

Selling Advertising in the 21st Century

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"Inspiring Dreams, Realizing Potential"



Change



We live in changing times

“In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists”

Eric Hoffer



Living in
Fast Forward



The rate of change is increasing

“We are entering an age of acceleration... because of the power of exponential growth, the 21st century will be equivalent to 20,000 years of progress at today’s rate of progress; organizations have to be able to redefine themselves at a faster and faster pace.”

Ray Kurzweil

Perspectives on Business Innovation



Surviving in Rapidly Changing Times

“The most successful business person is the person who holds on to the old as long as it is good, and grabs the new as soon as it is better.”

Robert P. Vanderpool

Living in
Fast Forward



21st Century Selling--Communications

To be successful today, sales people must be able to effectively communicate the value of their products using a variety of channels

Power Messages

Because of the ease of communication sales people must be available and responsive to customers 24/7

Constant communication can make sales people more productive or devour their day



21st Century Selling--Communications

“Make sure brain is in gear before mouth is set in motion” –My Dad

Think before you speak or text or click or tweet

Every message you send reflects upon you, your product and your company. Your communications should reflect the image you want to project to the world.

Power Messages



21st Century Selling--Communications

Communicating Effectively

Know the purpose of every communication

Think about how the other person will perceive the message

Keep your message simple

Every message should offer value to the receiver

Make your message new and interesting

Power Messages



Leveraging Technology--Research

*“Failing to Plan is Planning to Fail”
Benjamin Franklin?*

**There is no reason to be
unprepared on a sales call**

Research &
Planning



Leveraging Technology--Research

Pre-call planning resources on the web:

Customer websites

Industry Websites

Facebook & LinkedIn

Ads on competitive sites

Melissadata.com

Manta.com

Research &
Planning



Print Advertising in the 21st Century

Does Captain Kirk read the Alpha Centauri Times?



Print Advertising
Today



Print Advertising in the 21st Century

**“reports of our industry’ s death
are greatly exaggerated”**

**Fact: More people are reading
print publications today than ever
before**

Print Advertising
Today



Print Advertising in the 21st Century

The Bad News

Daily newspaper took a beating in the last several years

The Good News

We' re NOT in the daily newspaper business

Lemons into Lemonade

The decline of the daily newspaper industry has created many new opportunities for free and community papers

Print Advertising
Today



Print Advertising in the 21st Century

Free & Community Paper Fun Facts

Free paper circulation has been growing and now exceeds daily newspaper circulation

Free paper circulation now exceeds 100 million

Free paper revenues exceed \$4 Billion

More Americans read community papers than watched American Idol, Survivor, or any other top rated television program

Print Advertising
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Print Advertising in the 21st Century

Free Papers in a post recession world



Print Advertising
Today



“Conspicuous consumption” has been replaced by
“The New Frugality”



Print Advertising in the 21st Century

The recession changed the way consumers see the world

A report issued by Rutgers University concluded “Once the recession runs its course ‘prudence and pragmatism’ are likely to replace the risky behavior of recent years.”

A Gallup poll found that “32% of respondents say they’ve been spending less in recent months and that they expect the curtailed spending to be their normal pattern for years to come.”

Print Advertising
Today



Print Advertising in the 21st Century

Consumers are shopping more

According to Gallup:

48% of consumers were more likely to be shopping for better deals as a result of the recession, while only 23% plan to remain loyal to tried and true providers

Nearly 70% of consumers have changed their mix of providers in at least one industry category in the past 6 to 12 months

Print Advertising
Today



Print Advertising in the 21st Century

Consumers are looking for value

Price and value are the leading factors influencing change decisions

Few consumers were willing to give up product quality (6%), product options (17%) or quality of customer service (11%) simply for the sake of lower pricing

To reduce expenses consumers are trying to make more purchases close to home

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Print Advertising in the 21st Century

When shoppers are looking for value and savings close to home where can they turn?

**FREE & COMMUNITY PAPERS ARE
A PERFECT FIT WITH THE NEEDS
OF THE POST RECESSION
CONSUMER**

**HELPING PEOPLE SAVE \$\$\$\$\$ IS
WHAT WE DO!!!**

Print Advertising
Today



Online
Advertising



The Truth About Online Advertising

Online advertising is the greatest threat and the biggest opportunity to confront free and community papers in the history of our industry

Survival of our publications depends upon how we face the challenges and the opportunities offered by online advertising



The Truth About Online Advertising

The Web is a victim of its own success

According to Symantec: 90% of e-mails are spam

Consumers are wary of online advertising claims

Consumers view online ads as a distraction

Consumers view advertising in all other media as a distraction. Advertising in print is a destination. As many people read a print publication for the advertising as read it for the editorial content.

Online
Advertising



The Truth About Online Advertising

Online advertising is a double edged sword for small businesses. It extends their reach but forces them to compete globally

Most Small businesses do not understand how online advertising works

They are in competition with large firms that invest heavily in search engine marketing

Our products can help “level the playing field” by driving traffic to their web site

Online
Advertising



Partnering Print & Online Advertising

Customers think putting up a website is the answer to all of their problems

They think because potential customers have access to their site that they will access their site

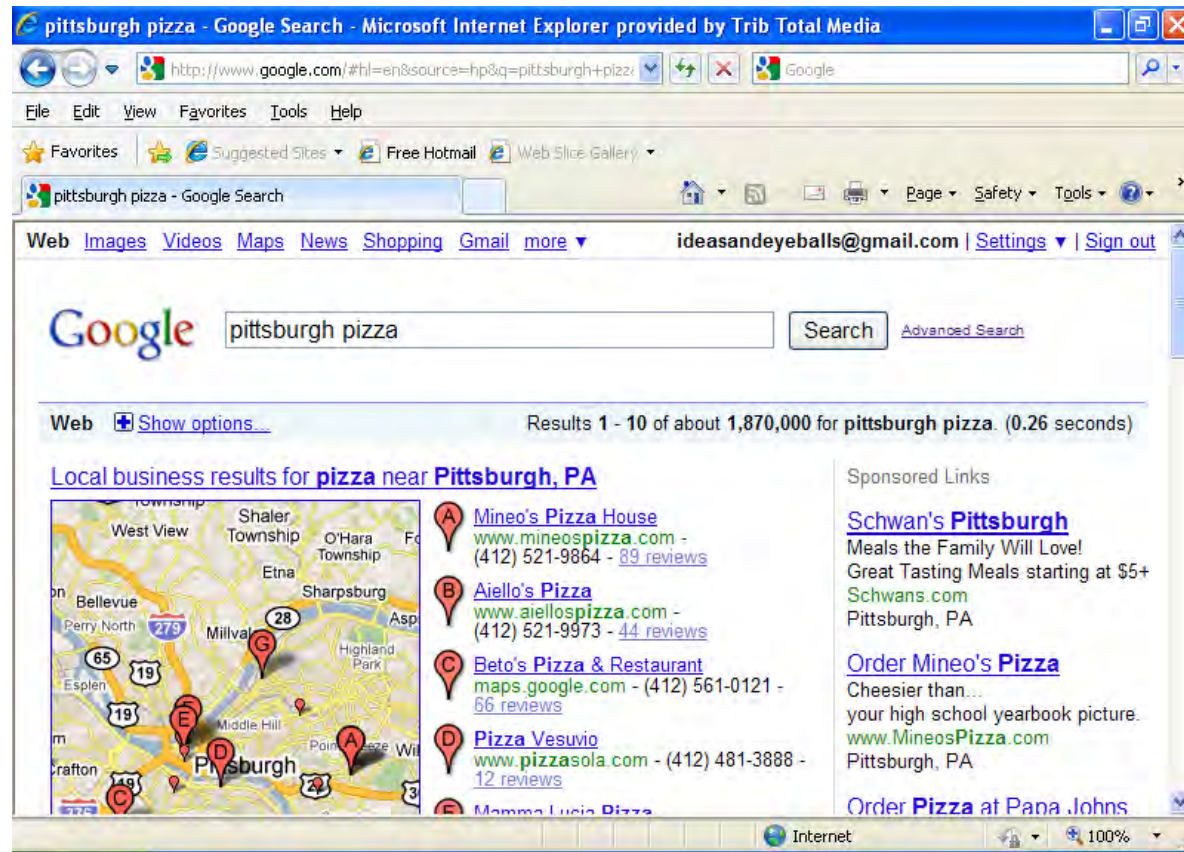
A website is like a store, if you have a good location people may happen by, but in most cases you need to market your business if you want to attract customers

Print & Online
Advertising



Partnering Print & Online Advertising

Print & Online Advertising



Partnering Print & Online Advertising

If a customer uses a search engine to find a business's website, they may be lured away by a competitor

The best case scenario: potential customers will go directly to the advertisers website

The best way to accomplish this: *Print Advertising*

Print & Online
Advertising



Partnering Print & Online Advertising

According to a Google commissioned study 67% of people who are interested in something they see in print advertising will go to the web to do more research and 70 % of them follow up with a purchase

30% of internet using print readers said they have gone online to research a product they saw in print

According to the Google study 48% said that seeing an item in print after seeing it on the web made them more likely to trust the product and 52% said they were more likely to purchase it

Print & Online
Advertising



Selling Your Online Product

“There are thousands of places I can advertise on the web, what makes your paper’s site so special?”

Local paper websites provide information that is not available anywhere else

Community sites feature local advertisers so the information is relevant to the viewer

The association with a trusted publication lends credibility to the site

Hyperlocalism



Selling Your
Online Product





The same thing only different, selling web ads

Rule #1

Don't get wrapped up in the technology

Rule #2

Seriously, don't get wrapped up in the technology

Web ads are just another way to put advertisers together with potential customers

Web ads are most effective as part of an integrated marketing program

Selling Your
Online Product



The same thing only different, selling web ads

Manage customers expectations

Web ads are the billboards on the information super highway

Don't sell "clicks", sell exposure and audience

R.O.B.O.

Research Online and Buy Offline



A quick primer on designing web ads

A web ad is the headline, the customer's website is the body copy

Like a headline a web ad needs to offer a benefit to the reader

Ads should be simple, colorful and bold

Animations should be eye-catching, not distracting

Web ads get stale quickly, change out the ads frequently

Selling Your
Online Product



The 21st Century Sales Professional

A lot of things have changed but one thing remains unchanged
the need for professional sales people.

Selling in the 21st
Century

Selling skills still matter

Hard work still matters

People skills still matter

Creativity still matters



The 21st Century Sales Professional

Selling in the 21st
Century

“The future belongs to a very different kind of person with a very different kind of mind – creators and empathizers, pattern recognizers and meaning makers. These people...will now reap society’s richest rewards and share its greatest joys.”

Daniel Pink



The 21st Century Sales Professional

Times Change People Don't

Computers are logical, people aren't

Decisions are made when emotions are engaged

Successful sales people are expert at discovering what motivates a customer

Fear of loss is more powerful than the hope of gain

Trust is the key to overcoming fear

Selling in the 21st
Century



The 21st Century Sales Professional

21st Century Sales Qualities

Responsibility

Adaptability

Proactivity

Resilience

Win/win attitude

Dedication to lifelong learning

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Century



Selling in the 21st
Century



The 21st Century Sales Professional

Things that successful sales people know:

The day of the order-taker is over

Today's sales person must work harder and smarter than ever

The importance of staying focused on the customer's needs and problems

That "winging it" is for the birds

The value of a clearly defined sales process



The 21st Century Sales Professional

Things that successful sales people know:

It pays to concentrate on building strong relationships and trust

That a professional gives the buyer what they really need, not what they say they want

That value is more important than price

That every call is a sales call

That it is important to deliver value to the customer on every call

Selling in the 21st
Century



Selling in the 21st
Century



The 21st Century Sales Professional

From the New World Dictionary:

Professional—1) worthy of the high standards of a profession, 2) someone who does something with great skill



The 21st Century Sales Professional

THANK YOU!

THANK YOU

Questions & Discussion

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.

