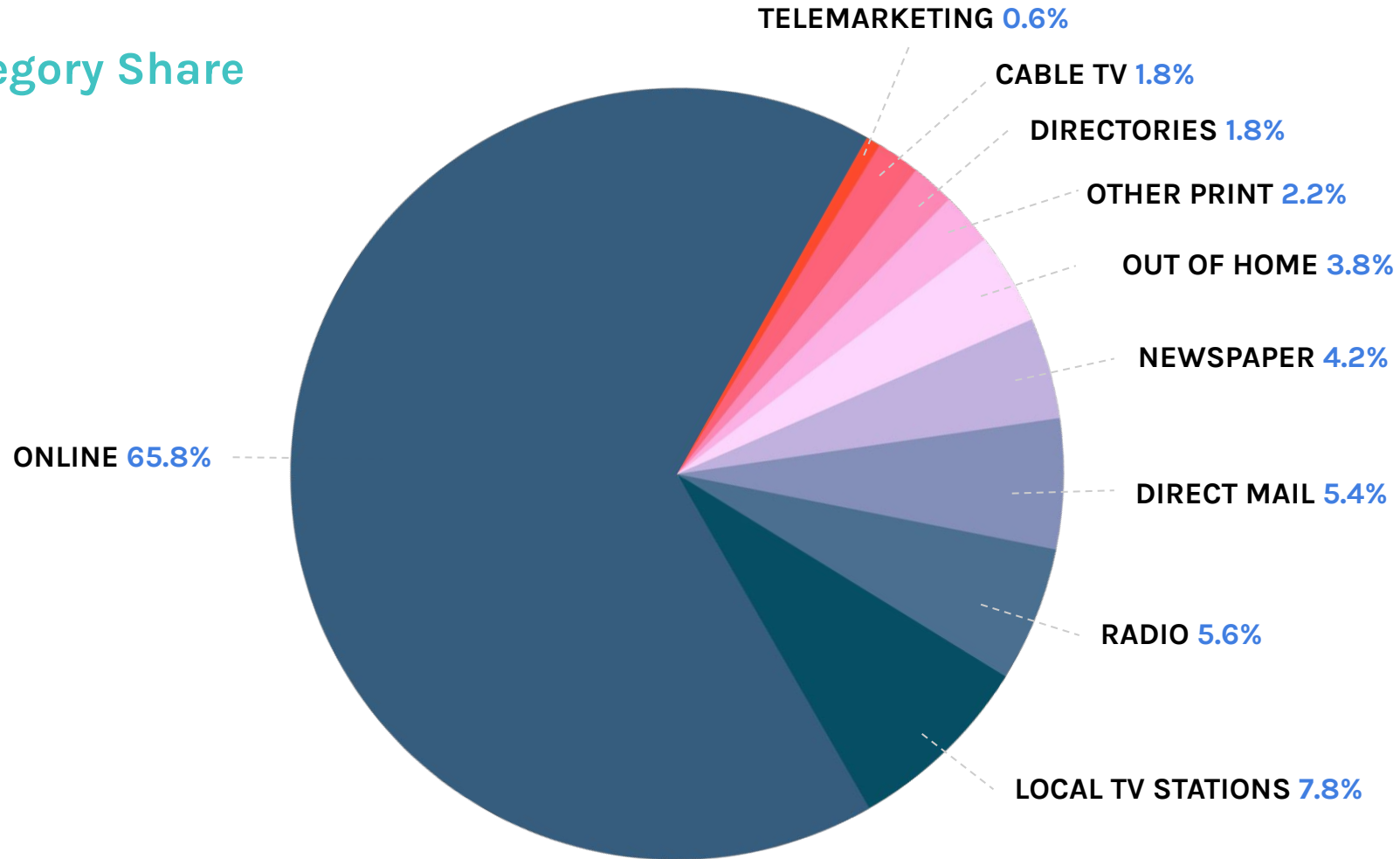


Training



Overcoming Objectives

2022 Media Category Share



05

Effective Programs



Building Sales Success

Who and how?

1. Limit options and give predefined packages

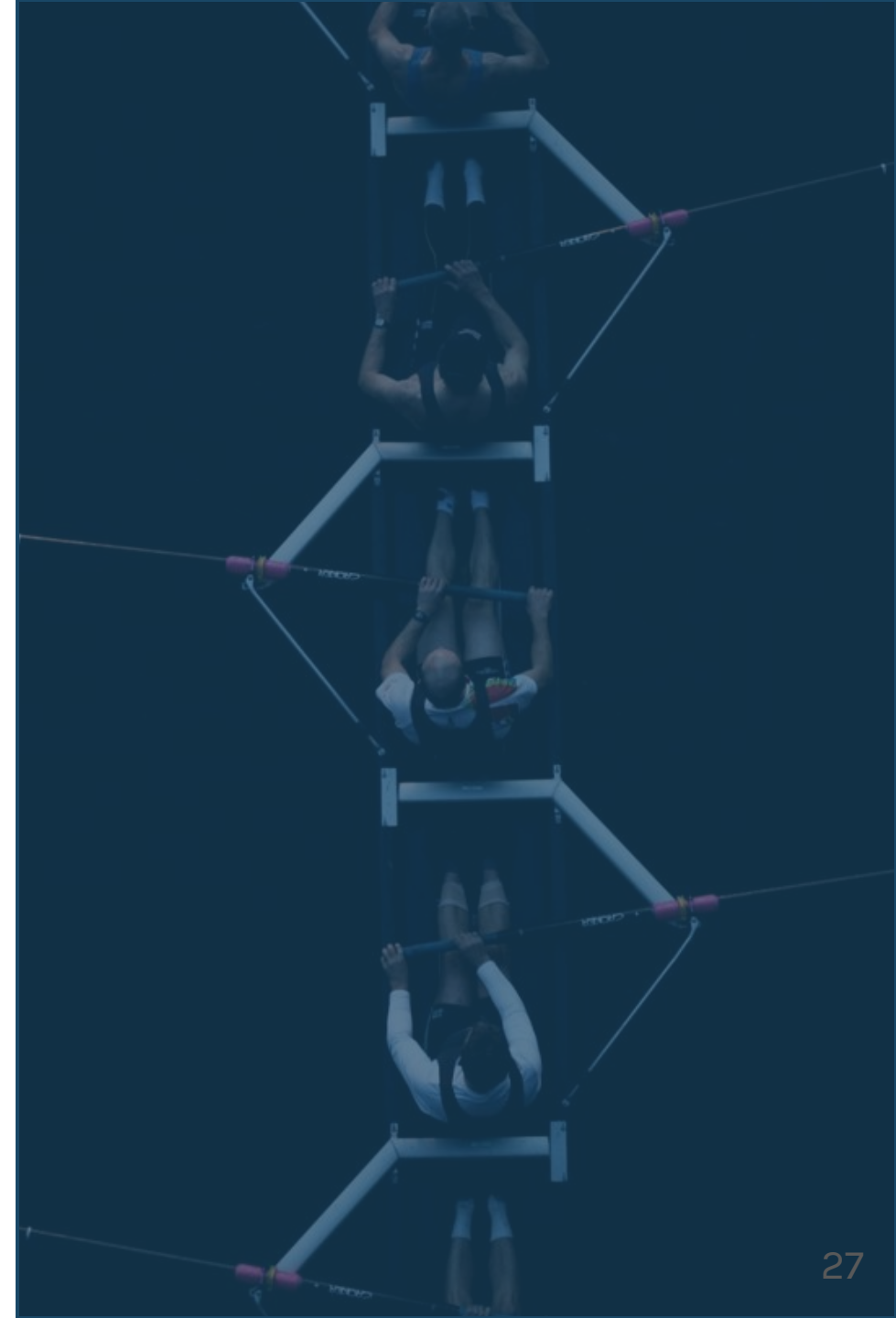
- **Pros** - Faster Adoption, limited training
- **Cons** - Limited customer value, missed sales due to lack of tailoring and sophistication

2. Four-legged calls with a digital expert

- **Pros** - Larger sales, more stable customer base
- **Cons** - Cost and difficulty in sourcing the expert, scalability

3. Train your reps

- **Pros** - long term sustainability
- **Cons** - very difficult, will likely take turnover in some cases



Options for Success

How do I get started?

- **Find the right partner**
 - The digital landscape is too complex to attempt to build out your own solution without significant scale
- **Pick a model and stick to it**
 - You must choose from slide one and be committed
- **Leverage the heck out of your partner**
 - Bring them on calls
 - Get them to do trainings
 - Get them to build you collateral

How the Advocate Works



Going from 0 to 100

- Partnered with AdCellerant to instantly have best-in-class solutions
- Leveraged their training LMS, people, and collateral
- Pre-AdCellerant we had a one-page digital rate card and did primarily O&O and Geo Fencing
- We have grown to an eight-page digital card and averaged 18% YoY digital revenue growth



Our Team

Our Staffing Model

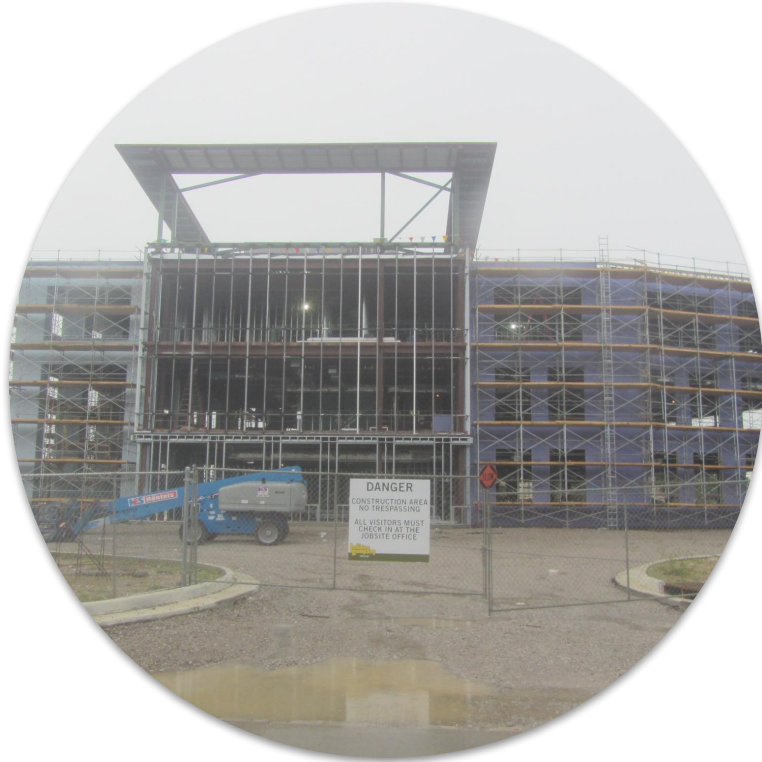
- Multi-Media reps - sell print and digital solutions to standard accounts unaided
- Digital Sales Specialists - assist in the sales retention
- Client success managers - handle all back-end work for Enterprise accounts

Enterprise Accounts - highest level of service from CSM's ratchet this up to drive increased sales

Standard accounts - reps handle these on their own with Adcellerant support.



Our Training Plan



**THE
ADVOCATE**
BATON ROUGE • NEW ORLEANS • ACADIANA

Master Class: Weekly ability grouped role-play

- Pick a designated trainer
- Create a schedule of topics
- Ability group your reps
- Force each rep to roleplay each week
- Trust the process it takes time



Thank You

