



The Leadership Institute

PROFESSIONAL DEVELOPMENT PROGRAMS

***Selling against
the Competition
Part 2
2021***



A Member Benefit of The Association of Free Community Papers





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Handling Competition

Our Mission today is for you to...



- 1. Learn and better understand your Competitors differences!***
- 2. Be able to provide a clear selling strategy***
- 3. Make it easier dealing with Competitive Pressures!***



The Agenda Today

I. Three Schools of Thought on Competitors

II. Review Different Types of Competitors

III. The Five Most Valuable Words

IV. Your Product Features

V. Other Supporting Tools/Methods



3 Schools of Thought on Competition

**Don't
Mention
It!**

***DON'T MENTION COMPETITION UNLESS
THE CUSTOMER DOES.***

- ▶ *Every time you do, you encourage the customer to think,
"Perhaps I should take a look at this competitive product, they are obviously
threatened by it"*

**Don't
Unsell
It!**

DON'T TRY TO UN-SELL THE COMPETITION

- ▶ *No matter how tempting it is to discourage an Advertiser from using a
competitive product by reviewing their weaknesses,
"Don't do it!, instead encourage them to try your publication because of your
strengths.*

**Don't
Ignore
It!**

DON'T IGNORE COMPETITION and SELL PROFESSIONALLY

- ▶ *Acknowledge competition, and then get on with
the benefits of your paper and its products.*



Words of Caution!

- ✓ Every adverse comment must have a basis of fact. If you can't prove it; don't say it!
- ✓ If you don't know how long or what the relationship with the competitor, to your advertiser, tread very carefully!
- ✓ Remember be careful of violating "Anti Trust Laws"





Many Different types of Competitors

Direct Mail - Other Shoppers, Vallassis, Val Pak, Solo Mailers, Quarterly Magazines

Print - Newspapers, Magazines, Shoppers, Envelopes

Outdoor - Billboard, Bus Shelters, Bus Benches

Electronic - Cable TV, Commercial TV, Radio, and the Internet





Who are Your Competitors?

Here are some to consider:

Vallassis

Val Pak

Community News

Shoppers

Cable/Radio/Internet

Daily Newspapers

Chamber of Commerce

Coupon Saver

Trade Magazines

And
Many Many
More!





And some great Competitive Sourcing

- Newspaper
- Coupon Mailers
- Shoppers
- Rack Publications
- Direct Mail
PostCards
- Trade Magazines



Prospects who advertise in
these vehicles believe in
Print media...

**Pre-Qualified Prospects or
Warm Leads**



Know Everything about your Competitor



Rates

Distribution

Circulation

When Published

Programs

Testimonials

Sales Representatives

*Strengths and
Weaknesses*

Create a difference and prove
the value of your Publication

OR

RATES become the sole
negotiating point!



Introducing the 5 Key Advantage Words



- 1. Targeting***
- 2. Saturation***
- 3. Readership***
- 4. Reliability***
- 5. Flexibility***

(may be on TLI Exam)



The Definitions of the 5 Words

<i>Criteria</i>	<i>Definition</i>
Targeting	The ability to reach the MOST profitable buying segments
Saturation	The ability to reach ALL of the homes in a buying segment
Readership	The ability to advertise your message in a medium that is welcomed into the home & READ
Reliability	The ability to place an advertising message WHERE & WHEN it's needed
Flexibility	The ability to CHANGE an ad weekly and SELECT different products & programs



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Do you know the Common Features of Your Paper?

Alyse Survey



What are your Features?

Survey says....Do your papers offer:



Targeting

Zones, Demographic Profiles

Saturation

Delivered FREE!

Readership

Select Groups, (ie Kids) or Offer Classified Ads

Reliability

Daily, Weekly, or Monthly Frequency

Flexibility

Different Programs, Ad Sizes, etc

Alyse Survey



**If you have any of these 5
pick and chose your words!**



- 1. *Targeting***
- 2. *Saturation***
- 3. *Readership***
- 4. *Reliability***
- 5. *Flexibility***



The Jose Taco Story!

	Targeting	Saturation	Reliability	Flexibility	Readership
Subscription Newspapers	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Yellow Pages		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Electronic Media	<input checked="" type="checkbox"/>				
Direct Mailers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Free Papers & Shoppers	<input checked="" type="checkbox"/>				



Look at the Glaring Weakness !

	Targeting	Saturation	Reliability	Flexibility	Readership
Subscription Newspapers					
Yellow Pages					
Electronic Media					
Direct Mailers					



Do you have the best of all Worlds Vs. your Competitors ?

5 Key Words	Targeting	Saturation	Reliability	Flexibility	Readership
Free Papers & Shoppers					

How does your Paper stack up?



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Other visual examples to reflect your Papers advantages over the competitors product!



Alyse Survey



Coverage/Circulation: Media Comparison

Features	Your Papers	Valassis	Newspaper
Mail Delivery	◆	◆	■
ROP Capabilities	◆	■	◆
Short Deadlines	◆	■	◆
High Insert Visibility	◆	◆	■
High Consumer Awareness	◆	■	◆
Targeting Capabilities	◆	◆	■
High Penetration	◆	◆	■
Documented Readership	◆	■	◆



DEALING WITH RATE PRESSURES

- 1. Don't panic** – You know the products you sell are worth the price you're asking or you wouldn't be selling them. Stand firm. Be confident in your belief in price value and you will be dealing from a position of psychological strength
- 2. Get All the Facts** – Can this prospect really buy somewhere else for less money? Or is he just bluffing? Find out the true answers to these two questions. Many prices have been lowered unnecessarily because of a mistaken belief that the prospect could buy elsewhere for less money. Find out why the competition's price is lower.
- 3. Reason with your prospect** – Don't debate or argue the RATE question. There's usually a difference in price when values are different.
- 4. Cite the dangers of Price Buying** – You can always pay a lower RATE, but is the prospect compromising response?
- 5. Weigh the Value of Price Reduction** – If you reduce your rates today, are you setting a dangerous precedent? Will you be required to cut your rate again with the next prospect?



Just be careful when comparing rates to your competitors!

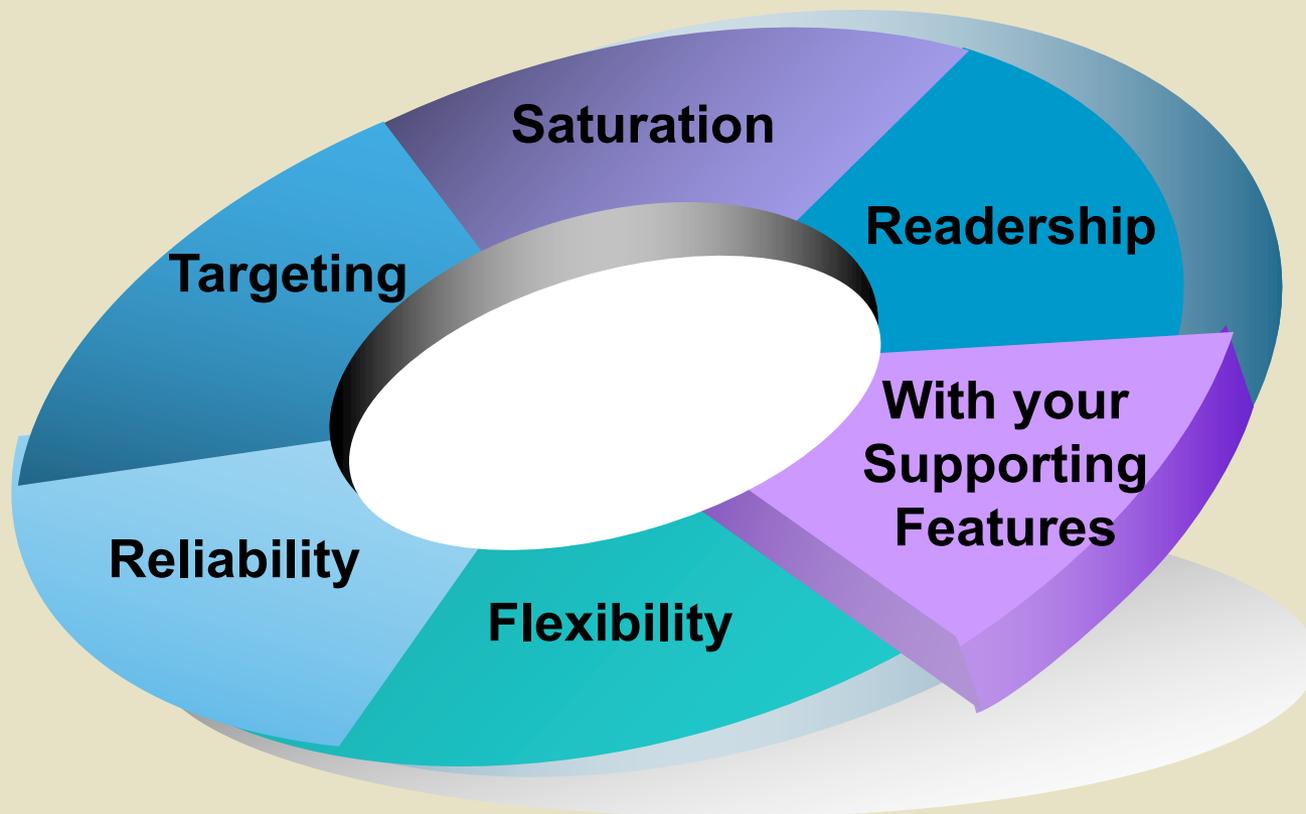
- Sometimes it is an Adjustment/or make good
- Sometimes it is only a “one” off to gain the business.
- Sometimes it is a friend of the owner or a special favor!
- Sometimes they flat out lie!



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How the 5 Key Words support the Features of your Paper!



The Answer to Handling Competitors!

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Points to Ponder

If you know your strength it never becomes a weakness. If the market knows your strength then it becomes a weakness.

Shailendra Singh

On Beating the Competition

I just feel that my competitive drive is far greater than anyone else that I've met, and I think that I thrive on that.

Michael Jordan



Homework assignment....

- ▶ *Find out who and what your competitors are and what they do!*
- ▶ *Identify their strengths & weaknesses in comparison to yours!*
- ▶ *Learn what they have to offer and make sure it is real and not a customer/rep perceptions!*



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Thank You!
Good Selling
Everyone!



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