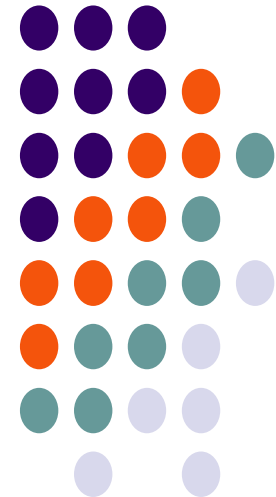


The Multimedia Sales Rep Today

Presented by Kevin L. McCrudden



Kevin has actively been involved in the education of thousands of managers, salespeople and business owners across North America since 1999.

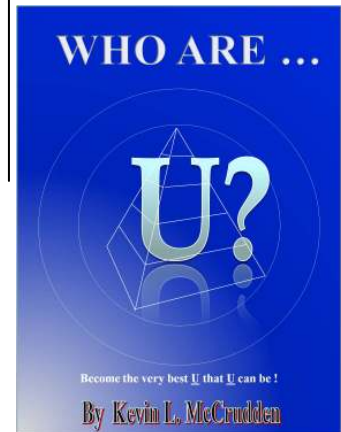


Experienced

- ✓ Internet Tradeline ~ eCommerce
- ✓ Promax Training ~ Internet Director, Management & Leadership Training
- ✓ St. Pete Times ~ Training Director
- ✓ Blinder Group ~ Consultant
- ✓ Newsday ~ Training Director
- ✓ Borrell Associates ~ Consultant
- ✓ Motivate America ~ Author of "U ~ Who Are U?" ...most significant addition to Maslow's Hierarchy in 60 years. Combine Management and Leadership with personal needs and behaviors.

Partial Media List

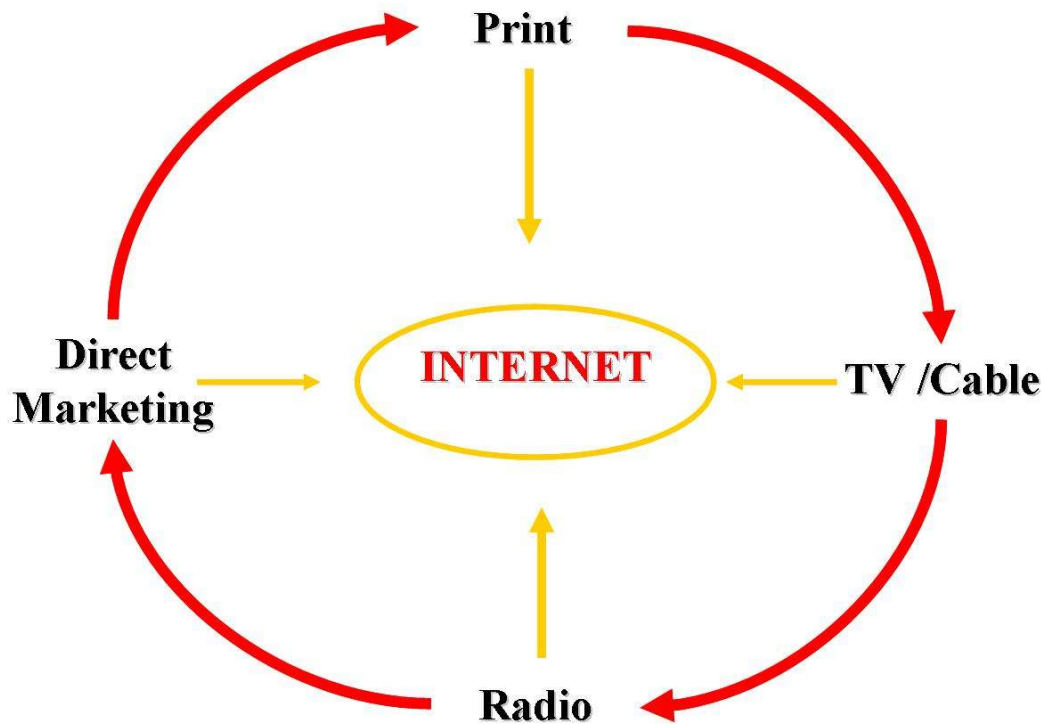
- ✓ Bloomberg
- ✓ N Y Times (NYTRNG)
- ✓ Boston.com
- ✓ Newsday
- ✓ Tribune Company
- ✓ AM NY
- ✓ Quigo, Inc.
- ✓ TMN
- ✓ Dow Jones Company
- ✓ St. Petersburg Times
- ✓ EW Scripps
- ✓ Knight Ridder
- ✓ Freedom Communications
- ✓ NAA
- ✓ SNA ...and many more





The Multimedia Sales Rep Today

In addition to having worked with representatives from over 200 newspaper and media companies across North America, Kevin created one of the first “Media Convergence Models” in America back in 1999.



Media Convergence
“The Internet is the most powerful medium ever created, because it can imitate all other media and they cannot imitate the Internet.”
~ Kevin McCrudden ~
1999



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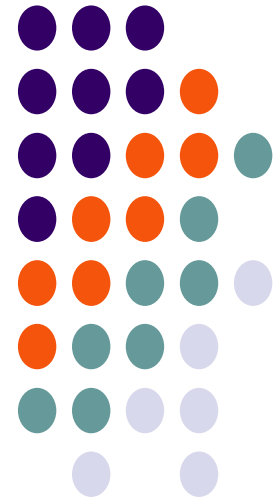
The **Multimedia** Sales Rep Today



Lets review “multimedia” or “convergence”

We have been using these phrases for 10 years, but have we been living a “multimedia” or “converged” existence?

- ? When did you shift from being a “Newspaper Company” to becoming a “Media Company?”
- ? How many times have you separated and combined “print” and “online sales reps?”
- ? How many times have you separated and combined “print” and “online” products?
- ? If Advertising Agencies can speak about “multiple media” and conduct successful advertising strategies for their clients...why can't we?



“The words we choose help us win or lose”

~ Kelly Wirges ~

The **Multimedia** Sales Rep Today

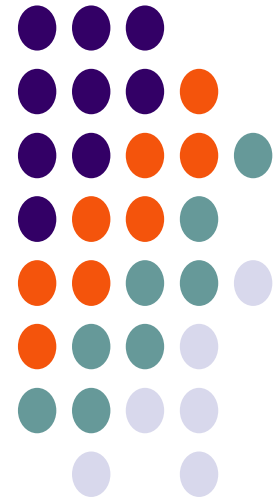
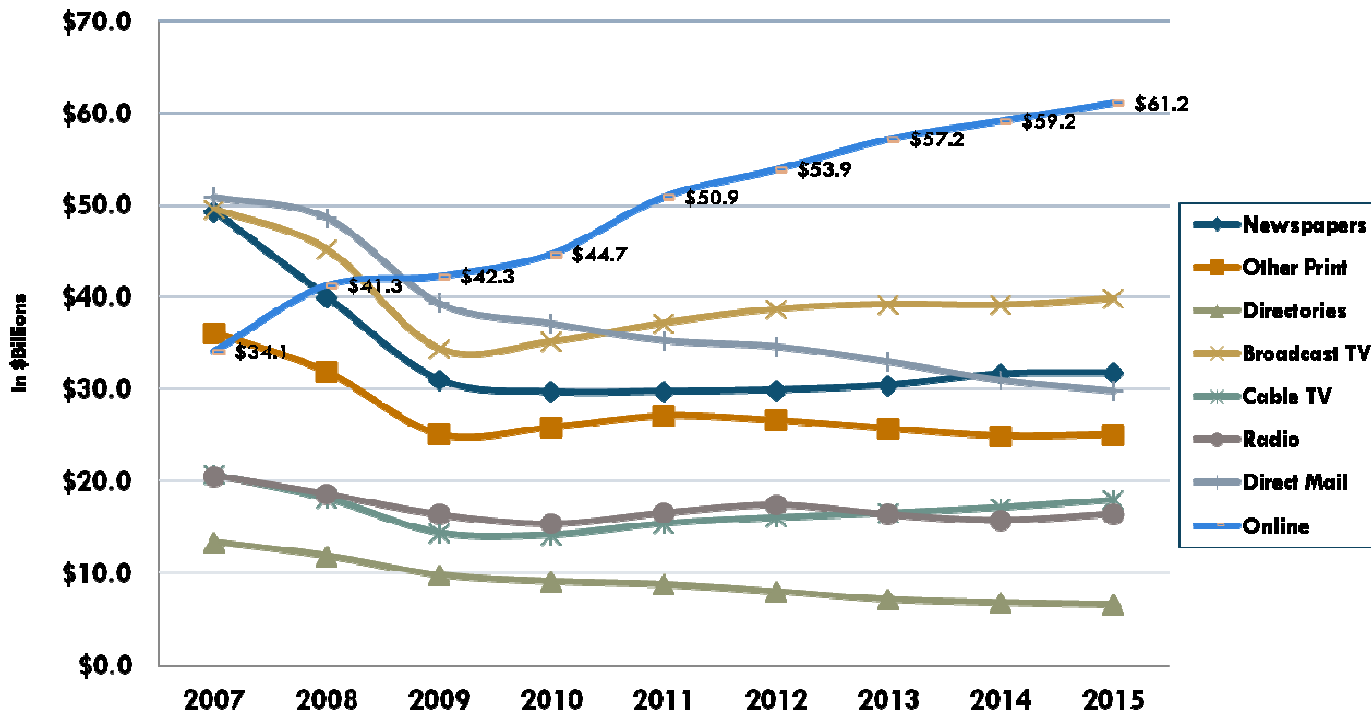


Lets review “multimedia” or “convergence”

When we review the trending it becomes very clear where we were in the past, where we are presently and where we are going...

2007-2015 Ad Spending Trends

2007 – 2015 Media Ad Spending Trends



“Knowledge is Power”

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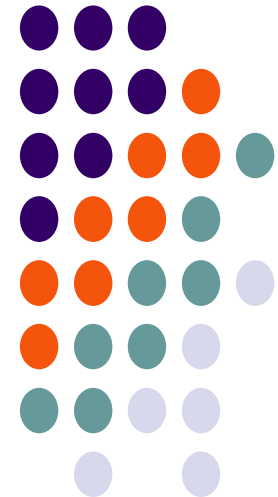


Lets review “multimedia” or “convergence”

If you know where the market is trending...

What packages are you creating? ...And why? Who is creating them?

- ✓ Print with online
- ✓ Online with Print
- ✓ Forced buy...”bundle?”
- ✓ Print, Online and Video
- ✓ Print, Online, Out of Home and Direct Response
- ✓ Print, Online, Out of Home and Direct Response with email campaign
- ✓ SEO and Paid Search...



The choices and solutions could be endless... how do you choose?

“Success is preparation meeting opportunity.”

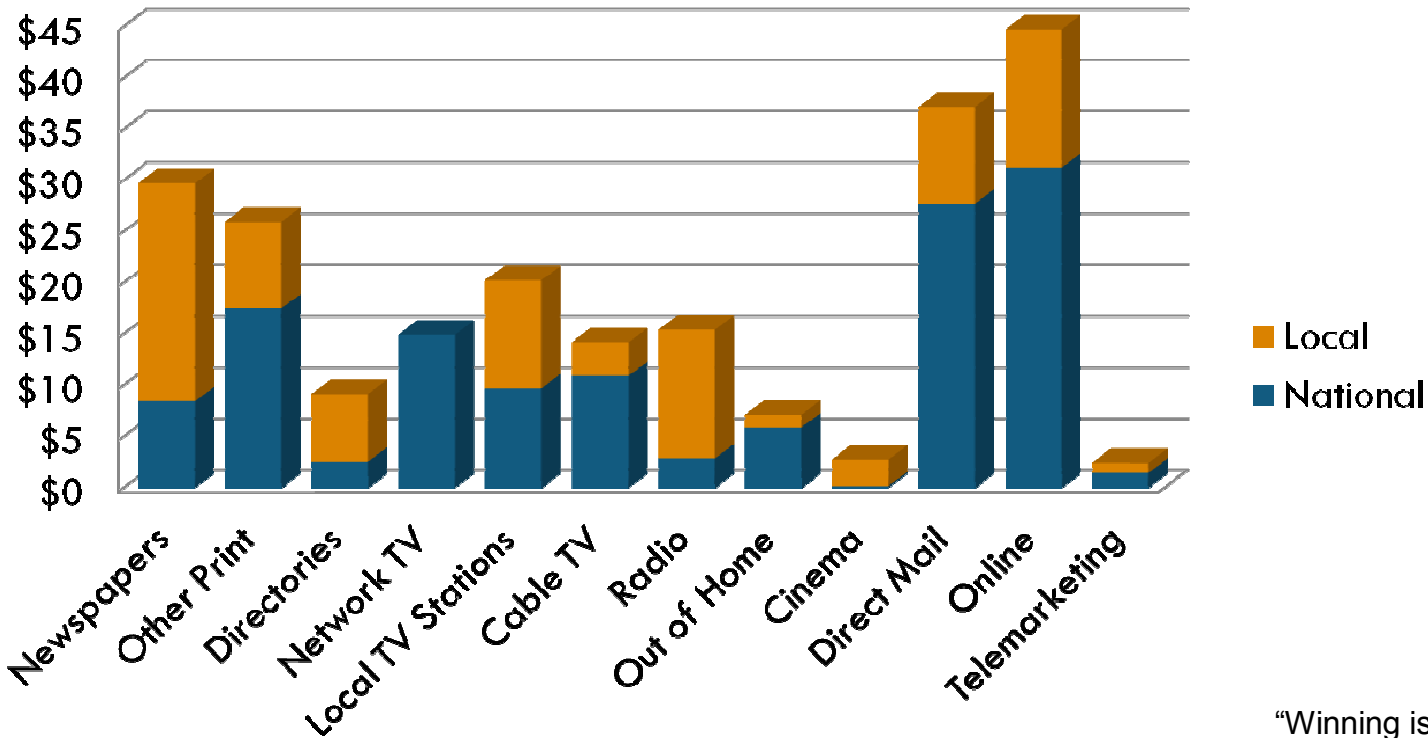
The **Multimedia** Sales Rep Today

Lets review “multimedia” or “convergence”



2010 Ad Spending Summary ~ Do you Know Your Competition?

2010 Ad Spending Summary, US Totals
Local vs. National, in \$ Billions



“Winning isn’t everything; it’s the ONLY thing..”
~ [Vince Lombardi](#) ~

The Multimedia Sales Rep Today



Lets review “multimedia” or “convergence”

2010 Ad Spending Summary ~ Do you Know Your Competition?

How many of you have conducted a SWOT Analysis with your Managers?

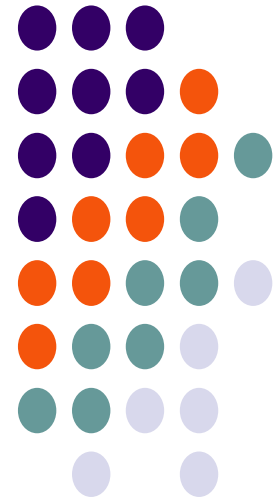
Who is “eating your lunch” locally?

How are they beating you?

Are your managers savvy about the local market and how to develop products and direct your sales teams in the right direction?

10 years ago we started the mantra...”local, local local.” Are you “hyper local” and taking advantage of the benefits of being the local resource for information?

Is your editorial content maximizing SEO in their headlines and helping to drive traffic to your site to maximize ROI for your advertising clients?



“Winning isn’t everything;
it’s the ONLY thing.
Winning is not a sometime
thing; it’s an all time thing.
You don’t win once in a
while, you don’t do things
right once in a while, you
do them right all the time.
Winning is habit.
Unfortunately, so is
losing.”

~ [Vince Lombardi](#) ~

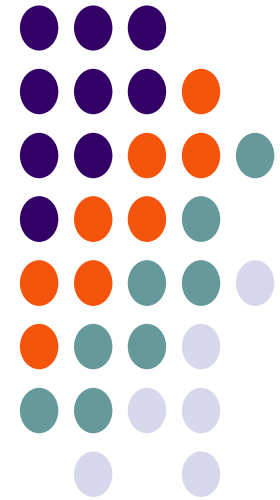
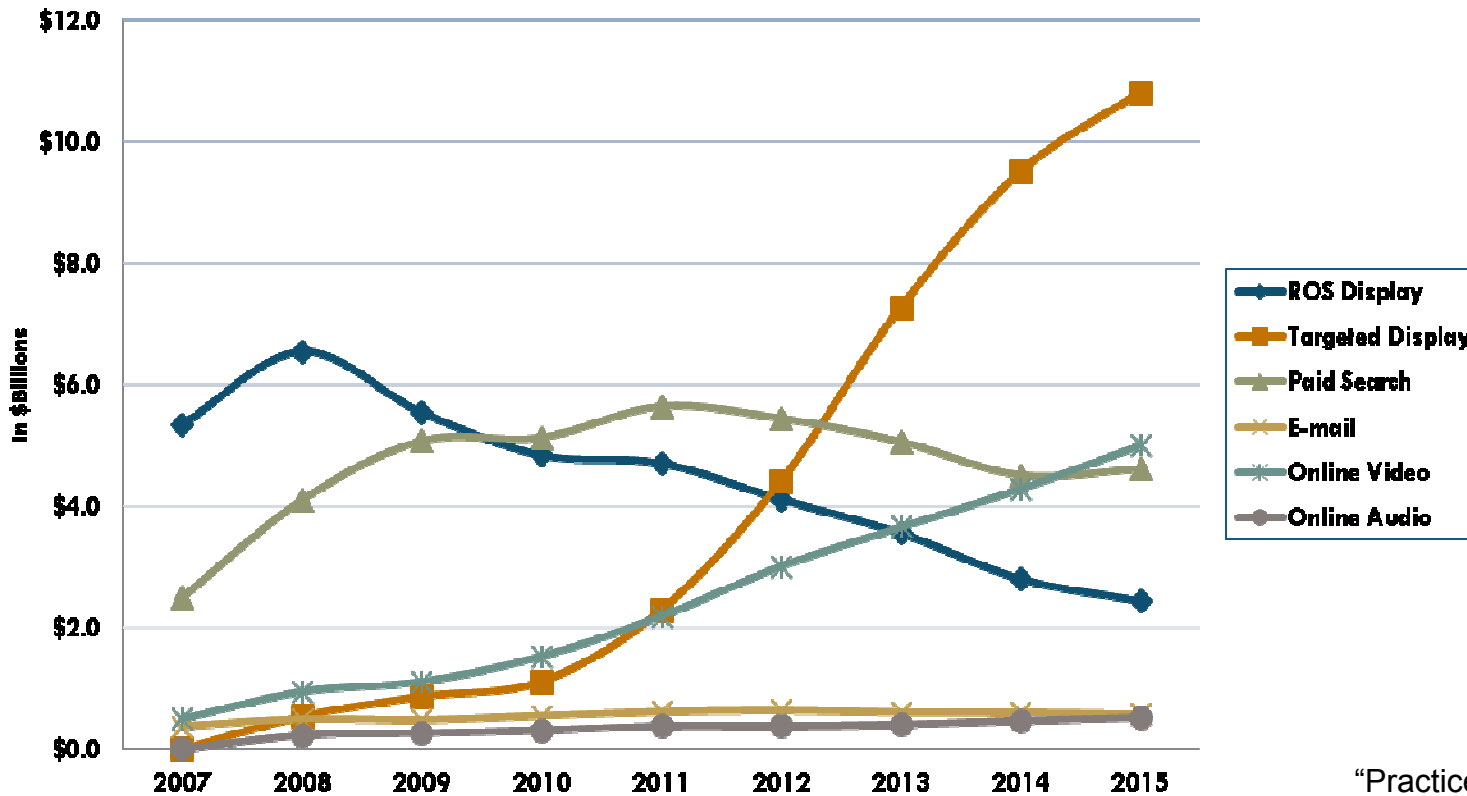
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Lets review “multimedia” or “convergence”



2007-2015 Local Online Advertising ~Are You Prepared for Success?

2007 - 2015 Local Online Ad Spending



“Practice doesn’t make perfect.
Perfect practice, makes perfect.”
~ [Vince Lombardi](#) ~

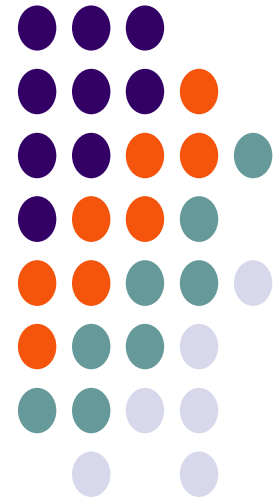
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Lets review our Sales Team and Sales Management Talent

As Leaders... where do you get your results?

- ✓ How do you know that your people, in the field are getting the proper information to help you serve your business community?
- ✓ Are they asking the “right” people the “right” questions?
- ✓ If you knew what your business community wanted, could you create the “right” solutions and “packages” for them?



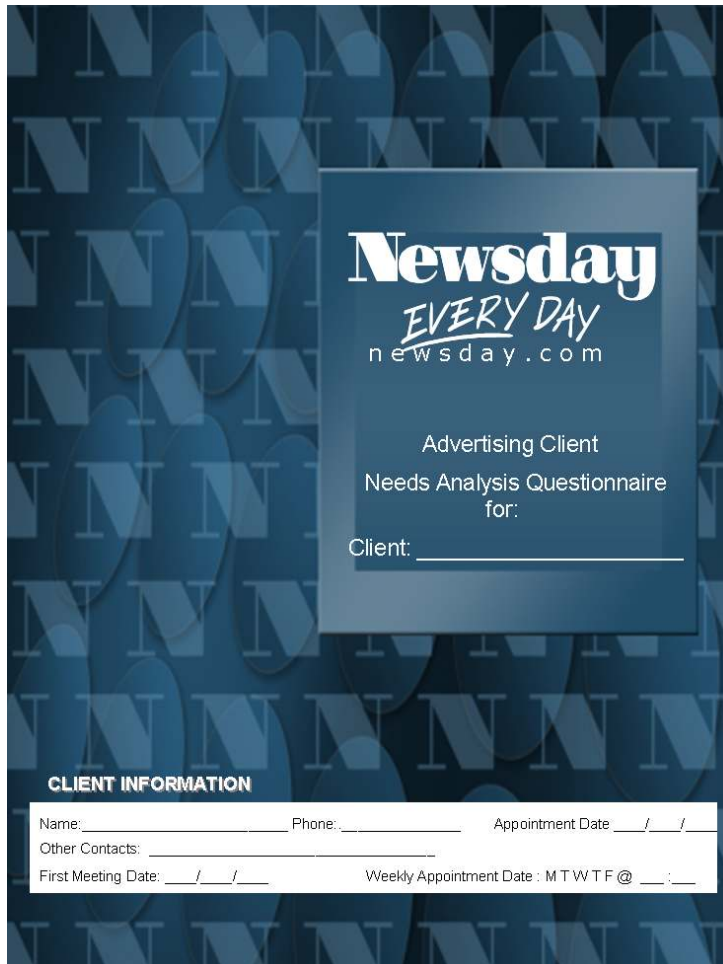
“Begin with the end in mind.”
~ Dr. Stephen Covey ~

The Multimedia Sales Rep Today



Lets review our Sales Team and Sales Management Talent

Customized Client Questionnaire / Needs Analysis



An Effective Needs Analysis Creates:

- The optimal starting point
- A professional rapport
- Data driven local research
- A clearer understanding of clients
- An open dialogue and reference point
- A foundation for mutual growth
- A historical record of your clients
- ...and more...

“A good lawyer never asks a question he doesn't already know the answer to.”

The Multimedia Sales Rep Today

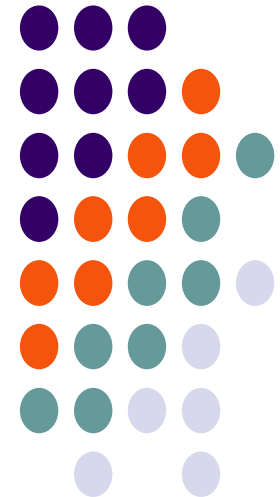


Lets review our Sales Team and Sales Management Talent

How do you know if you have “the best of the best,” instead of the “best of the rest?” What are your salespeople’s competencies?

Do your salespeople have the core competencies to:

- ✓ Build Rapport with Business Owners (large and small)
- ✓ Understand what questions to ask
- ✓ Know when to listen
- ✓ Business Acumen and fundamental business and marketing skills
- ✓ Present your company’s Mission, Vision and Image in the community
- ✓ Understand the complex media landscape
- ✓ Present their thoughts in a consultative manner
- ✓ Get the order as opposed to “taking the order”



“Are you a wondering generality;
Or a meaningful specific?”
~ Zig Ziglar ~

