



The Leadership Institute

PROFESSIONAL DEVELOPMENT PROGRAMS

TLI – 243

**21 Ways to Improve Sales
Revenues in 2021!**



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Here are 21 things to do in 2021 to increase your revenue!

- This is a class specially designed for Sellers and Publishers alike!
- You will receive real life sales tips to take back and implement in 2021!
- Here are 21 strategies you can use to be on the buyer's agenda to win their trust and business!
- These are out of the box ideas that will have an immediate impact on your company's performance.





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Ways to Improve Sales for Sellers



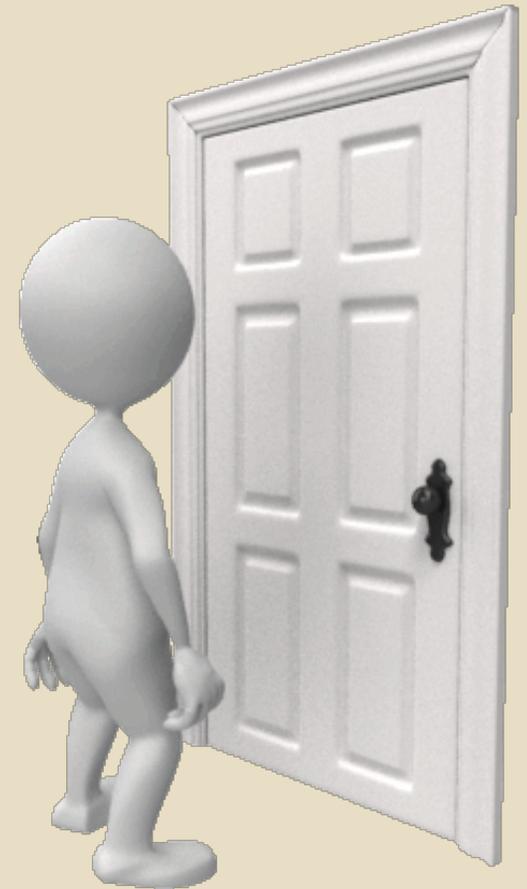
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1 Make More Prospecting Calls

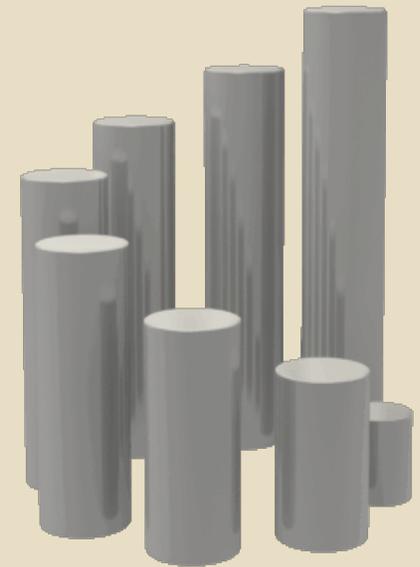
- Source your local competitors
- Make at least 21 prospects calls every day
- Ask for referrals from your existing customers
- Send out some “prospecting” emails
- Ask a fellow sales rep to blitz with you for the day and return the favor
- Create a Most Wanted Target Account List
- Ask your manager to go out prospecting
- Ask “what am I in the market to buy?” and then create a list of seasonal prospecting opportunities.





#2 Upsell Existing Customers

- Redesign an ad layout and surprise your customer.
(maybe they will try it in a few extra zones)
- Look for premium position opportunities, covers, page 3, etc...
- Sell a flyer, or postcard Insert with their ROP program
- Ask the customer to explore other zones to see if they can get a bigger return
- Ask your manager to review each of your active accounts and see if they have any recommendations





#3 Develop an Account Retention Plan

Do not let your customers drop, not even for one issue!

- Remember sometimes business can be down seasonally with or without an ad
- Customers may think the ad doesn't make a difference but the fact is the customer's business could have been worse without the ad.
- Show the customer how advertising pays off the longer you run, and the reverse could happen as well. If they drop they may not feel the residual negative effects until weeks down the road!
- Talk about their competitors that are still running during these times and how they will lose business to them if they don't continue to advertise.





#4 Improve Ad Effectiveness

- Implement D.E.R.O! - See if the ad has Dominance, Exposure, Repetition and if the Offer is right!
- Managers should review every ad to help make sure the ad produces the maximum results!
- Maybe have your graphic artist take license and build the ad from scratch!





#5 Improve Your Customer Service

- Say Thank you often!
- Use the 80/20 Rule! Give more to those 20% of customers that represent 80% of your sales.
- Focus your time on the customers who give you the most. Sometimes you need to just stay away from those customers that are time stealers
- Pick up the phone and call every chance you can, instead of emailing! It's easier to turn you down via email as opposed to hearing your voice
- Go see your customers in person!





#6 Reduce Accounts with Credit Issues

- Sellers - get ahead of those customers not paying on a timely basis
- Review each customer to discuss possible credit terms with your publisher on regularly scheduled advertisers
- Start using check by phone or credit cards vs picking up checks
- If you have a credit manager, set up meetings with them on a regular basis





#7 Improve your profitability by firing the “bad” customers

- ❑ It sounds crazy but sometimes these customers are running rates below your costs. It can be a drain on your profits.
- ❑ Some types of “Bad” customers
 - ✓ They drive revenue but don’t bring profits
 - ✓ Complainers that drain you and take up your time
 - ✓ Always want adjustments or credits
 - ✓ They want something free as added value
 - ✓ You have to justify your publication and its worth
 - ✓ They threaten to drop all the time.



USE EXTREME CAUTION ON THIS ONE!



#8 Use marketing as a tool to help your efforts in sales!

- ❑ Think of some clever ways to show how marketing can help with your customers or prospects.
- ❑ Show up in person with a cookie for the receptionist at a customer's or prospect's office. They will remember you and it will brighten their day!
- ❑ Hold some type of contest for prospects and customers. Example: let them see your publication, take it away and ask them to name one business that they saw. If they guess right, give them a prize! Even if it is a free ad, or coffee cup with your company logo.
- ❑ Every month, give customers a chance to win a free lunch, compliments of your business! Everyone likes a chance to win things. An incentive like a \$10 gift card for lunch at a local restaurant or coffee shop.



#9 Train yourself to improve in your sales abilities

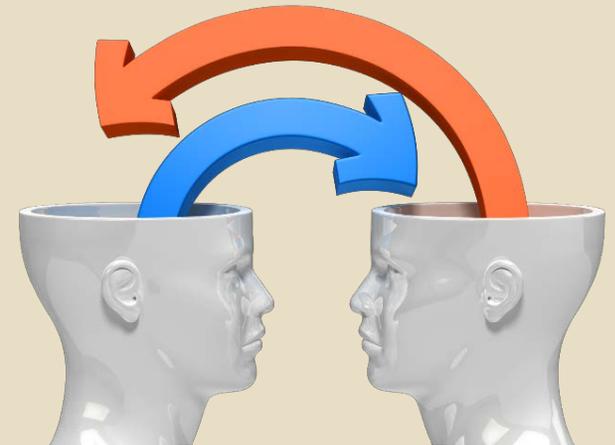
- Read a motivational book on sales
- Listen to sales speakers in the car or in your office
- Read a magazine or newspaper article on advertising or something interesting and share it with your customers
- Search the Internet for “Salesy” materials
- Sign up for a sales type seminar!
- TAKE MORE TLI CLASSES!!!





#10 Stay on top of news to understand how it affects your customers

- Be a good communicator with your customers but avoid talking politics
- Read materials that help you speak in your customers language
- Give them some suggestions on hot items to advertise during 2021 that are relevant
- Learn about successes and failures of businesses to help your customers
- See what is hot to prospect on in 2021





#11 Optimize to achieve your outcome!

- Look for ways to help your customers become more efficient. How can they make more money on the items they advertise
- Discuss profitability on what they offer and discuss “loss leader items”
- To optimize your account base, think of the highest and best use of your time
- Review what each account is worth! Add their revenue for 2021!





#12 Set Goals for the Year

- Set a realistic financial goal you want to earn in 2021
- Set revenue and account goals to achieve what you want to earn and put it in a place where you can see it daily
- Set small daily achievable goals for yourself and then have a reward if you accomplish it
- Make a picture board of some of the material things you want to buy this year and post it





#13 Be in Love with what you do!

- To be successful in anything you do, you need to be in love with it!
- Yes, love your company, customers and prospects...
- Love your co-workers, employees and vendors.
- When you are "in love," it shows in passion with everything you do!
- Remember the old cliché, "People don't care what you know; they want to know that you care."





#14 Expect to win and you will!

- Act as if you are and you will be!
- Visualize your success and it will happen!
- Tell someone close to you what you need to do to win in 2021
- Put it in the universe by saying it out loud!
- Motivate yourself by chanting who you are and want to be in life!





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#15 Live and breath your companies mission statement!

- Do you have a compelling mission statement for your company?
- Do your employees know why it is your mission statement and what it means?
- Is your mission statement posted for everyone to read (including customers)?
- Does everyone have it posted somewhere to see it daily?





#16 Develop a Rep Retention Plan

- Reward sellers who stay in their same territory with an incentive at the end of the year
- Develop a recognition plan for Sales Person of the Month / Year
- Kick-off a special “Presidents Club” or “Winners Circle” recognition for your senior sellers
- Perhaps start a profit sharing incentive if the company is profitable in 2021!





#17 Hire the Right Sales Team!

- ❑ Hire right the first time!
- ❑ Watch for signs when you interview...
 - ✓ Arrived late for the interview
 - ✓ Poor personal appearance and hygiene
 - ✓ Limited questions about the position
 - ✓ Canned and rehearsed answers
 - ✓ Lack of enthusiasm and interest in the company
 - ✓ Negative attitude toward their previous company
 - ✓ Money seems to be their highest priority
 - ✓ Did not commit or ask for the job
 - ✓ Cocky, overbearing or aggressive manner





#18 Make the Most of Trade Shows and Community Events

- Secure a booth at the trade show and make sure you have the proper set-up
- Bring collateral materials
- Have your sales team man it every hour it is open. (rotate the sellers)
- If you decide not to have a booth, have your sellers attend the event with lots of business cards
- Make sure you follow-up on every lead
- Go to chamber events and community activities every chance you can





#19 Look for Expansion Opportunities!

- Examine your Map and find missing circulation in the same footprint you publish!
- Explore other Papers that could fit within your companies profile!
- Look for Cross sell opportunities for Publications not in your area!
- Find areas of expansion within your publication, like certain categories, or sections!
- Try doing a focus group to get others in the community to help your business grow! Ask for suggestions on expanding!
- Attend events that are out of your area to see what is needed and if your product can be a fit!



#20 Kick-off Leaderboards and share them in sales meetings and EOD rallies.

- Design a leaderboard that illustrates the sellers with the most revenue over goal and number of active accounts
 - ✓ Send this out at the End of the Day! (EOD) to help promote a healthy, competitive environment.
 - ✓ It will set the standards for performance and it's a mini report card for each seller
 - ✓ It calls attention to those that are winning
- Conduct monthly blitzes where all of your sales team prospects in one sellers territory (each rep will have their turn)





#21 Publishers Expect Your Team to Win!

- Treat each Seller as if they are the best you have on your team!
- Visualize your success and it will happen!
- Put it in the universe by saying it out loud and saying it to your team!
- Motivate others in your company to be who you want them to be and they will be!





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START AND END YOUR DAY EXCITED – EVERY DAY!

BELIEVE IN YOURSELF!

HAVE FAITH IN YOUR ABILITIES!

**WITHOUT A HUMBLE BUT REASONABLE
CONFIDENCE IN YOUR OWN POWERS...**

YOU CANNOT BE SUCCESSFUL OR HAPPY.

NORMAN VINCENT PEALE



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Thank you and let's make

2021

the best year ever!



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