

## Selling Online Advertising in a Changing Marketplace™

Empower your team with the terminology, skills and strategies they need to sell competitively in a marketplace that is rapidly shifting more advertising dollars to the online world.

### The Need...

The Internet is now one of the top 3 advertising media. Most newspapers have added online products. This course trains staff to effectively and confidently integrate online products into their selling strategy to create new sales opportunities for their advertisers, their newspapers and themselves.

*Selling Online Advertising in a Changing Marketplace* provides Forward Focus clients with a return on their investment by training members of the advertising sales team to:

- **Have confidence in their ability to sell online advertising**
- **Effectively position their print and online products against the competition**
- **Recognize and leverage online advertising sales opportunities with current and new advertisers**
- **Be creative in their ability to meet customer needs by offering advertising campaigns that include both print and online products**
- **Speak knowledgeably about online advertising using the correct terminology to describe types of ads, effectiveness of online ads and pricing units**
- **Understand the demographics of web users**
- **Work as a team with the online sales team to increase sales and thus increase revenue**
- **Know their online competition**

### The Approach...

#### Customization

Preliminary meetings with sales managers to determine needs and advance research of your market help Forward Focus tailor our onsite training to meet the specific goals, unique needs and skill levels of each team. The material is customized to each client's market.

#### Focus on Interactive Learning That Produces Action

Our training is interactive. A variety of learning activities, including icebreakers, discussion, group learning exercises and role plays encourage all participants to be involved in the learning process.

Forward Focus provides a secure training environment where participants learn by doing, test new concepts and depart with a workable action plan.

#### Follow-up Tools

Forward Focus provides follow-up training so learning objectives are reinforced and translated into new behaviors.

- Job Aids reinforce the application of the new concepts
- Coaching tips for management are provided for three months following the training. They include activities that can be used in either team meetings or one-on-one coaching to support and reward the implementation of new skills



## The Program...

*Selling Online Advertising in a Changing Marketplace* is designed exclusively for newspaper advertising sales professionals.

The training program consists of three integral courses:

### 1 – Why Buy Online Advertising?

Participants are encouraged to examine the rise in popularity of online advertising, become more comfortable with its language and learn how they can use it to build advertising strategies with their advertisers.

*Activities and learning exercises focus on:*

- The top ten reasons advertisers choose online
- The terminology used to measure online ad performance
- How to help advertisers build an advertising and marketing strategy that includes online products, using role plays
- How to re-brand yourself as a print and online sales consultant

### 2 – Why Sell Online Advertising?

This course is customized to meet the unique selling opportunities of different sales groups within the newspaper: classified, retail/general and telemarketing sales staffs. It focuses on why they should sell online advertising, what products they have to sell and how to offer the products to their advertisers.

*Activities and learning exercises include:*

- Positioning yourself as a player in a changing world of advertising sales
- Where online advertising is in the change continuum of market acceptance
- How to educate advertisers to maximize the unique advantages of online advertising
- Recognizing and resolving advertising resistance

- Matching online products to advertiser needs
- Why online advertising is a critical part of the newspaper's strategy for retaining market share
- "What's in it for you" to sell online advertising

### 3 – The Competitive Landscape

This course is customized to auto, real estate, recruitment, retail and telemarketing staff. Its purpose is to help them understand the competition specific to their market.

*Activities and learning exercises focus on:*

- Identifying the local and national competition
- Identifying competitive trends within each category
- Comparing the strategies, strengths and weaknesses of various competitors
- Website tours of online competition
- Role-playing a sales call with an advertiser to position the newspaper's print/online combination as an integral part of a multi-media advertising campaign

## The Details...

### Timeframe

*Each of the three training courses takes place during two half-day sessions and incorporates an interactive workshop format.*

*The courses are designed to be delivered consecutively over several months. However, courses can be done separately and selected to meet specific needs of the sales team.*



## Rollout

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

## Participants

The training program is tailored for newspaper advertising sales professionals in classified, retail and telemarketing sales.

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

## Training Environment

An ideal training environment is a large, well-lit room with tables. A PC with Internet access for each participant is required for Competitive Landscape.

## 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)



Beth Williams



Margaret Maat

*Beth Williams and Margaret Maat deliver engaging training programs and are leading authorities on online advertising sites and sales strategy.*

## 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,  
26 Park Street, Suite 2012  
Montclair, NJ 07042

**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 digital media sectors.

**Beth Williams**, founding partner, brings 20 years of newspaper 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.

