



Bob McInnis, Robert McInnis Consulting

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

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

We've written the book on how to drive major ad sales in this quickly evolving industry ([you can download our guide here](#)).

We teach your ad reps easier and more effective ways to sell dramatically more print and digital. But that's just the beginning.

We show your management and design team how to continue the revenue increases long-term. We also meet with your business community in a series of seminars and Webinars that show how

you can help them get a response (and get them running in the process).

We then personally coach each of your ad reps through an entire sale and every week thereafter begin feed them everything they need to make major sales including stunning spec ads, custom video series and PowerPoints.

We even help you attract and convert leads into advertisers through content marketing. Combined, it adds up to serious revenue increases.

Table of contents

Introduction 3

Part 1: How is Response Oriented Selling Different? 5

- Expert trainer
- Empower your salespeople
- Selling Return on Investment
- Newspaper specific
- Social media training - conversion architecture

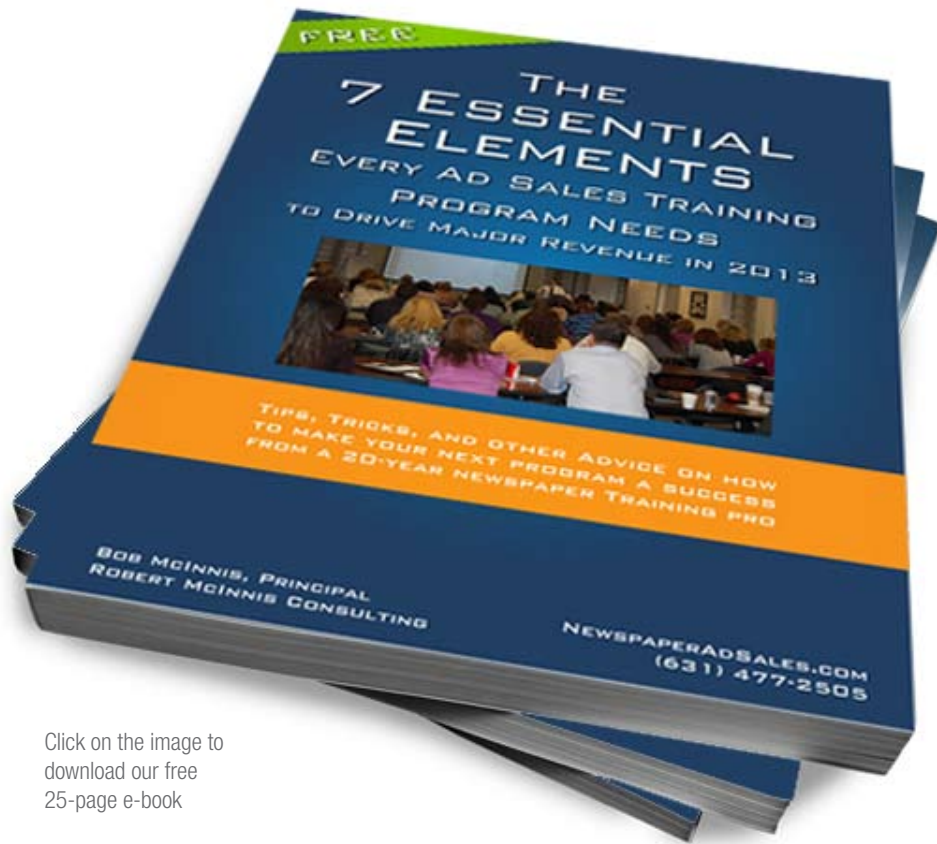
Part 2: What will my staff learn? 7

- Cold calls made easy
- Becoming a response partner
- Making flawless presentations
- Creating huge revenue opportunities
- Selling ad size and frequency
- Overcoming objections
- Selling online ads
- Converting online visitors into customers

Part 3: How does the program roll out?..... 9

- Module 1: Salespeople training
- Module 2: Prospective/current advertiser seminar
- Module 3: Designer training
- Module 4: Management coaching and follow-up
- Module 5: Ongoing assistance driving sales

About Bob McInnis 12



Click on the image to
download our free
25-page e-book

Training in the Age of New Media

Whether you're looking to drive quick and sustainable revenue for your print edition, digital products, or both, our Response Oriented Selling program has the solution. We've helped more than 1,000 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 because it enables your advertising salespeople to eliminate the roadblocks that get in the way of advertisers running, and at the right size and frequency (and impressions) without any discounting or pressure. We also teach your reps how to help advertisers optimize their print and digital ads, converting readers and visitors into customers with measurable results. Give us a call and we can fill you in on how we could do it for you.

From many of the largest daily metro newspapers to a wide variety of smaller weekly and monthly publications, our clients believe Response Oriented Selling is the fastest way to drive serious sales.

Response Oriented Selling begins driving significant revenue within the first three days and, when used as an ongoing prospecting system, can drive hundreds of thousands of dollars in revenue fast.

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, designers, and prospective advertisers, as well as one-on-one target account sessions conducted via the Web and lots of ongoing sales assistance.

For smaller publications, the course can be conducted live on your premises or over the Web in a wide variety of more affordable configurations.

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

your advertisers are running too small or infrequently or are dissatisfied with their response, then this course could make a significant difference.

As part of our follow-up program, 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.

Often, our 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 for your advertisers.

Many of our clients have found our program to be well-received, have high buy-in, and enjoy real staying power, resulting in substantial, trackable revenue both in the short- and long-term. It's

the ultimate training program to help your newspaper succeed across all media

It's also an ad sales program where you can point to specific sales, week after week, month after month, that'll ultimately 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) 477-8808

Part 1

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

We don't just help you see a temporary jump in ad revenue. We provide specific, practical tools your ad reps use to change the fundamental misconceptions behind nearly every prospective advertiser's decision not to run: they don't believe they'll see a return on investment.

The "double-whammy" of uncertain economic times and a changing media landscape full of low- and no-cost options are leading many businesses to question whether advertising is still a wise investment.

This is a tough issue for salespeople to deal with, especially considering the unpredictable and often elusive nature of advertising response. The root of the problem is that most advertisers just don't understand how to make print and digital work effectively for them, and they blame the media when their incorrect strategy fails.

The problem often manifests itself with the advertiser simply claiming your ad costs are too high or that your print and digital offerings just don't work for them, despite your impressive products. The result can be devastating to your staff as they lose sales, become frustrated, demotivated, develop a fear of cold calling, and begin second-guess all their 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 almost every sale without size or frequency compromises. By changing the very way their prospects think about advertising, your ad reps, in effect, learn to prove to the prospect that they'll get a strong return every time they run, enabling salespeople to easily eliminate most objections 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 digital. 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 we 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. If you don't start 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 these industry-specific problems, all the general techniques the ad reps have learned, and 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](#).

Since 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 banner 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 with very high buy-in, effectively overcome size and frequency objections, and in the end, deliver a response to the advertiser.

With our unique approach (that'll fit into any standard consultative selling process), 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 they run. Your salespeople and designers 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 service. It's also great for those who need to brush up on their approach.

As part of the Response Oriented Selling system, we conduct separate seminars for ad salespeople, designers, managers, prospective advertisers, as well as one-on-one work with each salesperson on target accounts. Taught within the consultative selling framework, our newspaper-specific ad sales seminar module solves every significant real-world issue that ad salespeople face.

Just a few things we can teach your salespeople...

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

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 recommendation 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/impressions for each advertiser

Selling Digital Products

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

Overcoming Objections

- Your rates are too high
- Reduce the ad size
- The other publication is cheaper
- The other publication works better
- Your print and online display doesn't work
- I can't run that frequently/that many impressions
- 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
- I just do pay-per-click
- My budget is already allocated
- Change the ad (for the worse)

Special Considerations: Automotive Dealers and Real Estate

- Selling these difficult categories
- Significantly improving response rate

Web Presence Optimization

- Optimizing your prospect's online presence
- Creating measurable business objectives
- Unifying their message through diversified online marketing channels
- Helping identify an optimal set of online assets
- Developing playbooks and key performance indicators

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, designers, and the business community itself. While we work with you for a few days, surprisingly, no one person is tied up for very long. Even your salespeople are only off the road for a couple of mornings in the core training. After that, the short sessions that follow are spent either selling or preparing to sell real advertisers and the follow-up is spread out in Web meetings at the staff's convenience. Here are a few of our modules:

Module 1: 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 for online or offline marketing, 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 interest or 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 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.

Module 2: Prospective/current advertiser seminar

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 print and digital 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 prospects into believers in running ads in your media that are generally much larger and more frequent than before.

We can even help close the sales later in a Web meeting.

Module 3: 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 advertising.

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 ad 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 prospective advertisers.

“Learn the secret formula to tripling and quadrupling your print and Web ad response rate in 2013”

— Robert McInnis, Leading Ad Strategist and Response Coach

Join Our Webinar on Thursday, July 21st from 2 PM - 3 PM A \$250 Value Absolutely Free (with-out any sales pitch whatsoever!)

At Bee Newspapers, 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, July 21st from 2 PM - 3 PM, we've invited internationally acclaimed ad strategist Robert McInnis to hold a FREE Webinar to share his powerful, step-by-step approach to getting a strong response in a 60-minute seminar.

Topics Covered In The Seminar Include:

- The three key elements that should be in every ad but rarely are
- Why the most important questions of all often has nothing to do with your business
- What graphics and words grab the most attention and why
- What's headline just does
- Other critical elements that drive response
- The easy way to determine the most profitable ad size
- Why most businesses are (surprised) to be successful
- Where to position your logo for best attention
- How often you should be sending and when to make a change
- One thing you can learn by looking at your competitor's ad (and why)
- How to troubleshoot a failing ad or make a good one even more effective

About Robert McInnis

Download our FREE e-book “The 10 Biggest Ad Myths And How To Profit From Them”

Do you ever wonder how some businesses make a living profit from their advertising while others don't? The ones that succeed know how to separate all the advertising “noise” and focus their ad effort on techniques that get the right people seeing, reading and responding.

That's why we're offering a free e-book that has shown some of the secrets to getting a strong response now. We show you 10 of our top ad tips and how to help you make the most out of any advertising investment.

View and download the free e-book

Reserve Now – Seating is Limited!

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

When: Thursday, July 21st, 2 PM - 3 PM

Where: Online

How: Register at beeneews.com/webinar

BeeNews.com

These current and prospective advertiser seminars can be conducted both on-site or via Webinar.

Module 4: 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.

Module 5: Ongoing assistance driving sales

With our Presentation Packs (initial fee included with the live training) we provide your staff with a full suite of tools that'll ensure sales will remain high for months and even years to come. This includes:

- **Monthly sales training via Webinar**

As discussed earlier, once you become a client, a new ad rep is always less than a month away from a live Webinar where the same techniques are taught in a condensed version.

- **New hires training**

Also, anyone new gets access to our 150-page new hires course that teaches even the most inexperienced new hire how to sell.

- **Weekly coaching videos**

Approximately every week your ad reps receive a new, different category-specific "Presentation Pack" containing a step-by-step video series explaining exactly how to conduct each phase of the sales process and make the sale, both print and digital.

- **Stunning, effective spec ads and PowerPoints**
Accompanying each video series, ad reps have access to one or more stunning spec ads in the category as well as a PowerPoint they can use.

- **Bonus content**

Ad reps also get access to videos exploring different parts of the sale, including lowering resistance, transitioning from vendor to partner mode, asking the right questions, and more.

- **Prospective advertiser Webinars**

Each month we conduct Webinars for prospective advertisers where we give them religion about print and digital advertising and the new skills of your ad reps in particular, helping create ongoing sales for your newspaper.

- **Ongoing lead generation and development**

You also receive an email marketing system via a downloadable ad effectiveness e-book, ongoing opt-in ad effectiveness emails sent to your prospective advertisers, offers to join us in a Webinar, and more that all add up to an easy but effective way for us to help you drive sales.



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 for new hires.

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, where he grew up. He is a graduate of Dartmouth College.

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.