

Welcome to the Media Sales Certification Webinar



Presented by:
Kevin L. McCrudden

With Gordon Borrell & Al Cupo

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Media Sales Certification Vision

- ✓ **Vision**
Become the Gold Standard of advertising sales certification programs.
- ✓ **Mission**
Deliver a cost-effective way to train and certify individuals as first-class ad-sales reps in a way that helps increase their proficiency and maximize their revenue potential.
- ✓ **The Key**
*Not just training . . . **certification.***

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Media Sales Certification Partners



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Media Sales Certification Programs



Basic



Advanced



Management

Basic, Advanced & Management Certification are provided for each of three separate fields: print, online, and print+online

The three levels are intended to provide value to:

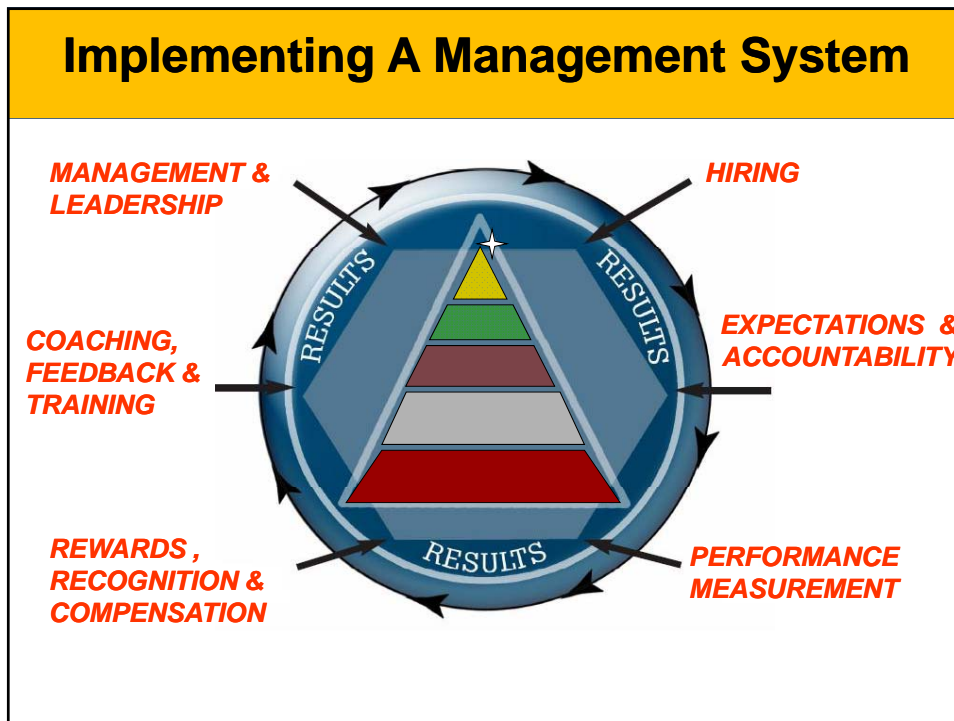
- ✓ *Beginners*
- ✓ *Seasoned sales reps*
- ✓ *Managers*

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SNA Media Sales Certification Program

Media Sales Certification Components		
Basic	Advanced	Management
Needs Analysis	Media Convergence, Multi Media or "Bundled" Sales	Accountability & Tracking
Product Knowledge	Advanced Online Terminology	Assessment Skills & Measurement
Mechanics / Terminology	Negotiation Skills	Budgeting & Financial Terms
Territory Management	Selling to Agencies	Coaching, Training & Mentoring
Basic Marketing / Demographics	Case Studies	Communication Skills
Competitive Media		Hiring & Recruiting
Mobile and Social Media		Leading, Motivating & Rewarding
Presentation Skills		Case Study - Presentation
Answering Objections & Closing Skills		

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Gordon Borrell, CEO, Borrell Associates;
 Kevin McCrudden, President, Motivate America;
 and Al Cupo, Vice President/Operations, Suburban
 Newspapers of America

The Sales System / Process

Which components of a sales process maximize productivity?

- ✓ Data, Research and Networking
- ✓ Needs Analysis / Fact Gathering
- ✓ Questioning and Listening Skills
- ✓ Product Knowledge
- ✓ Presentation Skills / Articulate
- ✓ Media Knowledge / Competition
- ✓ General Marketing Knowledge
- ✓ Great Attitude / Self Motivated
- ✓ Negotiation Skills / Diplomacy
- ✓ Closing Skills... and more



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Organizational Change and The Individual

Management System



Sales System



“Paradigm Shifts” or “Culture Change” inevitably begin with meeting the needs of individuals and creating systems that can set them up for success rather than failure.

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The Format & Time Commitment



- ✓ *Series of 30- to 45-minute Webinars*
- ✓ *Participants Review at Leisure*
- ✓ *Each Course Spans 10-12 Hours*
- ✓ *Final Exam: 50-Question Test*
- ✓ *Must get 90% correct to pass*
- ✓ *Tests Can be Retaken*

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A Wealth of Information

Mobile Grows Faster than TV or Web

First 10 Years of Ad Growth by

Year	TV	Web	Mobile
2000	16%	1%	0%
2001	15%	2%	0%
2002	14%	3%	0%
2003	13%	4%	0%
2004	12%	5%	0%
2005	11%	6%	0%
2006	10%	7%	0%
2007	9%	8%	0%
2008	8%	9%	0%
2009	7%	10%	0%
2010	6%	11%	0%
2011	5%	12%	0%

Perspective

Practicality

Currency

Tricks of the Trade

Terminology

A Presentation Outline Form

Mobile / Social

Benefit Phrases ... the "Cha-Ching" Factor

- > ...to ensure your online customers think of you and not your competition when they are ready to make a buying decision...
- > ...to encourage your comp...
- > ...maximiz profits as i...
- > ...maximiz...
- > ...to ensur (future)

"Basic Online" ~ Terminology

Contextual Ads - Existing contextual ad engines deliver text and image ads to non-search content pages. Ads are matched to keywords extracted from content. Advertisers can leverage existing keyword-based paid search campaigns and gain access to a larger audience.

CPA (Cost per Action) - cost of advertising based on a visitor taking action to an ad.

CPC (Cost per Customer) - the cost to acquire a customer.

CPC (Cost per click) - cost of advertising based on the number of clicks received.

CPL (Cost per lead) - cost of advertising based on the number of leads received.

CPM (Cost per thousand) - media term describing the cost of 1,000 impressions. For example, a Web site that charges \$1,500 per ad and reports 100,000 visits has a CPM of \$15 (\$1,500 divided by 100).

CPTM (Cost per Targeted Thousand Impressions) - a CPM focused on trying to reach a particular demographic. The difference between CPM and CPTM is that CPM is for gross impressions, while CPTM is for targeted impressions.

CPO (Cost per Order) or CPT (Cost-Per-Transaction) - cost of advertising based on the number of orders.

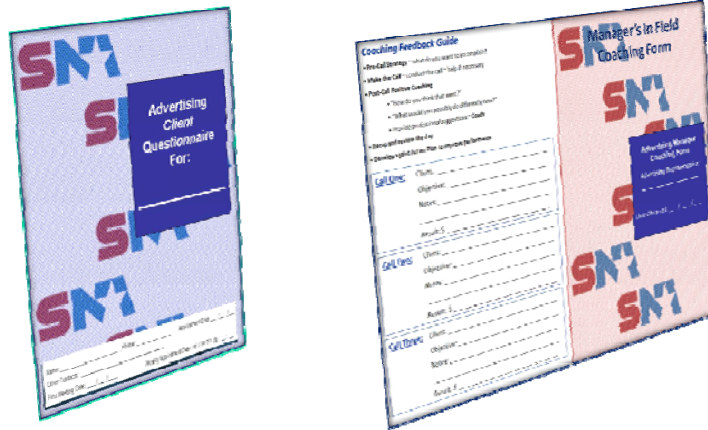
CPS (Cost per Sale) - the advertiser's cost to generate one sales transaction.

Crawler - a software program that visits Web pages to build indexes for search engines.

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SNA Media Sales Certification Program

Bonus Features: Tools to Measure Change



Two critical forms introduced in the Media Sales Certification Program are the **Needs Analysis Questionnaire** and the **Manager's In Field Coaching Form**.

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The Cost of Certified Sales Rep: *Priceless!*

Basic Certification

Tuition

Regular Rate: \$595 ★

Multiple Sales Representative Registration Discounts Available:

5-10 sales representatives = 5% Discount

11-20 sales representatives = 10% Discount

21 or more sales representatives = 15% Discount

Advanced Certification

Tuition

Regular Rate: \$595 ★

Multiple Sales Representative Registration Discounts Available:

5-10 sales representatives = 5% Discount

11-20 sales representatives = 10% Discount

21 or more sales representatives = 15% Discount

Management Certification

Tuition

Regular Rate: \$995 ★

Multiple Sales Representative Registration Discounts Available:

5-10 sales representatives = 5% Discount

11-20 sales representatives = 10% Discount

21 or more sales representatives = 15% Discount

Think You've
Already Got
What it Takes?

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How to Sign Up

www.suburban-news.org

The screenshot shows the website's navigation menu with 'Resources' highlighted. A dropdown menu is open under 'Resources', listing various options. The 'Sales Certificate Program' option is highlighted, and its sub-menu is visible, showing 'Basic Training Sessions', 'Advanced Online Sales Certificate', and 'Media Sales Manager Certification'. Green arrows point to the 'Resources' menu item, the 'Sales Certificate Program' option, and the sub-menu items.

Resources

- Newspaper Database
- Membership Directory
- Information for Media Buyers
- Industry Reports
- Newspaper Project House Ads
- Industry Links
- Forums
- E-Learning
- Positive Press
- Sales Certificate Program**
 - Basic Training Sessions
 - Advanced Online Sales Certificate
 - Media Sales Manager Certification

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Questions?

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SNA Media Sales Certification Program

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Thank you for joining us!

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