1. **Plan and Prepare**

* Do you have enough prospects in your pipeline to hit your goal?
* Are you calling on the right customers?
* Did you do enough research prior to contacting the client?
* What are you going to say to the client to get the appointment? What is your smart statement?

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| Tips | Resources and examples |
| Learn more on when customers should be spending. | [Peak Season sharepoint](http://sps.gannett.gci/areas/marketing/rpt/pss/default.aspx) |
| Look at the biggest spenders in broadcast in Nielsen. | [Nielsen Ad Views](http://sps.gannett.gci/areas/marketing/rpt/mplus/default.aspx) |
| Conduct research on the client and industry. Learn more about how much client’s are budgeting to spend | [Ad budget estimates/Schonfeld](http://sps.gannett.gci/areas/marketing/rpt/sch/Shared%20Documents/Forms/AllItems.aspx)  [2011 Holiday season data](http://sps.gannett.gci/areas/marketing/rpt/pss/2011%20Holiday%20Season%20Data/Forms/AllItems.aspx)  [AdMall (if market has access)](http://admall.com/) |
| Click here for examples of others’ smart statements. | [World Class Sales Center website](http://appsrv.flatoday.net/sales/plan.php) |

1. **Evaluate Needs**

* Are you asking deep questions to fully understand your clients’ business?
* Did you prepare smart questions to ask during your evaluate needs?
* Will your smart questions uncover both the current state and desired state of your clients business in the four key areas: their customers, their competition, products/ services, marketing strategy?
* Before leaving your appointment, did you 1) recap your key findings to the client and 2) secure an appointment to come back and present and close your solution?

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| Tips | Resources and examples |
| Find example Evaluate Needs questions and 4 quadrant form | [World Class Sales Center website](http://appsrv.flatoday.net/sales/needs.php) |
| Find segment level Evaluate Needs questions | [Peak Season sharepoint](http://sps.gannett.gci/areas/marketing/rpt/pss/default.aspx) |
| Practice active listening and summarizing. | Your manager and peers. |

1. **Build the Solution:**

* Did you prioritize and identify your top key findings/ goals from your evaluate needs?
* Who is(are) the primary audience(s) that will best help to grow your clients’ business?
* What is your big idea and how will you incorporate it into your solution? Remember the big idea addresses the customer's marketing problem and the media schedule taps the right audience.
* Which type of package will help your client meet their goals, deliver their audience and best position your big idea: pre-packaged or custom?
* What products will best deliver your clients’ primary audience(s)?
* Does your solution deliver enough reach, targeting and frequency to meet your clients’ goals?
* Do you have creative messaging ideas that tie to the clients’ objectives to present?
* Can you tie each component of your solution back to your clients’ goals and audiences?

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| Tips | Resources and examples |
| Find detailed information describing key audiences | [Audience Information](http://sps.gannett.gci/areas/marketing/rpt/Shared%20Documents/Forms/AllItems.aspx) |
| Examples of out of the box print advertisements | [High Impact Print Toolkit](http://sps.gannett.gci/areas/marketing/b2b/Pages/HIP.aspx) |
| Find example ideas, proposals, creative solutions and a checklist that will help guide you through building an effective solution. | [World Class Sales Center website](http://appsrv.flatoday.net/sales/build.php) |
| Check out these campaigns for creative inspiration | [Award winning campaigns](http://sps.gannett.gci/areas/marketing/creative/Award%20Winning%20Campaigns/Forms/AllItems.aspx) |
| Utilize your marketing department and/or intelligence tools for information that will demonstrate the audience and reach your portfolio delivers. | Readership studies, Scarborough, Comscore, Borrell & Associates, Nielsen (TV & radio) |

1. **Present and Close:**

* Does your presentation follow the recommended flow for best delivery to the client?
* Did you summarize your key findings, re-affirm their goals and discuss their audience(s)?
* Do you showcase the opportunity within the market and/or the client’s business segment?
* Are you ready to propose your big idea and share ideas or creative to support it?
* Have you articulated the value of each component in the solution by tying it back to their goals and audiences?
* Did you gain their agreement that this solution is a fit for their business and ask for objections before asking for the business?
* Did you make a recommendation to the client as to how they are going to pay for their advertising investment with you (i.e. will this money come from increased sales, by cutting back on their spend with the competition, etc)?
* Are you asking for the business today? If their answer was no, did you ask why and set a time to follow up?
* Have you shared your commitment to the client?

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| Tips | Resources and examples |
| Find example presentation templates and successful presentations from other markets | [World Class Sales Center website](http://appsrv.flatoday.net/sales/present.php) |
| See comprehensive list of common objections and responses | [World Class Sales Center website](http://appsrv.flatoday.net/sales/present.php) |

1. **Follow through:**

* Are you reviewing creative to ensure it matches your clients’ goals and speaks to their audience? Is it compelling and not just ‘pretty’?
* Have you improved the campaign by incorporating best practices from other clients’ and other markets? Are you using successes to increase the clients’ spend and therefore their results?
* For digital campaigns, are you reviewing your pacing reports provided on a weekly basis? Are you providing performance reports to your clients consistently?
* Are you discussing creative, reporting and making recommendations to your client weekly or at least bi-weekly?
* Did you ask your client what success they have seen with phone calls, web traffic, in-store traffic and sales? How they are performing to their goals? If they have seen or heard from more of their primary audience?

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| Tips | Resources and examples |
| Find follow through/optimization template deck and success stories/testimonials to use with your clients | [World Class Sales Center website](http://appsrv.flatoday.net/sales/follow.php) |
| Helpful tips for creative messaging | [Creative checklist](http://appsrv.flatoday.net/sales/follow.php) |
| See results on effectiveness on many different advertiser campaigns, segments, and platforms (print, digital) | [Advertiser effectiveness testing](http://sps.gannett.gci/areas/marketing/RAM/default.aspx) |