



Drive Serious Print & Web Ad Revenue Across All Media Platforms. Every Single Day.

1,000's of media companies since 1993. Hundreds of millions of dollars in added revenue.

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Driving Serious Newspaper Ad Sa...

Driving Serious Newspaper Ad Sales In A Recession

IDEAS, STRATEGIES, AND THOUGHTS FROM A NEWSPAPER AD SALES CONSULTING FIRM DOING JUST THAT

FRIDAY, NOVEMBER 9, 2012

Proving their puppies will find a home

As part of my print and Web Presentation Packs ongoing coaching service, I coached a member through the sale of an ad that sells puppies and kittens. As usual, I provided a great ad to work off of and a series of videos showing exactly how to sell it. It sold, as almost all of them do.

What I like about this ad is that it not only worked great, but it was helping puppies find homes, which is always good karma.

When I teach ad reps how to drive newspaper ad sales by proving the ad will work (so the prospective advertiser will believe enough in the presentation to open his wallet and actually run the right size, frequency, ad content), the first step, after getting the right information, is developing a strategy the ad rep can be confident will work.

The benefit needs to relate to why people buy from one place rather than another, in this case that they're healthy and not traumatized. So that becomes the headline (under what we call the "signal" that gets the right people seeing the ad, in this case the graphic and the text at the very top).

DOWNLOAD OUR FREE E-BOOK: "THE 7 ESSENTIAL ELEMENTS OF SUCCESSFUL AD SALES TRAINING INITIATIVES"

VISIT OUR AD SALES WEB SITE!

Training in the Age of New Media

Whether you're looking to drive quick and sustainable revenue for your print edition or your digital products, Response Oriented Selling has the solution. We have helped newspapers and media companies all over the world realize dramatic increases in print and digital ad revenue fast – even in these quickly changing times.

Our award-winning sales training course and selling system works so effectively by enabling your advertising salespeople to eliminate the roadblocks that get in the way of advertisers running, and at the right size and frequency. We also go further than any other program by teaching your reps them how to help advertisers optimize their digital ads, converting visitors into customers with measurable results.

In use at over a thousand newspapers across the U.S., Canada, and the U.K., from many of the largest daily metro newspapers to smaller weekly and monthly publications, our Response Oriented Selling clients believe our course is the fastest way to drive serious sales.

Response Oriented Selling begins driving major revenue within the first three days, and, when used as an ongoing prospecting system, can drive hundreds of thousands of dollars in revenue in a matter of months. It continues to drive sales as long as your staff uses the techniques (we help you with that part, too).

The full course involves separate sessions for your salespeople, managers, artists, and prospective advertisers, as well as one-on-one target account sessions conducted via the Web. For smaller publications, the course can be conducted live at your newspaper or over the Web in a more affordable configuration.

If your prospective advertisers complain that your rates are too high, if you're in a competitive market, experience too much account churn, your advertisers

are running too small or infrequently, or are dissatisfied with their response, then this course is for you.

We can even provide your staff with fully-fleshed-out high-potential strategies and presentations every week, along with a series of videos coaching them through each sale – a different category of advertiser each week.

You'll find the Response Oriented Selling course is the missing link that enables your ad staff to sell true value and dramatically increase ad sales along with response rates.

After working with more than 1,000 newspaper advertising departments, we have created the ultimate training program that can help your newspaper succeed across all media. And by succeed, I mean a program that will be well-received and have high buy-in, and will

enjoy real staying power and result in substantial, trackable revenue both in the short- and long-term.

An ad sales program where you can point to specific sales, week after week, month after month, and ultimately, will make you look like a hero.

How To Generate Serious Revenue From Your 2013 Ad Sales Training Program



Learn more about how we can help make your next training program a revenue success.
© 2013 Robert McInnis Consulting, www.newspapersales.com (631) 477-8806

Part 1

How is Response Oriented Selling Different From Other Sales Training Programs?

With a foundation in consultative selling, analyzing customer personalities, and creating a partnership between your ad reps and each of their clients, we provide specific, practical tools they need to change the critical belief behind nearly every prospective customer's decision not to run: they do not believe they will see a return on investment.

In uncertain economic times, businesses invariably begin worrying whether spending money on advertising is really such a good idea. This is an especially tough issue for salespeople to deal with, considering the unpredictable nature of advertising. The root problem is that many advertisers have incorrect ad theories. Their misconception is that advertising is an art form, and therefore a subjective process, which leads them to believe that their approach is as valid as any other, incorrectly placing any fault with your newspaper or website. It often manifests itself with the advertiser simply throwing objections at your ad reps, claiming your ad costs are too high or that your newspaper or website just doesn't work for them. The result can be devastating to your staff as they lose sales, become frustrated, demotivated, develop a fear of cold calling, and finally, second-guess all existing sales techniques.

But the Response Oriented Selling program has solved exactly this problem at over a thousand of the biggest and best newspapers in the U.S. and abroad.

We empower salespeople to close every sale, without any size or frequency compromises. Advertisers need confidence that they'll get a strong return every time they run. Your salespeople will learn to change the very way their prospects think of advertising, helping them let go of their own, faulty, ideas about advertising. Response Oriented Selling teaches salespeople how to easily eliminate these problems head-on, making every sales call more effective and making the idea of cold calling much more attractive.

Best of all, salespeople and designers skilled in the Response Oriented Selling techniques learn how to deliver an unprecedented and consistent response, ensuring loyal and long-term advertisers. More than a simple quick fix training program, Response Oriented Selling is a system of ad sales, spec ad creation, and management coaching that increases revenue for years to come.

The techniques open up significantly new opportunities for the staff to sell more, larger, and more frequent advertising in both print and online. We correctly identify and solve the most significant problems your ad reps are facing, act in the best interests of both your business community and your newspaper, and at the same time allow the ad reps to use all the other techniques they've learned in the past.

We also act as a virtual coach and assistant (something many ad managers simply can't find the time to do) and "set-up" the ad rep, providing the analysis, a stunning ad strategy, a Power-Point, and a self-guided series of videos like [this one](#). We even assist the ad reps in Web meetings with live accounts when needed, which I've found is surprisingly more natural than high-pressure "close them at the seminar" sessions, since the ad rep is driving the sale and I only jump in when needed.

Newspaper specific

Some training companies believe that "sales is sales" and the selling dynamic doesn't really change from industry to industry. While there's some truth to that, there are some fundamental, major challenges with selling newspaper advertising—both print and online—that general sales techniques just don't address. Without starting with a program that recognizes and eliminates these roadblocks, the ad reps will continue to be derailed and ultimately won't adopt the new general sales techniques.

The good news is, once you teach your ad reps how to eliminate the industry-specific problems, all the general techniques the ad reps have learned, or even those they learn in the future, will be much more effective and they'll actually use them.

You can watch me describe the roadblocks we believe exist in detail in [this video](#).

Our course helps your ad reps with both print and digital sales. It can incorporate selling your various digital products including mobile, "deal of the day" sites, online directories, search engine

optimization, social media optimization, and creating more effective digital ads. We help your reps help their advertisers convert visitors into customers every single day.

Salespeople and designers skilled in the Response Oriented Selling techniques learn how to deliver their customers an unprecedented and consistent response, in print and online, ensuring loyal and long-term advertisers.

Part 2

What Will Response Oriented Selling Teach My Staff?

Your advertising sales staff will learn simple but powerful ways to eliminate up front stalls and objections, get the information they need from their prospects, create consistently effective ad strategies, make flawless presentations, effectively overcome size and frequency objections, and in the end, deliver a response to any advertiser.

With our unique techniques, we teach your ad staff to easily shift from a vendor role into a partner role. Each salesperson will learn how to develop an exceptional strategy and make a case that their recommendation will get a strong response the very first time the ad runs. Your salespeople and artists will also gain the analytical and strategic skills to deliver these exceptional results consistently over time, no matter what type of account they're working with.

For new hires, we give our clients access to a [150-page new hires course](#), one of the most popular in the U.S. More importantly, I conduct a condensed, Web-based version of our [Response Oriented Selling](#) course monthly. It's more than enough for the ad rep to get a good foundation in the techniques before I hand them off to their manager and give them access to my Presentation Packs and our long-term follow up.

As part of the Response Oriented Selling system, we conduct separate seminars for ad salespeople, artists, managers, prospective advertisers, as well as one-on-one work with each salesperson on target accounts.

Just a few things we teach your salespeople...

Taught within the consultative selling framework, our newspaper-specific ad sales seminar module solves every significant real-world issue that ad salespeople face.

Cold Calls Made Easy

- Identify high potential advertisers
- Overcome initial objections
- Prove you'll deliver a response
- Retrieve key pieces of information
- Secure another appointment

Becoming A Response Partner

- Master a new system of ad strategy creation
- Analyze a prospective advertiser's business, products, competition
- Transform information into an effective ad strategy easily

Making Flawless Presentations

- Get agreement that your publication is a good fit
- Get buy-in on account analysis
- Get buy-in on the effective advertising techniques used
- Prove the proposed spec ad will work

Selling Ad Size And Frequency

- Determine the precise ad size for each advertiser
- Sell the ad size account needs for response
- Determine the best frequency for each advertiser

Selling Digital Products

- Create effective digital advertising
- Conversion architecture: converting online visitors into customers
- Maximize the customer's digital presence

Overcoming Objections

- Your rates are too high
- Reduce the ad size
- The other publication is cheaper
- The other publication works better
- I can't run that frequently
- I have no money
- I have no time
- You don't have enough circulation
- You have too much circulation
- I only run with the big daily
- I only run with the weekly
- My budget is already allocated
- Change the ad (for the worse)

Special Considerations:

Automotive Dealers and Real Estate

- Selling these difficult categories
- Significantly improve response rate

Part 3

How does the program roll out?

One of the things newspapers like about our course is that every member of their advertising department is involved—salespeople, managers, artists, and the business community itself. This means that we work with your newspaper for a few days, but surprisingly, no one person is tied up for very long. Even your salespeople are only “off the road” for a couple of mornings. After that, the short sessions that follow are spent either selling or preparing to sell real advertisers.

Salespeople

We spend the first two mornings working with your salespeople, teaching them the techniques for analyzing and selling any business. Your advertising sales staff will learn simple but powerful ways to eliminate up front stalls and objections, get the information they need from their prospects, create consistently effective ad strategies, make flawless presentations, effectively overcome objections, and in the end, get the advertiser to do what you and your ad reps know they should be doing to succeed, even when they originally swore they had no money.

With our unique skills, your ad staff will be able to eliminate these objections within the first two minutes of a sales call, including objections associated with rate, ad size, frequency, and response without doing anything that feels like selling. Each salesperson will learn how to move forward to develop an exceptional strategy and make a case, beyond a shadow of a doubt, why their recommendation will get a strong response the very first time the ad runs.

We encourage your staff to go after even the most difficult of accounts, and have them assemble a Dream 100 list of prospects before we arrive. Then together, we devise a strategy that will be successful for both the rep and the account.

Merchant seminar/rollout

In this module, advertisers who are running too small or infrequently, about to drop out, former advertisers, and those running in the competition are invited to a free ad effectiveness seminar.

While this 90-minute session teaches merchants a number of ways to dramatically improve their ad's effectiveness, its true purpose is to showcase some of the new skills that your staff now possesses, converting large numbers of merchants into believers in running ads in your newspapers that are generally much larger and more frequent than before.

Designer training

In a session apart from the sales staff, those responsible for creating speculative ads, be it a separate creative department or the ad production staff itself, learn how to work with the salesperson to dramatically improve the effectiveness of their layouts.

Once the sales staff is trained as ad strategists, the designers are taught how to take the salesperson's strategy and develop it into a finished layout using the Response Oriented Selling principles.

To ensure that both salesperson and artist are truly working together as a team, artists also learn what information the salesperson should be retrieving from the account, the analysis that needs to be performed on the information before the artist begins work, and ultimately, how the salesperson intends to be selling the strategy to the prospect. Both the creative staff and the salespeople work with the same terminology, dramatically improving their communication and their the ability to produce dramatic results for your current and potential advertisers.

"In 90 minutes, let me teach you how to get a strong and immediate response from your print and Web ads"

— Bob McInnis, Leading Ad Strategist and Response Coach



Thursday, May 17th from 8 AM - 9:30 AM
A \$250 Value Absolutely Free
(without any sales pitch)

At the American News, we know how elusive getting a strong response in any medium can be, especially in this economy. We also know that in order for us to succeed, our advertisers must succeed. That's why on Thursday,

May 17th, at 8 AM, we've invited internationally acclaimed ad strategist Robert McInnis to Aberdeen to share his simple but powerful, step-by-step approach to getting a strong response in a 90-minute seminar.

It's all about response

We're bringing McInnis to Aberdeen to spend a few intensive days working with our designers, advertising

representatives, and managers on one thing—how to help our advertisers get a dramatic response the very first time they run and consistently afterward, no matter what their budget.

plains.

"In fact, the more creative an ad is, often the more confusing it can be and as a result, the lower the effectiveness."



This urgent care facility's ad was redesigned using McInnis's techniques. Now, the ad is more effective at grabbing the attention of parents of children who had the flu or some other minor illness. It also addresses the reasons why the facility's target customers choose one place rather than another—fast, quality, and affordable urgent care available when they need it. Finally, it gets into enough substance so that it might even change the mind of those prospective patients about to go elsewhere. See more examples on his blog at www.strongresponse.com.

While he's here, we've asked McInnis to share his easy-to-follow approach directly with our business community.

No sales pitch whatsoever

We really mean it. All you'll hear is 90 minutes of solid, proven advertising techniques you can apply to your ad no matter where you end up running it.

Logic vs. creativity

"You don't need to have any special creative powers to get an instant and dramatic response from your print and online ads," McInnis ex-

plains. Instead, McInnis believes an ad should be the logical result of how people are consuming that particular medium why target customers buy a product or service from one place rather than another, and other specifics about the business and competition.

During the session, his techniques will be illustrated by dozens of illuminating "before" and "after" case studies from various types of business.

As long as you're trying to get local people seeing, reading, and responding to your print or online ad, this seminar will apply.

A \$250 value free, but call now

While this is a free seminar, space is limited so call now to reserve your seat at (000) 123-1234.

About Robert McInnis

For over 20 years, Robert McInnis has been teaching his unique approach to direct-response advertising to universities, advertising agencies, and newspapers. Other newspapers who have invited McInnis in to speak include the Boston Herald, the Cincinnati Enquirer, the Oregonian, the Honolulu Advertiser, the Anchorage Daily News and hundreds of others. He has spoken at the Society of Newspaper Design, the American Press Institute, the International Newspaper Marketing Association, and the World Association of Newspapers. Robert is a 1984 graduate of Dartmouth College.



Topics Covered In The Seminar Include:



- The three key elements that should be in every ad but rarely are
- Why the most important question of all often has nothing to do with your business
- What graphics and words grab the most attention and why
- Which headlines pull best
- Other critical elements that drive response
- An easy way to determine the most profitable ad size
- Why most businesses are budgeting backwards
- Where to position your logo for best retention
- How often you should be running and when to make a change
- Valuable things you can learn by looking at your competitors' advertising
- How to troubleshoot a failing ad or make a good or even more effective

newspaper
logo here

Reserve Now – Seating is Limited!

What: Free no-obligation seminar (\$250 value)

When: Thursday, May 17th, 8-9:30 am

Where:

How: Call to reserve your space at 767-3554

Management coaching and follow-up

The Response Oriented Selling System is far more than a sales training program. In addition to teaching a highly effective approach to newspaper advertising sales, we also install a complete management system. That's because we find that even when you provide your staff with the best selling skills and techniques available, if a system is not put in place to help the staff consistently and successfully use the skills, then much of the investment may be lost in a matter of months. The Response Oriented Selling System's management coaching provides managers with an easy-to-use system of coaching and follow-up that will ensure strong increases in revenue month after month.

Managers first participate in the sales training, learning the selling principles along with their own staff. Then managers participate in an additional session where they learn how to effectively support their salespeople through every step of the new system. We provide action plans for each coaching session they will conduct, as well as scripts for sales meetings and a series of memos for enhanced communication with their staff.

With our Presentation Packs (initial fee included with the live training) we even provide your staff with fully-fleshed-out high-potential strategies and presentations every week, along with a series of videos coaching them through each sale – a different category of advertiser each week.

We also provide 24-hour support to all managers and staff with our website AdsOnline (www.ads-on-line.com), and you can receive updates, ideas and case studies through my blog at newspaperadsales.com.



About Bob McInnis

Bob McInnis is a leading newspaper consultant specializing in helping drive significant local advertising sales for daily and weekly newspapers of all sizes. His Response Oriented Selling course is in place at over 1,000 newspapers worldwide, and has helped clients consistently drive up to \$100,000+ per month in added revenue. It can be conducted on-site or via Webinar, making it affordable for virtually every newspaper.

His "Everything You Need To Know To Start Selling Newspaper Advertising Tomorrow" course for new ad reps is one of North America's most popular ad sales courses.

Bob's inexpensive but powerful Presentation Packs service includes monthly, ongoing live training and coaching as well as a series of weekly videos explaining how to sell a stunning ad to a specific high-potential category. Focusing on a different category each week, Presentation Packs have helped his clients generate multiple sales of \$25,000 and above with little time and effort.

Before starting to consult, Bob was the training manger at the then-750,000 circulation Newsday/New York Newsday. Before that he was ad director for a group of 10 weeklies in the Buffalo area and sold for and managed sales staffs in suburban Boston before that.

He has spoken often at API, INMA, the World Association of Newspapers, the Society of Newspaper Design, and almost every state and regional newspaper association. He also runs an offshore overnight ad production company serving more than 30 newspapers and newspaper associations.

Curious how Bob could help your ad staff drive major revenue in 2013? Contact us.

Read Bob's blog is at newspaperadsales.com and follow him on Twitter at [@bobmcinnis](https://twitter.com/bobmcinnis). More information can be found at his ad sales Web site or by calling (631) 477-2505.