The Days and Ways of Today's Successful Seller

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Louisiana Press Association

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- Raised in Steamboat Springs, CO

- Started career in the newspaper industry in 2009

- Joined Colorado Mountain News Media and the Summit Daily News in advertising sales in 2015

- Became the Publisher of the Sky-Hi News in 2018 and the Director of Sales Training and Development for Swift Communications in September 2020

Agenda

- Finding and focusing on the right clients
- Pre-meeting tactics & why they are so important
- Essentials to conduct a good Customer Needs Analysis
- How and when to follow up
- How to schedule your day, to do it all!

Finding the right clients

- Do your research
- Start with categories
- Can you make a connection? Referral? Past clients?
- Leads are everywhere

Focusing on the right clients

- Your current clients are often the best clients (upsell)
- Make sure you are selecting accounts with the most potential
- Not everyone is a fit for your products
- Focus on no more than 10 prospects at a time.

Prioritize your efforts on the:

TOP 25%

Know Your Accounts

Key Accounts: Focus most of your time on your biggest advertisers (top 25%)

Secondary Accounts: Grow your advertisers that are not quite in the top 25%

Target Accounts: Advertisers that you have researched and know can spend. Work no more than 10 at a time.

Leads: Accounts that you want to research and find out more about.

THE CENTER FOR SALES STRATEGY

To get the meeting… Don’t give up!

Preparing for the meeting

Do your research!

- Social Sites
- Reviews
- Website
- Digital Audits
- Industry insights
- Other local advertising

Set CLEAR expectations

- Date, Time & Locations
- Topics of the Meeting
- What won’t happen
- Who should be there
- Let client respond with topics

Conducting a Good Meeting

Start by summarizing the meeting outline

Open with an agenda of what you will cover during your discovery meeting outline. You will tell the prospect that you plan to:

- Give them an idea of who you are, what you do & what your company offers (high level)
- Talk through insights you found on the business (to spark conversation)
- Ask questions to better understand their business and find where you can help them
- Confirm next steps

Ask if they have anything to add or want to discuss

Good questions to ask

What accounts for the bulk of your sales?

Where do you see growth in your business? Where do you need growth?

What results are you struggling with achieving?

Who is your ideal customer?

What types of marketing have you used in the past? What worked? What didn't? How did you measure results?Are you willing to try new marketing tactics?

What separates you from your competitors?

Where are your competitors marketing?

How has the last 18 months changed your business?

What does success look like? How do you measure success?

LISTEN

and learn

Confirm

and clarify

- I’m hearing you are succeeding with STRONG PART, and want to focus on the STRONG PART of your business. Do I have that right?
- You also said you want to make sure we keep the DIFFERENTIATOR as we consider your advertising program. Do I have that right?
- You also said you’d be willing to try new tactics, like THIS IDEA and THIS IDEA, but only with a part of the program. Correct?

Four key items to walk away with

- What are the businesses needs?
- What area should be focused most on?
- What needs to be solved?
- How do we measure success?

Set the next meeting

during the meeting you are in!

How to Organize Your Day

Morning Prep

8:30 am -10:00 am

- Review your publication/station from the previous day
- Organize yourself
- Review your calendar and CRM
- Review reports or financials
- Prep/review outstanding ads that are on deadline
- Plan your route
- Gather supplies

You are out the door for your first appointment and not returning to the office until 4:00 pm.

Trust the workflow

Midday Workflow

10:00 am -4:00 pm

- Contact 10-15 clients, majority of which are in person and many that are preset/qualified meetings
- Have your laptop and know wifi spots to check email, proof/approve ads, etc
- Appointment a no show? Stop by the chamber, town hall, strip mall, events to gather more leads

Afternoon Wrap-up

4:00 pm

- You’re on deadline! Finalize last minute things.
- Book out new ads and submit creative for upcoming days.
- Update CRM
- Plan out tomorrow
- Prepare proposals
- Research business insights for upcoming meeting
- Communicate with customers, thank them for meeting, send agendas/meeting reminders, etc.

Key Takeaways - Sellers

- Know your account list and work to grow your key accounts
- Try multiple ways and times to connect and get the meeting. Repetition.
- Listen, Learn, Recap and Advise
- Organize your day to be as efficient as possible

Key Takeaways - Managers

- Train, train, train
- Know your groups Key Account level and revisit that 2-4 times per year
- Help sellers connect and go on sales calls with them. Be in the trenches.
- Set expectations and hold sellers accountable.

Training Ideas/Exercises

Key Account Analysis

Run a list of all your accounts

Identify top 25%

Split those by rep

Have reps analyze and come up with a plan on how to retain and grow the top accounts and how to grow the secondary accounts into key accounts

Getting the Meeting

Show them an email or play them a voicemail from a salesperson that got your attention. And talk through the key components that made it work.

Have reps research and formulate a reason for the business to connect

Reps will practice leaving a message or formulating an email with that reason

Have reps share their voicemail/email and let the group provide feedback.

Finish meeting with rep calling and leaving that message or sending that email.

Elevator Speech

Talk through the benefits your company provides to customers. Think audience and solutions, not products.

Take 5 minutes to prepare your elevator speech

Share with team and provide feedback

Refine speech and use it in the next meeting.

Thank You!

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