

# Say yes to the sponsor, hire interns and personalize - Day 3 highlights

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by Ronn Levine

When a potential advertiser or sponsor approaches **Ryan Vincent**, director of media sales, EHS, Simplify Compliance, and says, "I would give you this much money if you can do that," like a good improv performer—which I'm sure he is—Vincent answers, "'We can do that.' I'm a big yes man," he said.

Then he gets to work.

Vincent's exceptional session performance yesterday—titled **The New Frontier of Digital Media Sales Strategy: Relationship Building and Conveying Value**—capped off three days of information overload, revenue drivers and networking deluxe at the 43rd **SIPA Annual 2019: Make More Money** event here in Washington, D.C.

Citing a theme heard often during the conference, Vincent spoke how sales working with your marketing and editorial teams should be an "integral part of our success. You have to bring the teams together so you're all on the same page. You must collaborate and then develop solutions." He listed five ways this can happen:

1. Create a single business strategy.
2. Establish a healthy dynamic.
3. Set expectations for editorial integrity—this is the biggest bullet, Vincent said.
4. Cooperate proactively. "If you give too much on the editorial side, you lose integrity; but if you're soft on sales, you lose money," he said.
5. Create workflows.

Here are more highlights from Day 3 of SIPA 2019:

**Get pricing right.** At the Keynote Panel – Views From the C-Suite, **Denise Elliott**, president of Kiplinger, spoke about their new ownership (Dennis Publishing) and excellent content and delivery, and said that making sure they charge the correct price would be the next step. "There's a lot of value in what we produce, and we should be charging an appropriate price."

**Hire interns and ask your employees for referrals.** Also at that keynote panel, hiring the best talent came up, and more than one CEO said that an internship program is working well for them. "We hired three full-time people after being interns and then contractors," said **Mike Lessiter**, president of Lessiter Media. "You have to want to be there," he added, a familiar refrain for many niche publishers.