

# 60 Media Sales Tips in 60 Minutes

Presented by Ryan Dohrn, Founder  
Brain Swell Media, LLC  
Ryan@BrainSwellMedia.com  
@RyanDohrn



The #1 Podcast For Ad Sales on Itunes!



# Here we go...





# Tip #1

Embrace the  
20-60-20 rule!



## TIME MANAGEMENT

IN-PROGRESS

NEW BIZ

CUSTOMER  
SERVICE

RETENTION

20%

60%

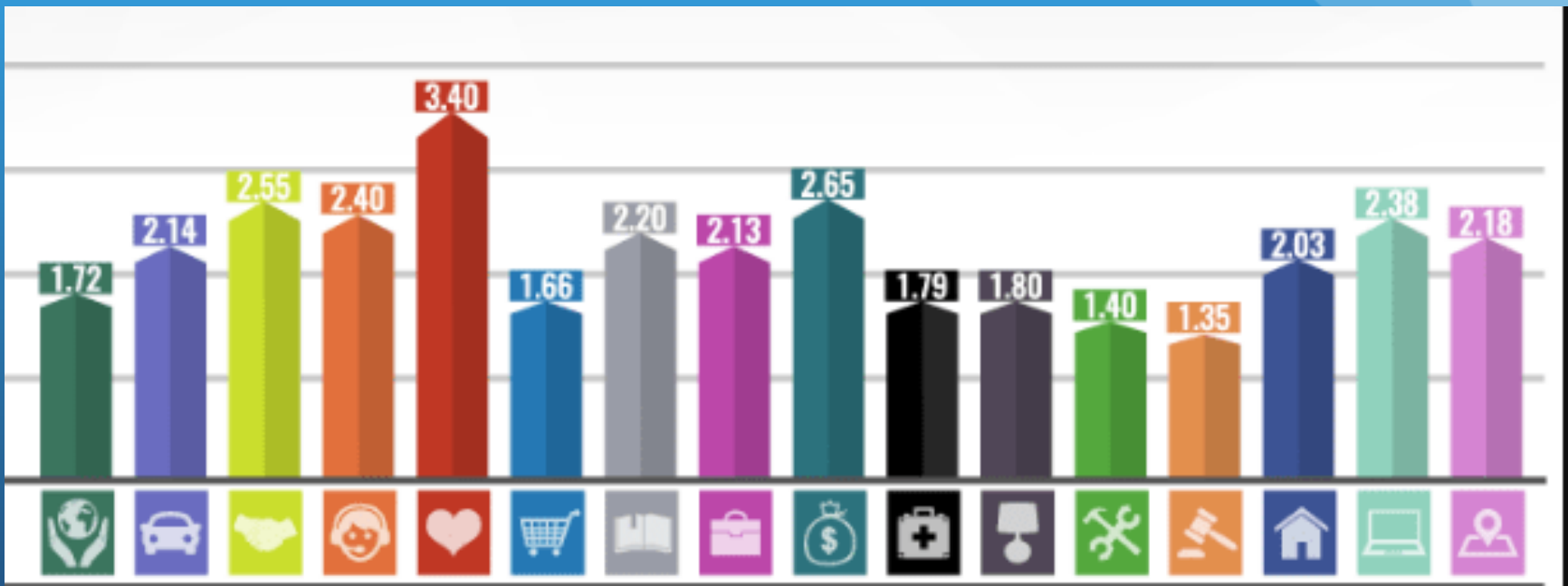
20%





# Tip #2

Social and search marketing are not cheap any more.



# > Tip #3

## Retention is key!

It costs five times as much to attract a new customer, than to keep an existing one



Source: <http://www.invespcro.com/blog/customer-acquisition-retention/>





## Tip #4

The goal isn't to  
make a sale...  
it's to solve a problem.

***70% OF PEOPLE  
MAKE PURCHASING  
DECISIONS TO  
SOLVE PROBLEMS.***

***30% MAKE  
DECISIONS  
TO GAIN  
SOMETHING.***



# Tip #5

Manage to meetings.

Your goal: \$40,000

Average deal: 2,000

Deals needed: 20

Meetings needed: 35



## Tip #6

Stop hating millennials.  
Create path for them to  
succeed in your  
business.





# Tip #7

## Success Stories Sell!



**63%** remember stories.  
**5%** remember statistics.





## Tip #8

Define your prospecting process! 50% of sales time is wasted on unproductive prospecting.

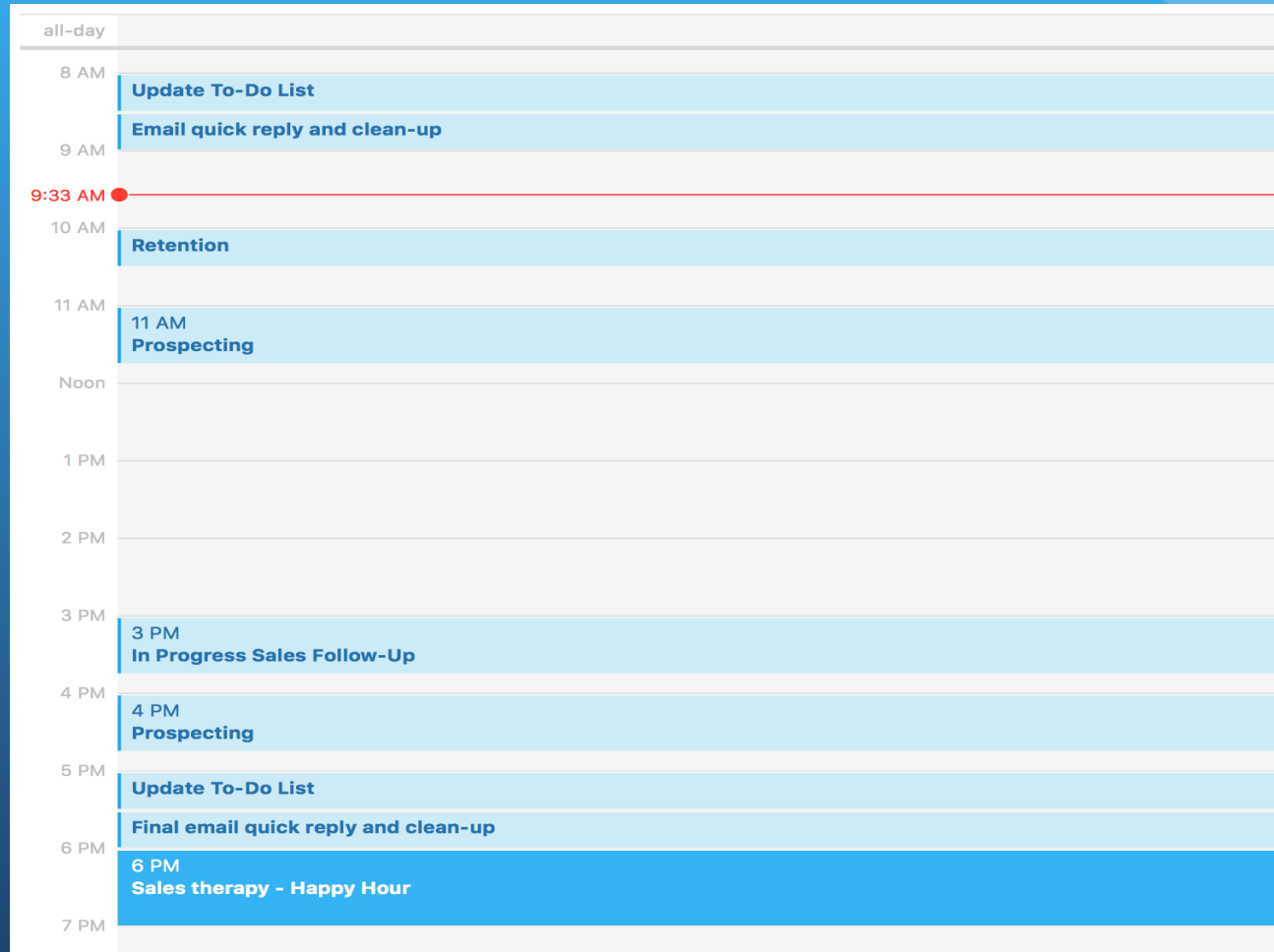
-The B2B Lead.





# Tip #9

## Become a time management master.



# Tip #10

Ask to see the  
advertisers Google  
Analytics to prove ROI.



# Tip #11

When you think about marketing to this community, do you want to have a presence, be competitive or dominate?



# Tip #12

Advertisers buy when they are ready, not when you are ready to sell.

**3% ACTIVELY BUYING**  
**40% POISED TO BEGIN**  
**56% NOT READY**  
**1% OTHER**



# Tip #13

Giving too many details  
often kills the deal.



# Tip #14

**Stop asking typical  
open ended  
questions.**





## Tip #15

Selling traditional  
media in traditional  
ways produces  
traditional results.



## **Tip #16**

**79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word.**

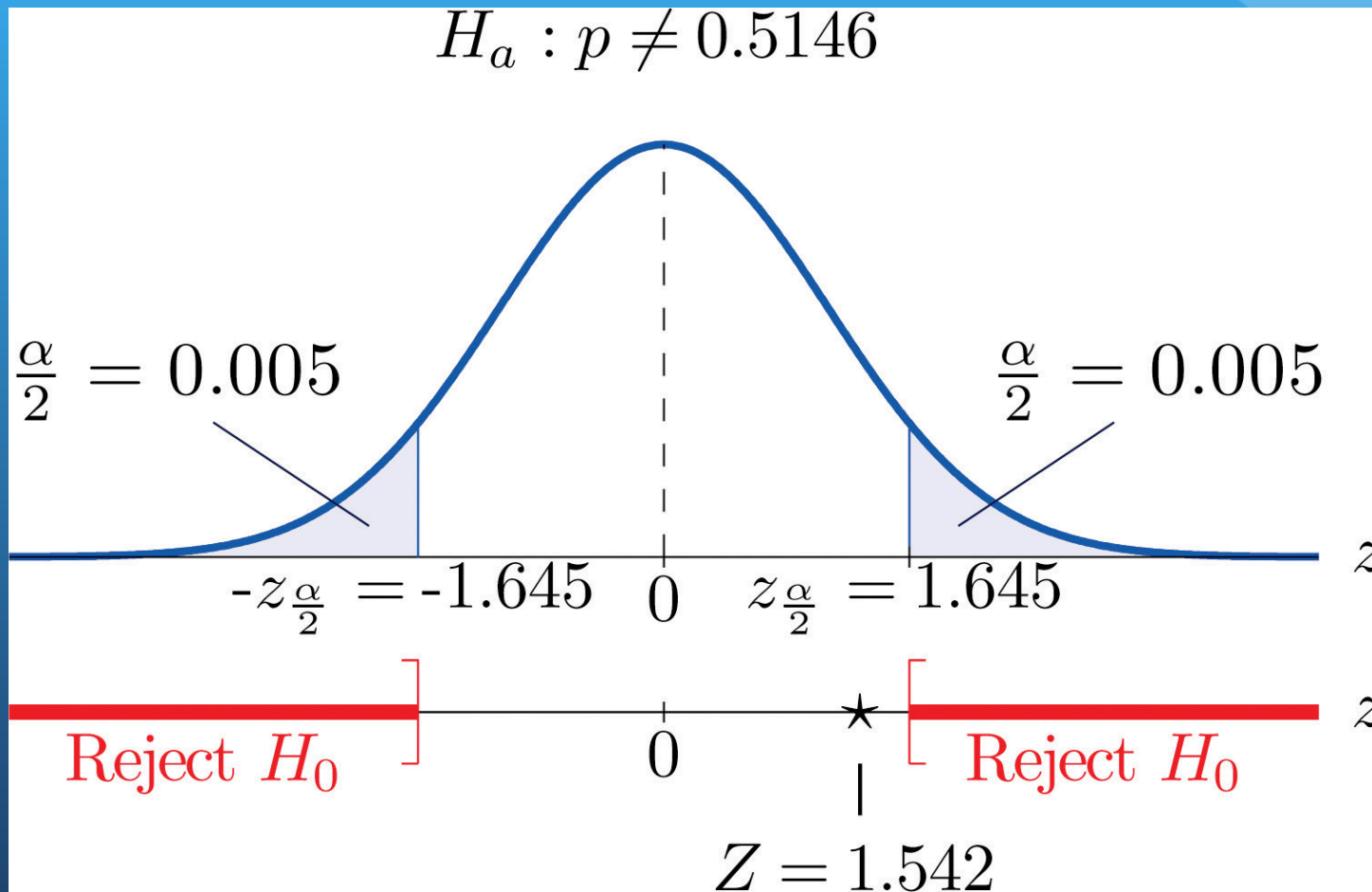
**Hyler-Hillman/BSM study of 1200 pages**





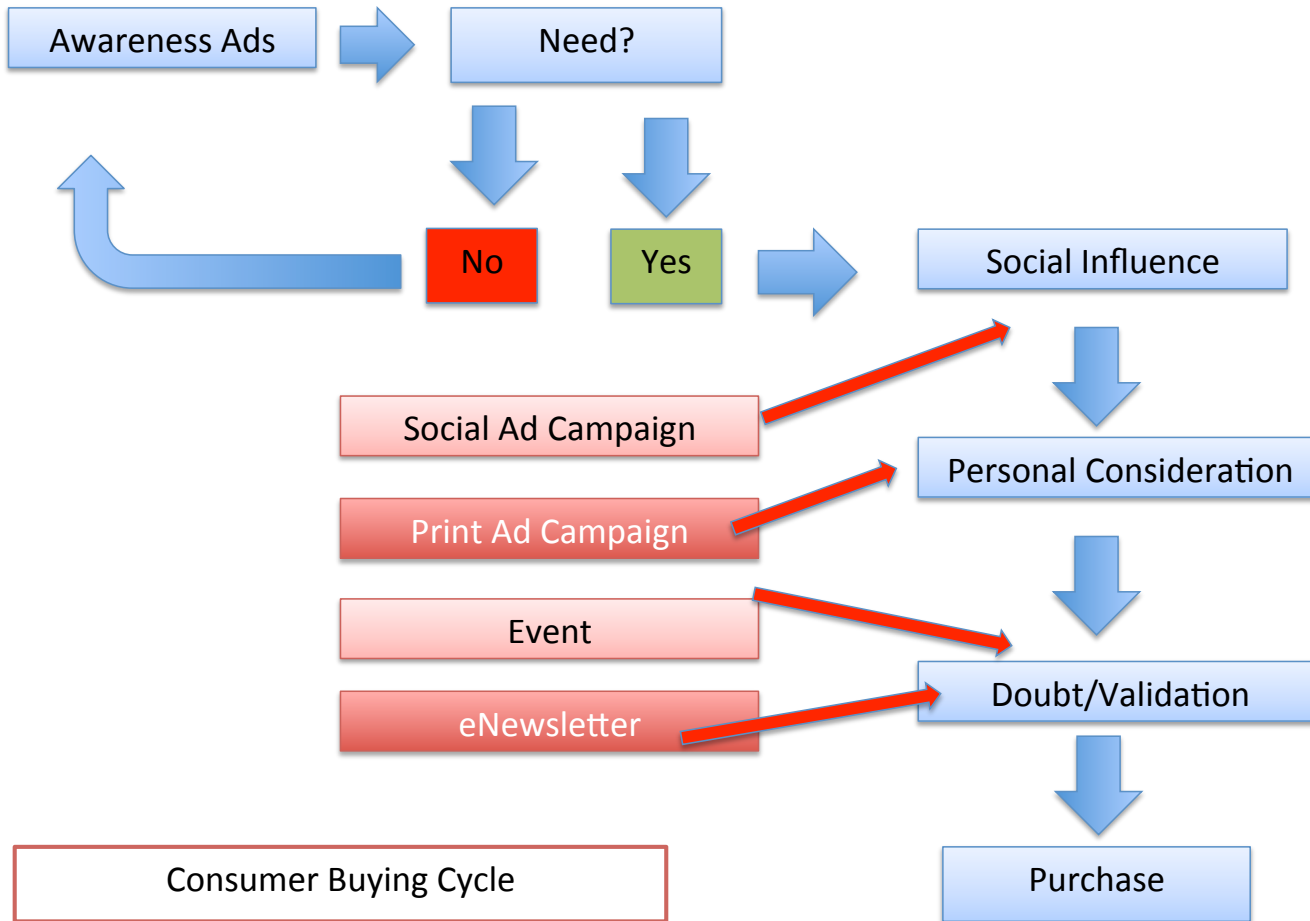
# Tip #17

Keep a thick skin about rejection.



# > Tip #18

## Understand the consumer buying cycle.



## Tip #19

75%+ of top media sales performers are intimate with their CRM.





# Tip #20

Define your prospects.

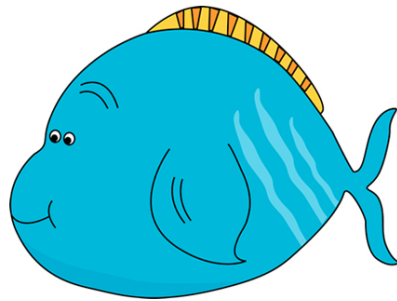
## Prospecting Portfolio

**Minnow**



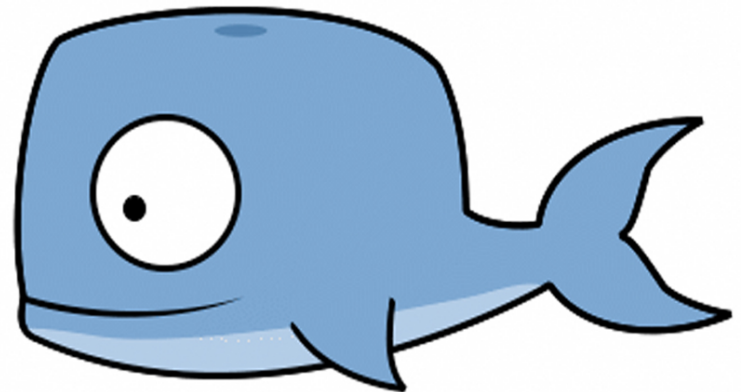
**20%**

**COD**



**60%**

**Whales**



**20%**



# Tip #21

**Generic sales emails DO NOT work. 57% of email recipients consider a message to be Spam if it isn't relevant to their needs, even when they know the vendor well. - wsj.com**



## Tip #22

Be sure that  
advertisers know the  
difference between  
social and digital  
marketing





## Tip #23

Pick up the darn phone.

Phone calls are 10x more likely to lead to sales. -  
Grasshopper Research





# Tip #24 Testimonials Work



“I consider Farm Equipment to be a vital piece of our marketing plan each year.” -Sam Price, Kubota



“Each year our leads get better and better. We feel that Farm Equipment offers best in class marketing solutions.” - Donna Ryan, Conagra

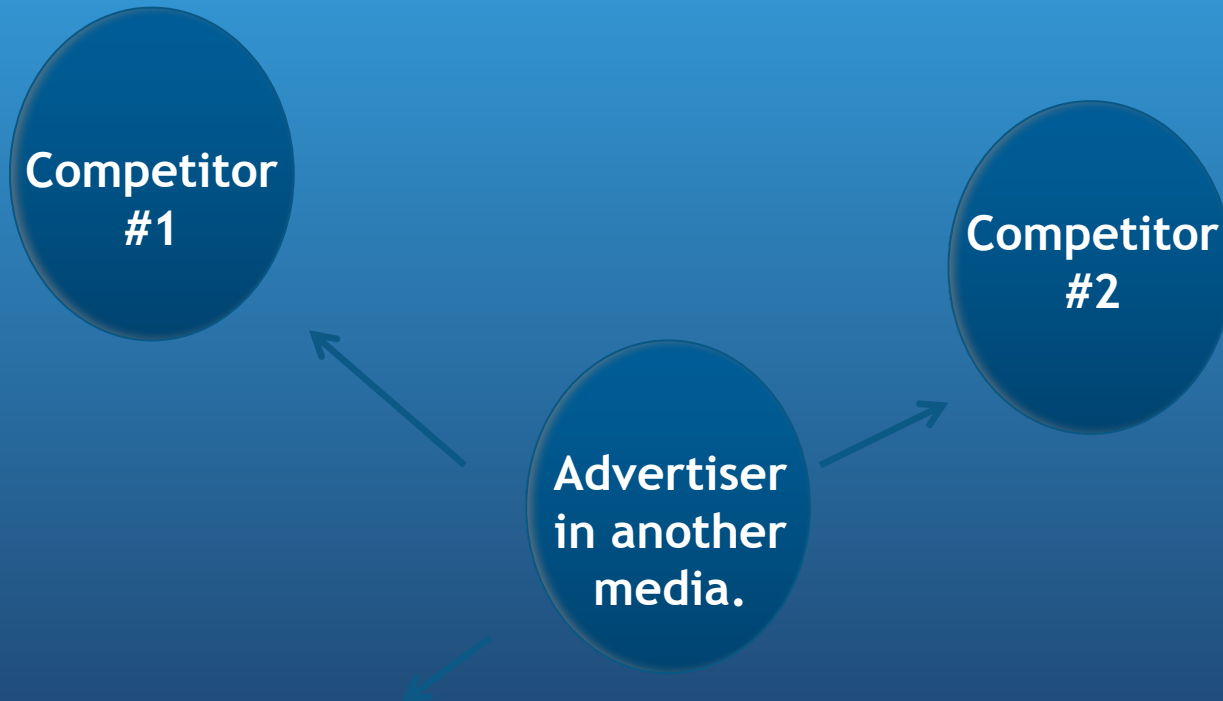


“After 15 years, I can truly say that Farm Equipment keeps up with the trends in digital and offers results. - Dave Bayer, John Deere



# ➤ Tip #25

A competitive advantage always moves the conversation forward.



# Tip #26

People that are full of  
crap are easy to  
smell.



# Tip #27 Use your CRM tool to find opportunities.

gulfstream.magazinemanager.com/intranet/aspNET/HomePage/HomeNew.aspx

Management | Customers | Reports | Communications | Circulation | Production | Tools | ADD Contact Group

Inbox | Sales | Management | Production | Search | AutoNation | Proposals | Sales by Customer

**Sales by Customer**  
All Products, All Issues, from 6/1/2016 to 11/30/2016, All Reps  
Cash Only, Use Net on Issue/Start Date

Client	Jun-2016	Jul-2016	Aug-2016	Sep-2016	Oct-2016	Nov-2016 ^	Total
<a href="#">Seminole Casino Coconut Creek (Lindsey Schubert)</a>	2,250.00	2,250.00	2,250.00	2,250.00	0.00	0.00	9,000.00
<a href="#">Vanguard Plastic Surgery (George Dreszer)</a>	0.00	2,530.00	0.00	0.00	4,180.00	0.00	6,710.00
<a href="#">Westgate Resorts (Robert Jensen)</a>	0.00	2,400.00	0.00	0.00	3,200.00	0.00	5,600.00
<a href="#">Waterfront Yacht Brokerage (Joe Kelly)</a>	0.00	3,800.00	0.00	0.00	500.00	0.00	5,300.00
<a href="#">Hub Custom Woodworks Inc. (Max Hubner)</a>	0.00	2,395.00	0.00	0.00	2,395.00	0.00	4,790.00
<a href="#">Eau Palm Beach Resort &amp; Spa (Maria Hirt)</a>	450.00	2,146.25	0.00	0.00	2,146.25	0.00	4,742.50
<a href="#">Kolter Urban (Domani Development) (Ann Sullivan)</a>	0.00	2,200.00	0.00	0.00	2,500.00	0.00	4,700.00
<a href="#">Gretchen Scott Designs (Gretchen Scott)</a>	0.00	2,035.75	0.00	0.00	2,035.75	0.00	4,071.50
<a href="#">South Gardens LLC, HG Management (Nancy Cribb)</a>	0.00	1,895.00	0.00	0.00	2,035.75	0.00	3,930.75
<a href="#">Willoughby Construction (Bryan Willoughby)</a>	0.00	3,750.00	0.00	0.00	0.00	0.00	3,750.00
<a href="#">PGA National Resort &amp; Spa (Kathy Casper)</a>	0.00	3,483.00	0.00	0.00	0.00	0.00	3,483.00
<a href="#">Spazio (Boca Raton) (Alex Hance)</a>	0.00	1,650.00	0.00	0.00	1,650.00	0.00	3,300.00
<a href="#">Orthopedic Specialty Institute (Erol Yoldas)</a>	0.00	1,650.00	0.00	0.00	1,650.00	0.00	3,300.00
<a href="#">Seagate Hotel &amp; Beach Club (William Sander)</a>	0.00	1,650.00	0.00	0.00	1,400.00	0.00	3,050.00
<a href="#">Re/Max Patrick Stracuzzi Real Estate Team</a>	0.00	3,000.80	0.00	0.00	0.00	0.00	3,000.80
<a href="#">Kimpton Hotels Florida &amp; Cayman Islands (Eric C. Jellson)</a>	0.00	3,000.00	0.00	0.00	0.00	0.00	3,000.00
<a href="#">The Pine School (Robert Ankrom)</a>	0.00	1,325.00	0.00	0.00	1,500.00	0.00	2,825.00
<a href="#">Deutsch, Inc. (Sarah Olicker)</a>	0.00	0.00	0.00	0.00	2,800.00	0.00	2,800.00
<a href="#">Tri-Rail (Victor Garcia)</a>	0.00	2,795.00	0.00	0.00	0.00	0.00	2,795.00
<a href="#">The Tideline Ocean Resort (Kate Connor)</a>	0.00	2,150.00	550.00	0.00	0.00	0.00	2,700.00
<a href="#">The Regional Kitchen and Public House c/o Titou Hospitality (Jessica )</a>	0.00	2,700.00	0.00	0.00	0.00	0.00	2,700.00
<a href="#">Saint Andrews School (Carlos Barroso)</a>	0.00	2,600.00	0.00	0.00	0.00	0.00	2,600.00
<a href="#">Seminole Hard Rock Hotel &amp; Casino (Palma Leonatti)</a>	0.00	2,530.00	0.00	0.00	0.00	0.00	2,530.00
<a href="#">Nova Southeastern University (Jennifer O'Flannery Anderson)</a>	0.00	0.00	0.00	0.00	2,530.00	0.00	2,530.00
<a href="#">Dental Arts of Jupiter (Dan Casel)</a>	0.00	2,528.75	0.00	0.00	0.00	0.00	2,528.75
<a href="#">Devonshire at PGA National/Erickson Retirement (Tami Frev)</a>	0.00	2,525.00	0.00	0.00	0.00	0.00	2,525.00

New Search Options



## Tip #28

# Be Careful With Needs Assessments.

86% of buyers would rather go to the dentist than sit through a needs assessment. - SMM Magazine





# Tip #29

## Prioritize Ruthlessly!

### The Priority Matrix

How important is the task?	High Importance	Action: <b>Do First</b>	Action: <b>Do Next</b>
	Low Importance	Action: <b>Do Later</b> <small>(if still necessary)</small>	No Action: <b>Don't Do</b>
		High Urgency	Low Urgency

How urgent is the task?



## Tip #30

Use a digital  
signature tool to get  
contracts signed  
faster.





## Tip #31

If you're asked a question, answer it briefly and then move on. Don't get into the weeds.





# Tip #32

# Landscape all sales materials.





## **Tip #33**

# Follow Proposal Research

- 65% had three price options
- Average page count was 7 or less
- 55% featured testimonials or case studies



# Tip #34

Turn off your email  
pop up and chime.





# Tip #35

**ALWAYS  
PUTTING OUT  
FIRES?**  
*let some fires burn*



## Tip #36

Face to face  
meetings build trust.

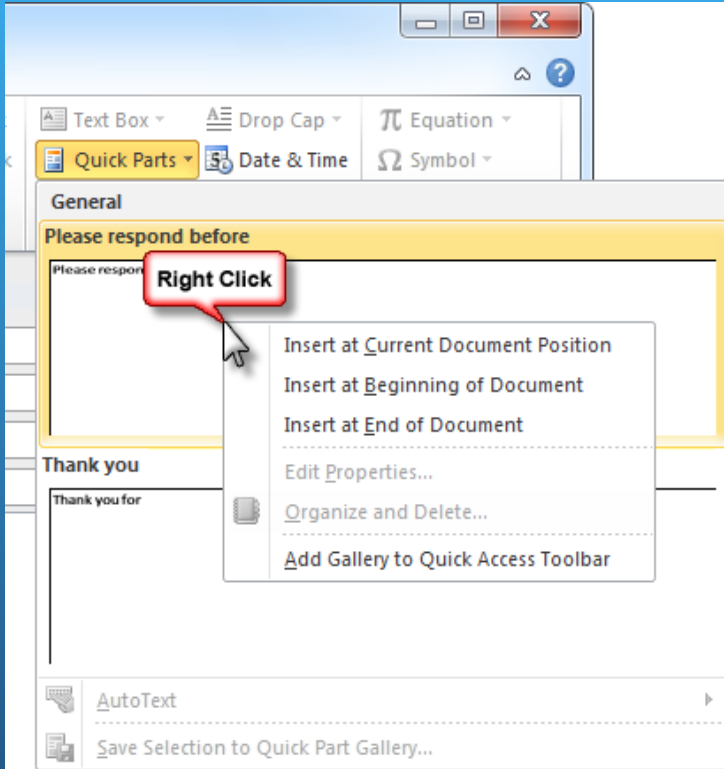
Use tech if face to  
face is not an option.

People buy from  
people.

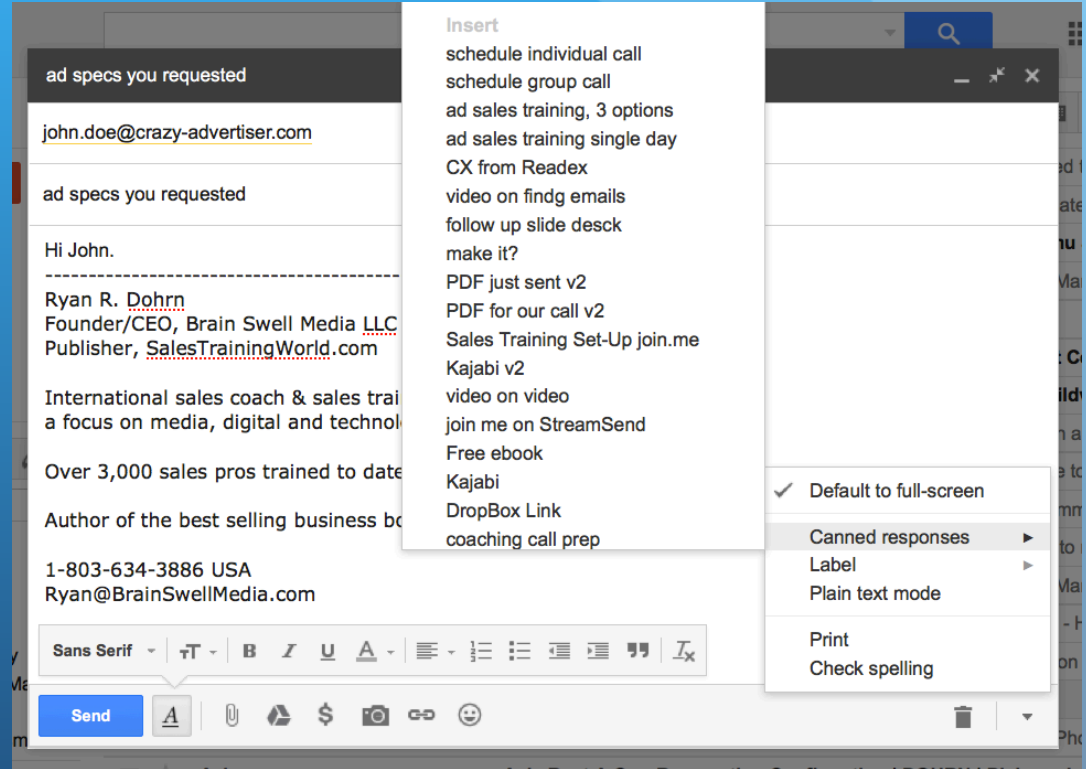




# Tip #37 Learn your tech.



Outlook Quick Parts



Google Canned Responses



# Tip #38

Have a point of view...but get it across respectfully.





# Tip #39

**Don't say your name  
first when leaving a  
voice mail.**

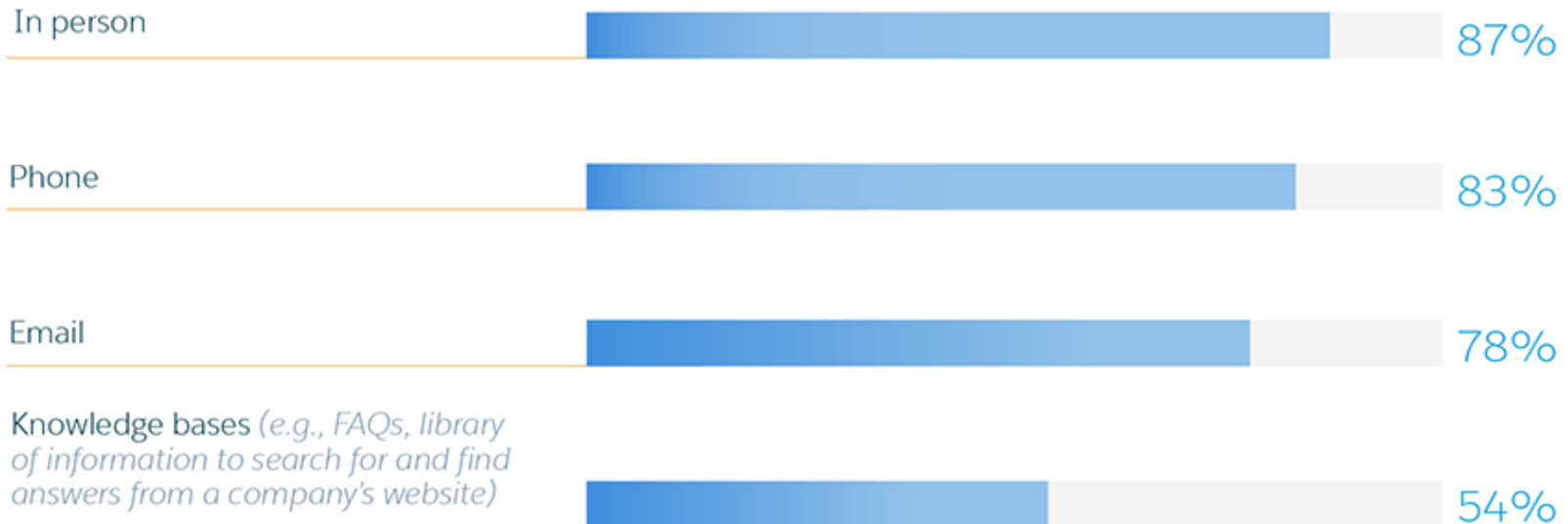




# Tip #40

## Face to Face Still Rocks!

Percentage of Sales Professionals Who Say It's Absolutely Critical or Very Important to Connect with Customers Using the Following Communication Channels



# Tip #41

**Market to agencies.**



# Tip #42

Three words in a subject line  
**MAX!**

35% of email recipients open emails based on the subject line and nothing else. —  
**Convince and Convert**



## ➤ Tip #43

Email at the perfect times for the client not you. 11:15am and 4:25pm. Not for restaurants! Dah.



## Tip #44

Advertisers buy based on emotion, ego and then logic.



## Tip #45

Make one more call.

92% of salespeople give up after four “no’s”, but 80% of prospects say “no” four times before they say “yes”. — Marketing Donut



## Tip #46

Sell and help clients  
create 4 promotions  
each year.





# Tip #47

# 3 Options SELL!

## PARTNERSHIP PACKAGES

DOMINANT PLAN	COMPETITIVE PLAN	BASIC PRESENCE PLAN
Be Well Philly Fest Sponsorship	Be Well Philly Fest Sponsorship	Be Well Philly Fest Sponsorship
June/July Issue Full Page	June/July Issue Full Page	June/July Issue One-Third Page
@PhillyMag Live Takeover	@PhillyMag Live Takeover	@PhillyMag Live Takeover
(1) Custom Content Post with Targeted Social Support	(1) Custom Content Post with Targeted Social Support	
Influencer Integration		
One-Day Site Takeover on Phillymag.com		
ADDED VALUE <ul style="list-style-type: none"> <li>• 2x E-Newsletter Sponsorships</li> <li>• 100,000 ROS impressions</li> </ul>	ADDED VALUE <ul style="list-style-type: none"> <li>• 1x E-Newsletter Sponsorships</li> <li>• 50,000 ROS impressions</li> </ul>	ADDED VALUE <ul style="list-style-type: none"> <li>• 50,000 ROS impressions</li> </ul>
<b>Total Investment: \$45,250 net</b> <b>Total Estimated Impressions: 2,540,000</b> <b>+ Influencer Impressions</b>	<b>Total Investment: \$30,250 net</b> <b>Total Estimated Impressions: 2,040,000</b>	<b>Total Investment: \$17,800 net</b> <b>Total Estimated Impressions: 1,840,000</b>

June/July Issue Material Deadline & Be Well Philly Fest Sponsorship Deadline: May 18<sup>th</sup>

P

**VIZZY**  
HARD SELTZER

# Tip #48

Great sales people are  
creative thinkers.



# Tip #49

A confused buyer says  
"no".



## Tip #50

When you agreed to meet with me, what main problem were you hoping I could solve?



# Tip #51

**Most objections can  
be handled with a  
success story.**



# Tip #52

**May I cut to the  
chase?**



# Tip #53

Make your  
prospecting emails  
**VERY** relevant.





# Tip #54

## Not all media is equal.

	Gen Z (15-20)	Millennials (21-34)	Gen X (35-49)	Boomers (50-64)	Silent Gen (65+)
Recommendations from people I know	83%	85%	83%	80%	79%
Branded websites	72%	75%	70%	59%	50%
Consumer opinions posted online	63%	70%	69%	58%	47%
Editorial content, such as newspaper articles	68%	68%	66%	60%	55%
Ads on TV	58%	67%	64%	55%	48%
Brand sponsorships	62%	66%	62%	52%	42%
Ads in magazines	57%	62%	61%	50%	46%
Ads in newspapers	57%	62%	62%	55%	53%
Ads before movies	54%	60%	55%	42%	31%
Billboards and other outdoor advertising	59%	60%	57%	46%	38%
TV program product placements	51%	60%	56%	42%	39%
Emails I signed up for	54%	57%	56%	53%	54%
Ads on radio	51%	55%	57%	49%	42%
Online video ads	45%	53%	50%	37%	27%
Ads served in search engine results	43%	52%	50%	41%	33%
Ads on social networks	45%	51%	47%	35%	26%





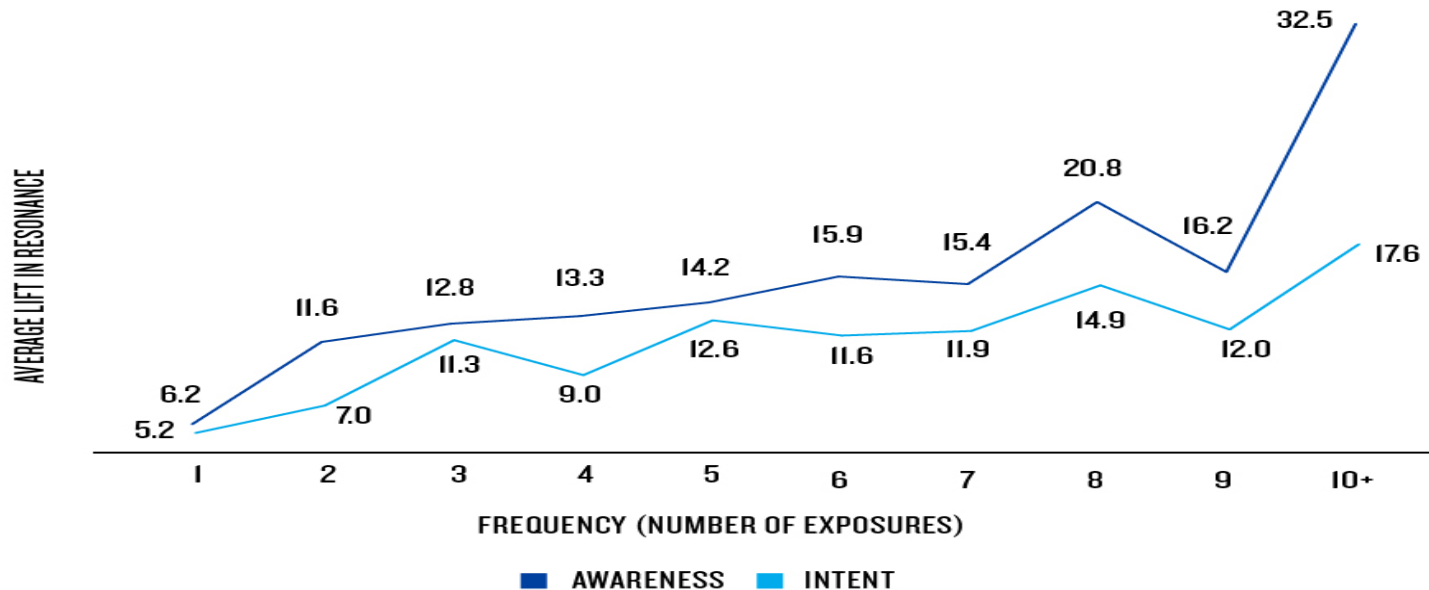
# Tip #55

Set a time to follow-up on the spot.



# Tip #56 Sell Frequency.

## AD AWARENESS AND INTENT INCREASES WITH MORE EXPOSURE n



Source: Nielsen Digital Brand Effect

Copyright © 2017 The Nielsen Company



# Tip #57

**Include digital or  
print in every  
proposal. Period!**



# Tip #58

Always ask for referrals.

## Referrals

Source: BuzzBuilder



**91%**

of customers say they'd give referrals.

**11%**

of salespeople ask for referrals.

**Referrals result in appointments  
80% of the time, compared to 2%  
of the cold calls made!**





## Tip #59

A date is the most  
opened email subject  
line.



# Tip #60

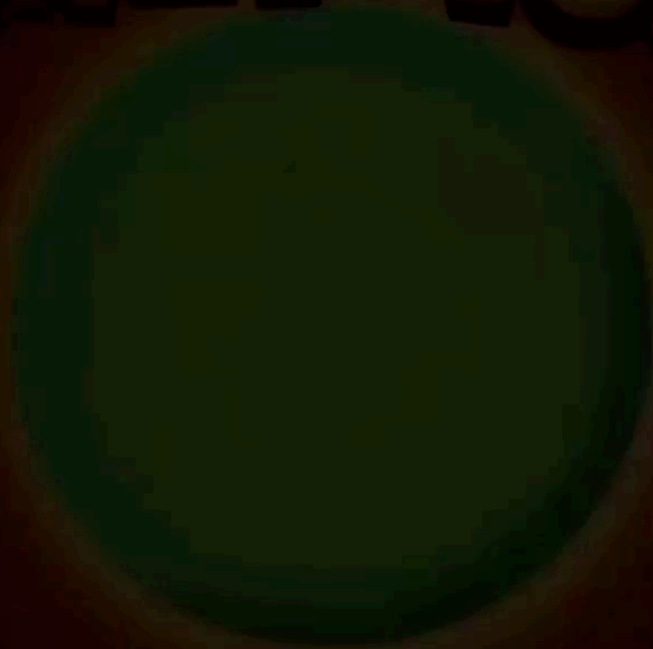
**Lose Your Excuses to  
Find Your Results.**



That's All Folks HD



# LOONEY TUNES



▶ ⏪ 🔊 0:00 / 0:08





**360 Ad Sales**  
STRATEGY & TRAINING

[www.360AdSales.com](http://www.360AdSales.com)

HOME

AD SALES TRAINING OPTIONS ▾

WEBINARS

ABOUT

AD SALES BLOG

PODCAST

CONTACT

## Ad Sales Training Advice Blog

- 10 Ways To Boost Your Fall Sales Numbers
- 10 Sales Email Subject Lines To Get An Open, Read and Reply
- Welcome to Salesland, Evolve or Else.
- Get Fired Up! 6 Ways To Re-Ignite Your Sales Life
- Print Ads ARE Trackable!
- Sales Management Masters Class



Proven Ad Sales Training For Media Companies!  
Over 3,000 ad sales pros trained to date!  
Magazines, Newspapers, Web, TV, Radio or  
Digital only!

**"Rvan, I have to say it was the most inspiring**

**7+ Hours of Ad Sales Training**