

# Selling Classified Advertising in a Changing Marketplace

**Empower your staff with new skills and strategies to win market share against online competitors and prospect for new business.**

## **The Need...**

This innovative, powerful sales training program was developed in response to an overwhelming need for newspapers to continually develop the competitive skills of sales teams in an ever-changing marketplace.

*Selling Classified Advertising in a Changing Marketplace* provides our clients with a return on their investment by:

- **Increasing Sales Revenue**
- **Empowering Sales Professionals**
- **Building Stronger Advertiser Partnerships**
- **Creating New Sales Opportunities**

This industry specific training program far exceeds the basic ABC's of selling; it delivers actionable, measurable solutions that:

- Address real-time, day-to-day challenges, such as balancing current account management with new business development.
- Respect the uniqueness of each classified category, offering relevant insights by seasoned facilitators.
- Present modularized segments with practical hands-on exercises that can be immediately applied and reinforced back in the sales environment.
- Establish an interactive partnership between facilitator and participant that encourages an involved role in the learning process.

## **The Approach...**

Well-proven training principles are applied to maximize your return on investment:

### Customization

Advance research of the market and preliminary meetings with sales management enable us to tailor our onsite training to the specific goals, unique needs and skill level of the sales team.

Our training consultants are accessible to support sales management in overcoming any organizational barriers that may stand in the way of optimum selling performance.

### Focus on Application

Our high-focused training approach fully engages participants by minimizing presentation time and maximizing hands-on activities, interactive exercises and role plays.

Forward Focus provides a secure training environment in which participants learn by doing, test new concepts and depart with a workable action plan – ready to integrate behavioral changes into their daily sales routine.

### Follow-up Tools

We facilitate the transfer of learning back into the work environment by providing sales professionals with Job Aids that reinforce the application of new concepts.

Sales managers receive Coaching Tips for three months following the training, outlining suggested activities that can be applied in team meetings and one-on-one coaching to support and reward implementation of new skills.

Ongoing coaching for managers and/or staff members is available on a monthly basis.



## The Program...

*Selling Classified Advertising in a Changing Marketplace* is designed exclusively for classified advertising sales professionals.

The training program consists of four integral courses:

### 1 – Embracing New Roles

Participants are encouraged to recognize that in the face of an ever-changing marketplace, they must expand their position beyond that of a **Sales Professional** to two additional roles: **Detective** and **Educator**.

Activities focus on developing an outbound focus, learning one's market, providing value-added information and services to advertisers, asking questions to uncover advertiser needs, presenting products as solutions and practicing new techniques for overcoming common objections.

### 2 – Exploring New Territory

As **Detectives**, participants explore a new territory in which they may not feel entirely comfortable – the Internet.

They are introduced to features of online classified sites that have revolutionized the advertising industry. They learn how to position their own print and online products against online competitors in their category and market.

Participants gain the expertise to navigate effectively in the online world and the confidence to sell the newspaper's print and online products more effectively against competitive media.

### 3 – Extending Our Reach

Participants are challenged to further develop their abilities as **Sales Professionals** and encouraged to proactively reach out to more potential advertisers with a targeted message. Activities include practicing outbound calling techniques to qualify leads using lead-in statements, voicemails and emails that catch attention and invite the advertiser to engage in two-way conversations.

The course also helps participants adjust their approach to various types of advertisers when overcoming objections.

The session concludes by taking an honest look at the challenges of balancing new business development while maintaining existing accounts. Exercises help participants plan ways to incorporate prospecting time into their work schedules.

### 4 – Expanding Our Knowledge

As **Educators**, participants are invited to expand their knowledge of themselves, their markets and their advertisers.

This workshop helps participants create a personal prospecting plan they can use as a roadmap to sales success.

In the workshop, facilitators lead activities which assist participants to identify the strengths of their behavioral styles and how to leverage them in selling situations.

Other activities in this session increase participants' understanding of local and national market dynamics, as well as the needs and wants of advertisers in each classified category.

Participants are encouraged to work as a team, sharing information and expertise in order to keep other team members abreast of market trends and indicators that might impact sales results.



## The Details...

### Timeframe

*Selling Classified Advertising in a Changing Marketplace* is comprised of four integral courses:

1. **Embracing New Roles**
2. **Exploring New Territory**
3. **Extending Our Reach**
4. **Expanding Our Knowledge**

Each training course takes place during two half-day sessions and follows an interactive workshop format.

The courses are designed to be delivered quarterly on an annual basis. However, each course stands on its own, allowing newspapers to choose to complete only the courses which address their specific needs.

### Rollout

Forward Focus will work with management to design a rollout process that meets your company's sales training objectives and budget.

### Participants

The training program is tailored exclusively for inside and outside sales professionals at newspapers who sell classified advertising.

To ensure quality in the interactive exercises, course workshops are limited to a maximum of 15 participants.

### Workshop

An ideal training environment is a large well lit room with tables. A PC with Internet access for each participant is required for Exploring New Territory.



*Beth Williams delivers engaging training programs and is a leading authority on classified advertising sales.*

### Components

To maximize results, each training course employs diverse media components:

- One Management Briefing
- Two Half-days of Instruction
- Participant's Guide
- Job Aids
- Six Post-Training Exercises that help Managers integrate training into daily routines
- Monthly Coaching Services for Managers and Staff (additional fee)

### To Order

For more information please call Beth Williams at: (973) 785-3474, or email Beth at: [bwilliams@forwardfocusinc.com](mailto:bwilliams@forwardfocusinc.com).

- or write care of FORWARD FOCUS,  
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**Forward Focus** is a coaching and consulting firm whose mission is to equip people to succeed in a rapidly changing marketplace. The firm has a specialized expertise in change management and sales & marketing strategy in the publishing and new media sector.

**Beth Williams**, founding partner, brings 20 years of newspaper recruitment advertising sales, marketing, management and human development experience to the coaching and training profession.

**Margaret Maat**, founding partner, has 25 years of experience in curriculum design and coaching. She has created innovative training and change management programs for companies such as Dun & Bradstreet, AT&T, Chase Bank, KPMG, Prudential, Omni Hotels, Multex, CareerPath.com, Recruitment Marketplace and Zip2.com.



# CLIENT TESTIMONIALS

## *What clients are saying about...*



"The 2-day training session was in a word: **'ESSENTIAL'**. The facilitators delivered a training session that was filled with humor, honesty and fairness. The 'stuff' (materials, unique training styles and knowledge of newspapers) they used to intrigue the staff seemed to remind the staff to put the 'fun' and 'creativity' back into the mix of challenges and obstacles they often face. Using a mixture of guts and non-judgmental stance helped engage the intellect of the staff and moved the training course to a new insightful level. This method of training appeared encouraging to the team as they used real-life situations and opened up to role-playing with and in front of their peer groups. We walked away from the session with a confidence and belief in the true value of those two awesome media buys - PRINT & ONLINE - and today our sales continue to climb".

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*Teresa Hicks, Classified Sales Center Manager,  
Milwaukee Journal Sentinel*

"You both gave our reps information they absorbed and will use. The training was interactive and the homework and multi media presentation kept them interested. Your individual personalities shined through giving each of the attendees very different perspectives. Thank you for embracing our market and helping us to better embrace the recruitment needs in our market".

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*Bob Scanlon, Inside Sales Manager, Milwaukee  
Journal Sentinel*

"Forward Focus Training was: Realistic and Functional . . . Their concepts are easy to apply to your work day making you more productive, efficient & less stressed. Beth & Margaret were phenomenal. How they relate these concepts through their great stories and examples allowed you to relax and visualize how they were going to help".

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*Abby Ferkin, General Contract Sales Rep,  
Milwaukee Journal Sentinel*

"So many times training is just that, "training." You never actually implement what you've learned, if anything. With Forward Focus it was different. The examples given and lessons taught were so well rounded and useful. Beth and Margaret didn't just lecture at you; they engaged you and showed you how to use the skills you learned in your everyday job. It was great".

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*Sara Gorelitz, Recruitment Sales Rep, Milwaukee  
Journal Sentinel*

"This training served as a great reminder on how important it is to leave clear, concise and **ENTHUSIASTIC** voice mails. I saw the results immediately after the training. I prepared myself before making the calls and the messages I left that first day (post-Forward Focus training) netted me two new contracts".

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*Chad Roulette, General Contract Sales Rep,  
Milwaukee Journal Sentinel*

"The refreshing quality about the "Extending Our Reach" program is that when Beth and Margaret talk about "success" they don't always mean "more money." They instead use words like "energy", "balance", "bridges" or "relationships" which encourages us to strive for a more well-rounded approach to our jobs and, frankly, our lives. Their program is like therapy for sales people! I think we all came away from the class with new ideas, and more importantly, a new perspective".

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*Tim Wilcox, Voluntary Sales Rep, Milwaukee  
Journal Sentinel*

