



Welcome to the FCP NY Sales Summit 2014

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First PRINT is Not Dead!

- Our Competitors are hoping you believe that!
- Why are people are still reading magazines, when they can get that on nternet too!
- Ask yourself, why don't we ever have requests to stop delivery?
- Why do readers still call us to place an ad?



**We are our own Pall Bearers
& our worst enemies!**

So STOP it!

- STOP talking Negative!
- There are NO weak Territories, only weak sellers!
- IF the economy affects everyone, why does one seller do better than others?
- Be the 9 out of 10 call seller!



YOU MAKE THE DIFFERENCE!

**Bottomline, everything I share
with you today, will only work with
belief in your product and a whole
lot of.....**

Enthusiasm

Prospecting 101 Basic Tips & Techniques

Three Most Important Discussion Points about Prospecting

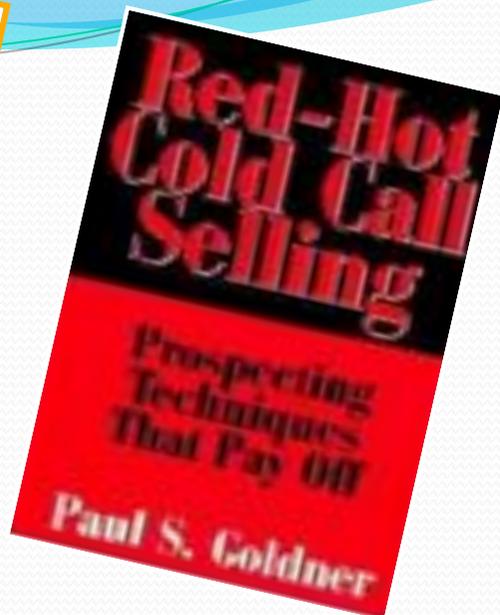
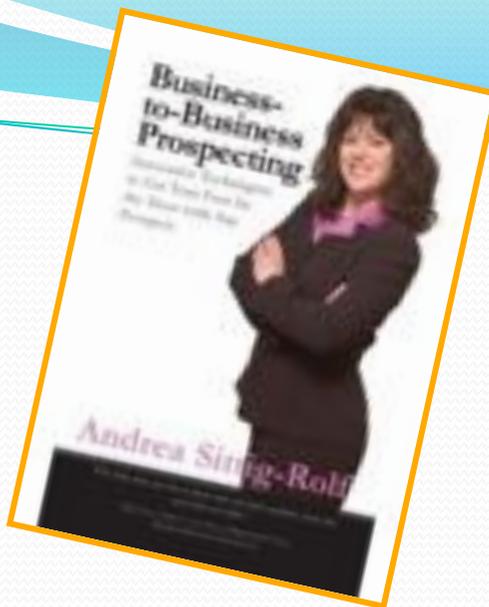
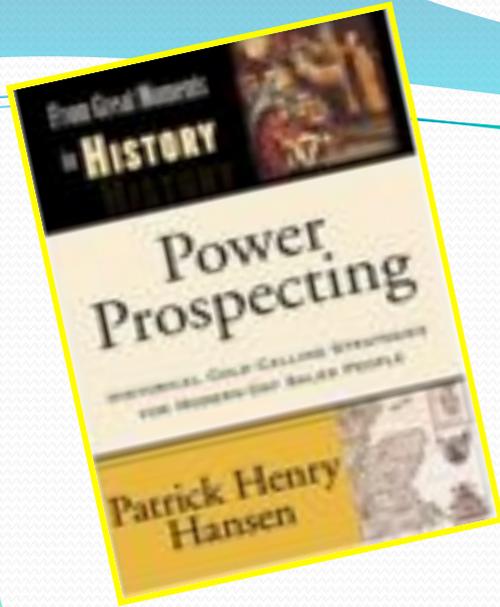
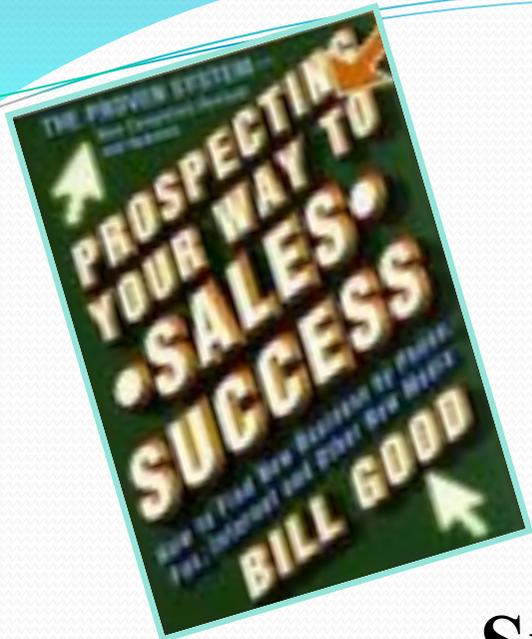


- 1. Why is Prospecting Important**
- 2. Where to Find Prospects**
- 3. What to Take on a Prospecting Call**

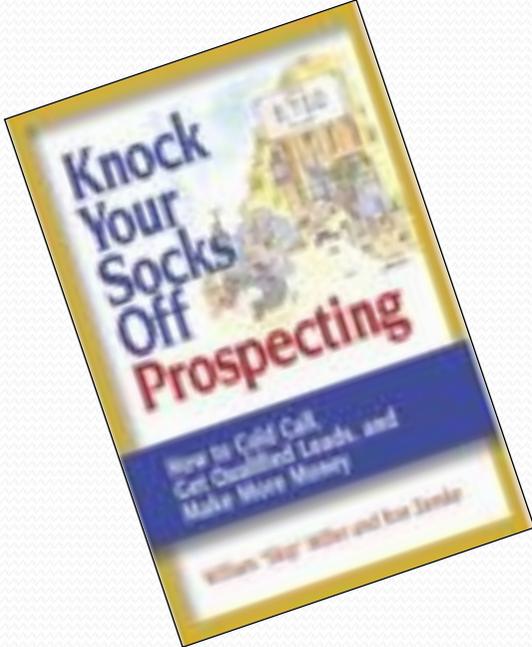
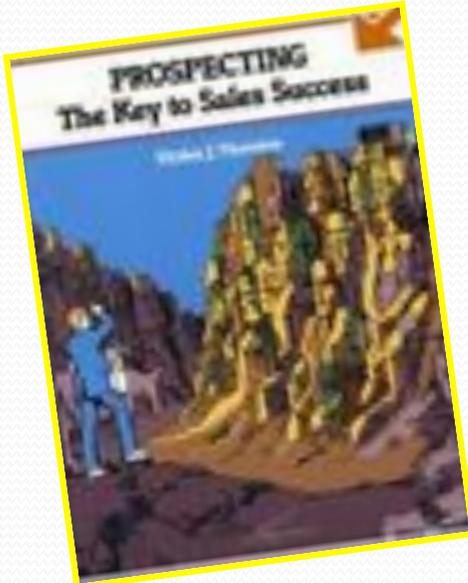
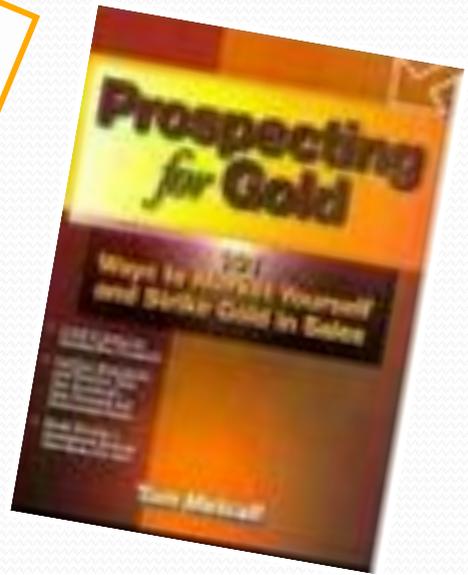
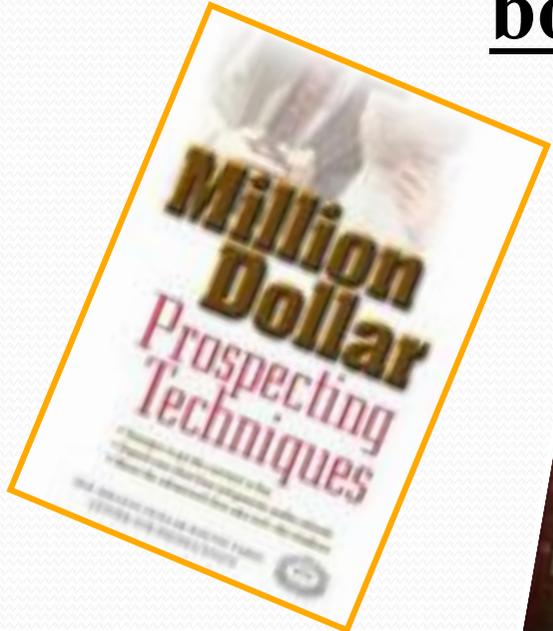
Prospecting is Building Relationships Through a Series of Activities

Including but not limited too:

- Phone Calls
- Visits
- US Mail
- E-Mail
- Social Networking
- Fax
- Community Events

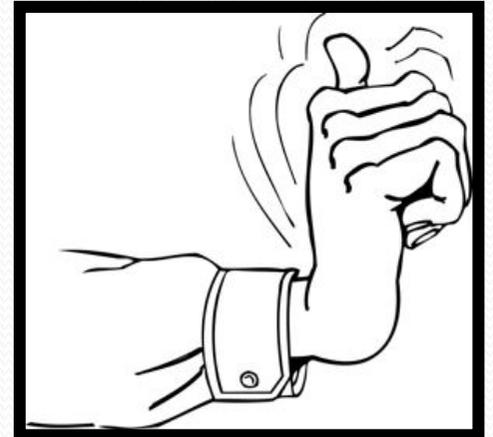


Sure you can read lots of books but honestly...



Why Prospect ?

- **I Get Paid For It.**
 - **We're a Sales organization not a Service company**
 - **My current accounts are my competitor's prospects.**
 - **My business will be out of business without new business**
 - **I'm building my Franchise. That's job security !**
 - **I have the right to discuss my products and services with all eligible prospects.**
 - **There are lots of businesses in my territory,**
 - **I run blank Accounts?**
- ...Opportunity knocks. Here I go !!!**



Who are the Best Prospects to Call On

Top 25 Business to Consumer Segments

are Likely Buyers....Fish where the fish are!

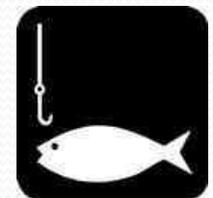
Automobile
Apparel/Clothing
Consumer Electronics
Computer Equipment
Dental
Employment
Fast Food
Financial Services
Fitness

Entertainment
Furniture
Grocery
Hair
Home Improvement
Home Services
Insurance
Legal Services

Medical
Mortgage
Optical
Pets
Real Estate
Restaurants
Schools
Travel

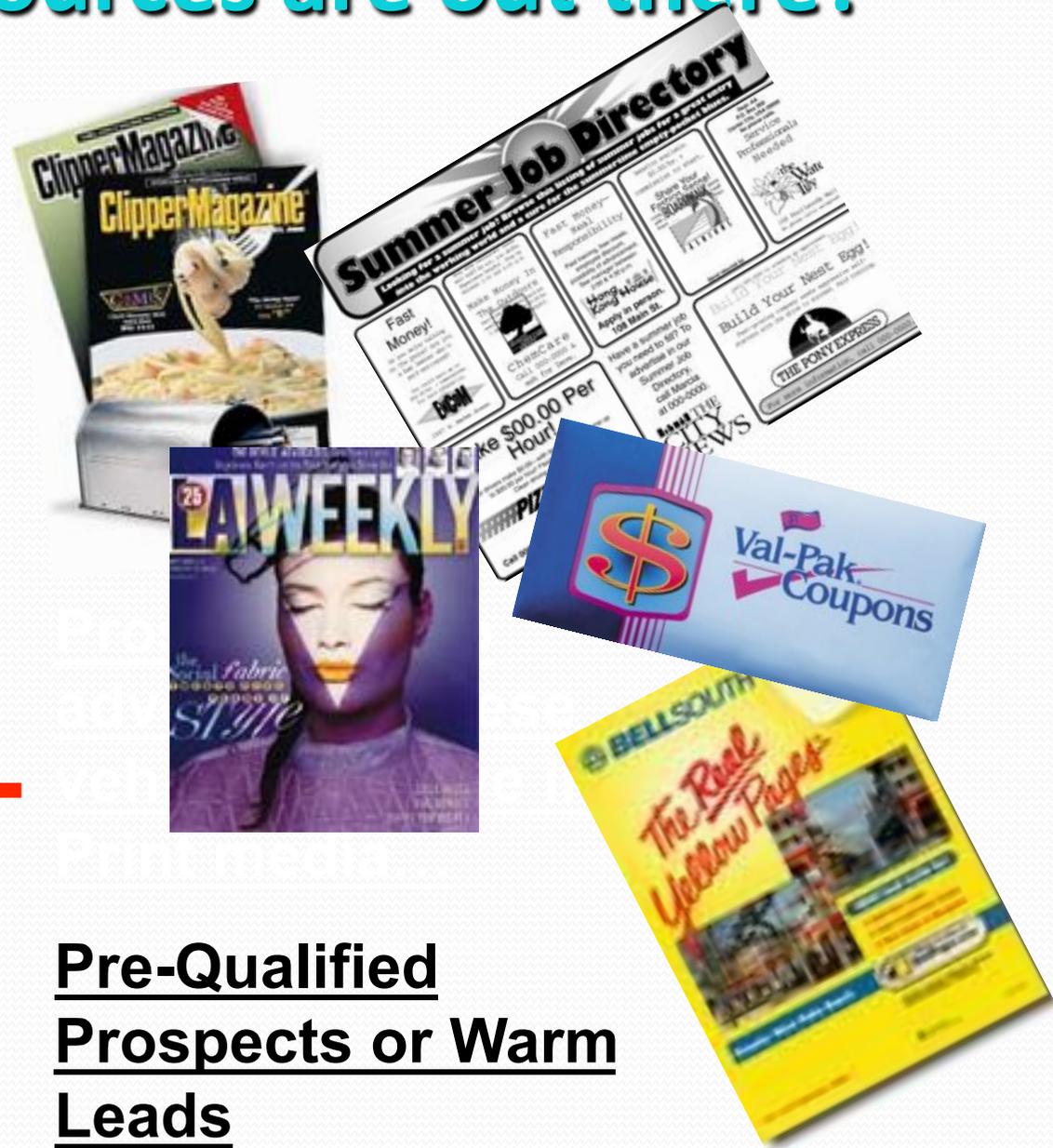


- Commodity Products & Services with high “Human Need” factor
- High propensity to buy print advertising & do well as a result
- High probability of securing appointment
- Short sales cycle, quick buying decisions, 1-3 call close.



What Prospect Sources are out there?

- Newspapers
- Yellow Pages
- Coupon Mailers
- Shoppers
- Rack Publications
- Direct Mail
- Trade Magazines



Pre-Qualified
Prospects or Warm
Leads

Road Blocks to Prospecting

Is it **Procrastination** or **Call Reluctance**?

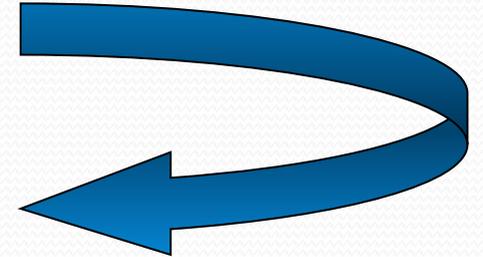
Let's Identify the Differences



Procrastination

Prospecting Road Blocks....cont

*“Choosing to Do Something
other than Prospect”*

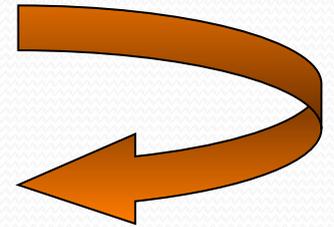


- ✓ **Doing paperwork that can wait**
- ✓ **Wasting time talking rather than doing**
- ✓ **Organizing and planning to prospect**
- ✓ **Having lunch, dinner, coffee, with a friend or co-worker!**

Call Reluctance

Prospecting Road Blocks....cont

*“Not Doing Something like
Prospecting Because Your Afraid”*



- **Not sure where to begin to find qualified prospects**
- **Not sure how to get to the decision maker**
- **Yes you heard it here first, “The building or the decision maker looks scary”**
- **Not prepared for the call with the proper tools!**
- **You don’t have a reason to be there or good OSC**
- **Not sure what product your selling or you don’t have enough product knowledge!**

What works today...

Yes, “the Old School Way” of Thinking



YES Prospecting is a numbers game!

YES call on 50 prospects a day and someone will buy!

YES get out there, pound the streets and turnover some rocks.

YES set up appointments with at least 10 accounts a day!

YES you can use the phone, and **YES** you can use a script whether in your head or on paper!

But with that said...

**You really need to
be prepared to
sell!**



- Do you have good OSC
- Are you ready and prepared to sell every time you call on a business?
- Did you get to the right decision maker?
- Did you plan your day and prospect with good time management?
- Did you prepare yourself with what you want to say to the decision maker?

The in person call! Make no mistake...



- You are there to sell the first time!
- You need to be prepared to sell on the sales call!
- You don't have to look like the salesperson, you can carry a clipboard, BUT you must be ready to sell on the spot!

Get to the Point... In person tell your Prospect what they want to Know.....



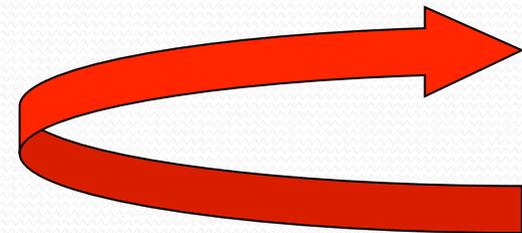
- Who are you?
- Why are you visiting my store today?
- What's in it for me?

Get to the Point If your on the phone tell your Prospect what they want to Know.....

- ✓ Who are you?
- ✓ Why are you calling
- ✓ What's in it for me



What does that mean

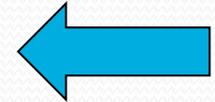


When you're using the Phone



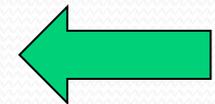
Make sure you have an Introduction!

Introduction



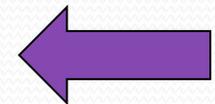
Find out who the decision maker is to qualify the prospect!

Decision Maker



Have a purpose for the call!

Purpose for the Call



Give the prospect a reason to listen to your presentation!

Benefit Statement



So how do you get to the Decision Maker?

Hello, my name is Elaine....and I could use your help.

I've got some important information about advertising. Who should I send it to?

Gate Keeper: Oh, that's Mary Smith....

Is she the person who decides on this type of thing?

.....and what is Mary's title? Thank you.

.....and the best time to reach her? Thank you

.....is she in now ?

I really appreciate your help. What was your name? Thank you Susan .

Phone Script to secure an appointment

(30 Second Commercial)

My name is Tom with ShoppersRUS.....the weekly shopping publication that's direct mailed to every household in your area.

I'm calling to see if I can help you generate some new customers through direct mail.

I'd like to show you what we do for other _____ in your area.

I'm very experienced at what I do...and I make lots of money for my customers.

Would you be willing to see me for a few minutes? I promise to be short and to the point.

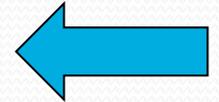
How about next _____ morning or _____ afternoon?

Phone Script (OSC)



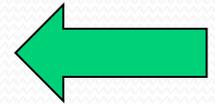
**My name is Dan with ShoppersRUs
... a weekly publication direct
mailed to every household.**

Introduction



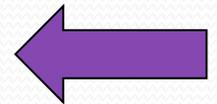
**Are you the person that is
responsible for the advertising?
Great.**

Decision Maker



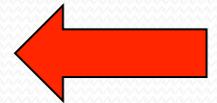
**I'm calling to discuss the many
ways we can bring you new
customers to generate more
business!**

Purpose for the Call

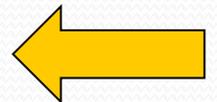


**If you have a few minutes I will
show you how we are helping
businesses just like yours with the
ShopperRUs in both in print and
online!**

Gain License to Proceed!



Benefit Statement

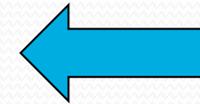


Phone Script (leave a message)



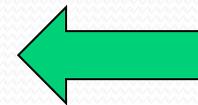
Hello...

My name is Dan with ShoppersRUs... a weekly publication direct mailed to every household.



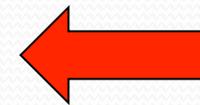
Introduction

I'm calling to discuss the many ways we bring in new customers to generate more business!



Purpose for the call

I'd like to share with you what we do for other businesses similar to yours in our publication



Why should I call back?

Please return my call today or at your earliest convenience at ???????

Thanks, and I look forward to your call.

What if Prospect's Initial Reaction is Negative?

Most Common Responses

- No thanks
- Not interested
- We don't advertise
- I spent my budget



Where do I go from here ?

The Answer to Prospecting Road Blocks...

Good Opening Sales Conversation O.S.C. Techniques

Let's Discuss the How's and
Why's of Good OSC after
F.A.B!



Presenting and Recommending (F.A.B.)

The SO WHAT Theory...

A *Feature* describes a characteristic of a product or service:

A Pencil has lead

An *Advantage* describes a feature can be used or what it does:

The Pencil can be sharpened

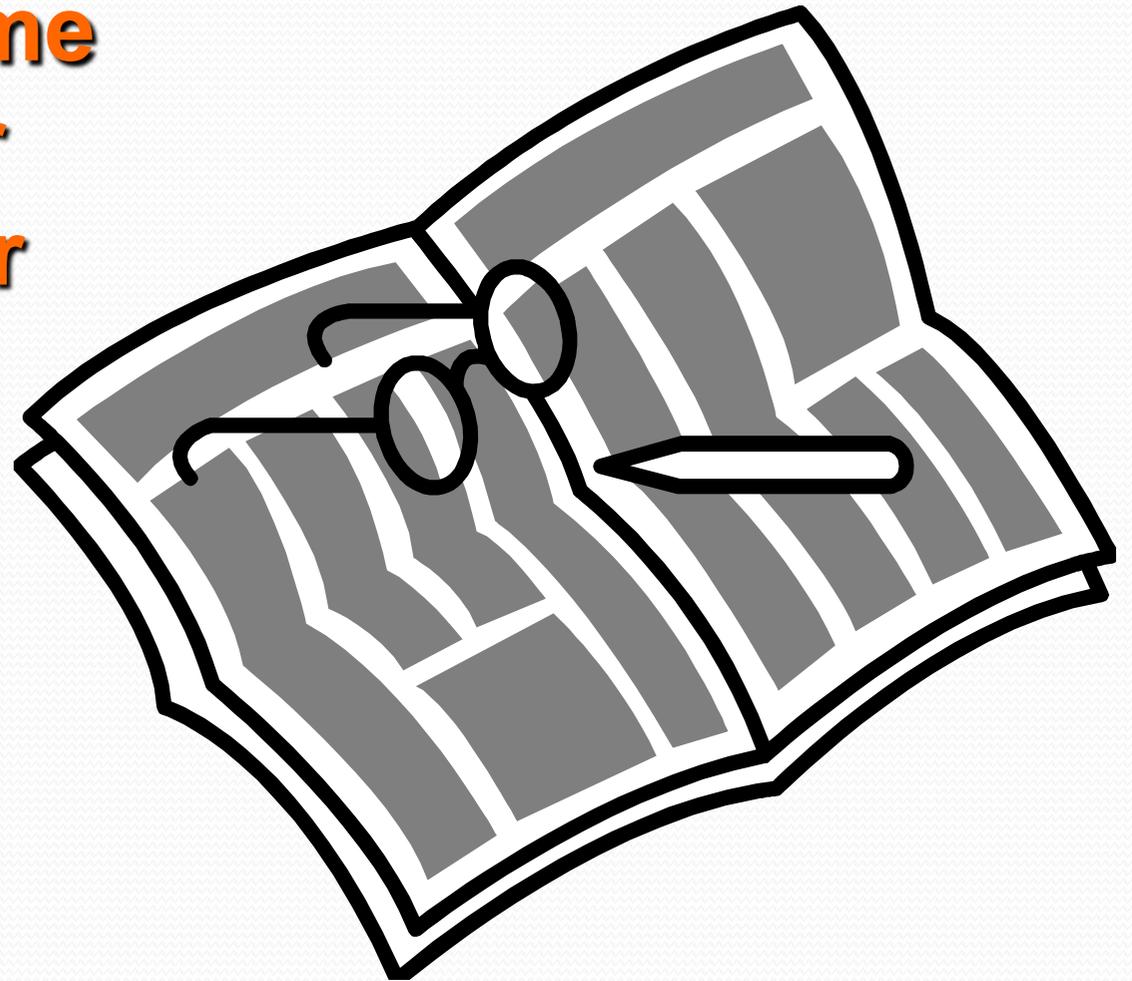
A *Benefit* describes how a feature and advantage meets the expressed need of the customer:

The Pencil has lead, which means it can be sharpened, making it more cost effective, and saving you money!



Most Common Features of Free Papers

**Let's Discover Some
Features of Your
Product Together**



5 Key Advantage Words

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



The Definitions of these Words

Targeting = The ability to advertise to the most profitable buying segment!

Saturation = The ability to reach ALL of the households in targeted buying segment!

Readership = The ability to advertise in a medium that is welcomed and accepted in the home!

Reliability = The ability to place an advertising message, when and where it's needed to be there!

Flexibility = The ability of a medium to provide a wide range of products, services, and rates to meet an advertiser's needs!

Now, it's Your Turn.....

Simply write the Supporting Features that correspond with your paper:

- **Targeting** _____
- **Saturation** _____
- **Readership** _____
- **Reliability** _____
- **Flexibility** _____

Now, let's not forget **BENEFITS!**

Here are some common Benefits or
NEEDS of our Accounts!

Advantage

Feature

Benefit

• Targeting	<i>Zones</i>	<i>More Cost Effective Ads</i>
• Saturation	<i>It's Free</i>	<i>Community Awareness</i>
• Readership	<i>Variety of Ads</i>	<i>Lots of Foot Traffic</i>
• Reliability	<i>Direct Mail</i>	<i>Guaranteed Delivery</i>
• Flexibility	<i>Change Ad/Sizes</i>	<i>Fits budget and Marketing needs</i>

Who Will Testify on Your Behalf ?



Testimonials

**This is the single most Powerful Prospecting
Tool and also the most wasted &
underutilized**

Opening Sales Conversation (OSC)

3 Important Discussion Points of OSC

1. What Makes Effective OSC
2. Why is OSC Important
3. Some OSC Approaches



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Lesson Objectives

- **Opening Sales Conversation (OSC) is the first step toward achieving a successful sale. When handled properly, it opens the door to questions and solidifying a good relationship with the customer.**

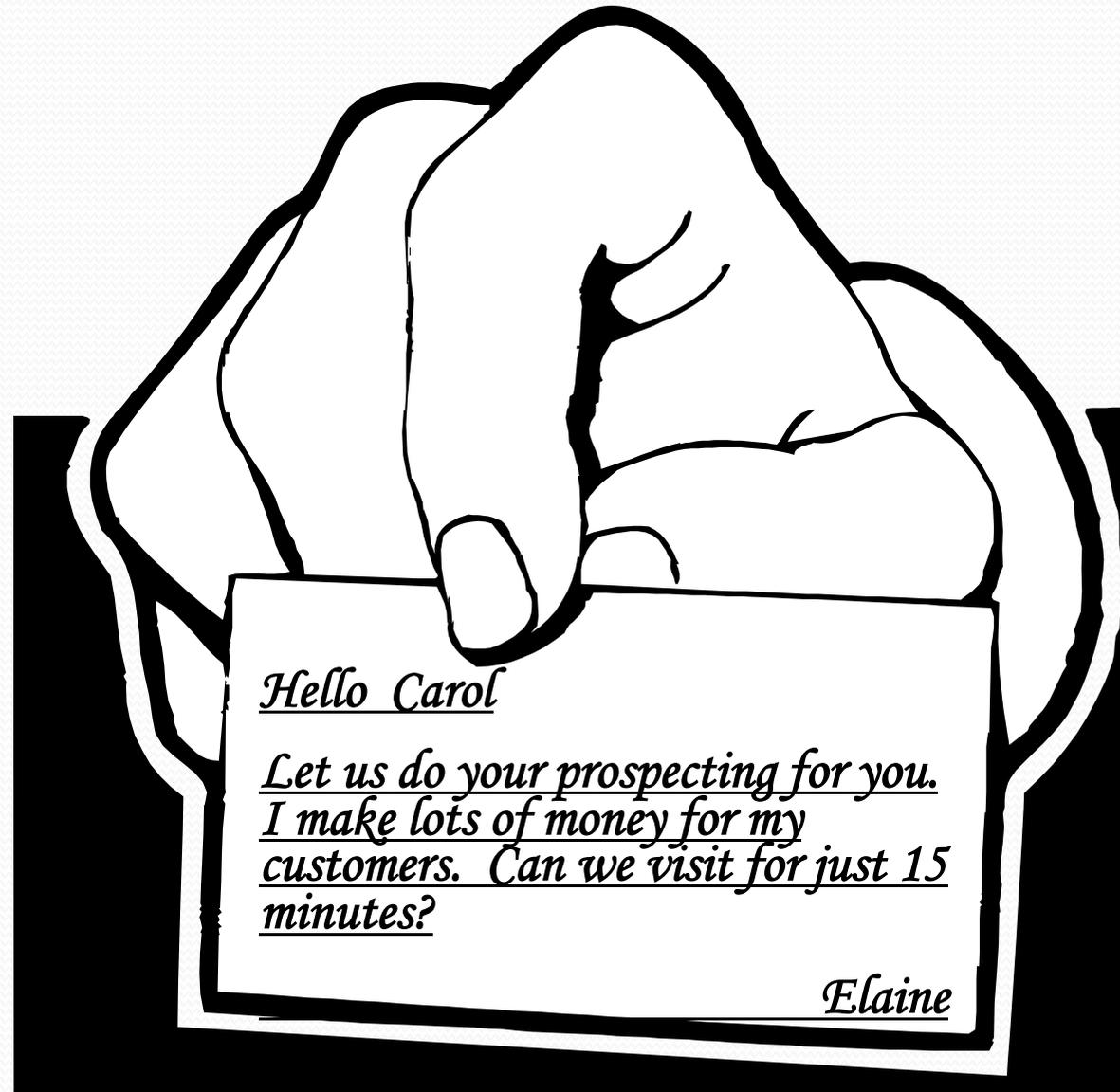


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"Inspiring Dreams, Realizing Potential"

The Introduction....



Hello Carol

*Let us do your prospecting for you.
I make lots of money for my
customers. Can we visit for just 15
minutes?*

Elaine

Or better yet!



Hello Jim,

Just like I handed you this card,
we put your message into the hands
of your potential buyers every week!
Can we visit for just 15 minutes so
I can show you how?

Good OSC requires you to have a:

- **A. Positive, pleasant selling attitude**
- **B. Professional appearance**
- **C. Specific purpose for the call**
- **D. Sincere interest in the customer**
- **E. Benefit statement (why they should listen to what you have to say)**



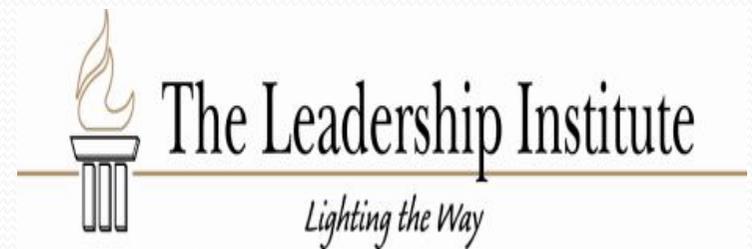
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"Inspiring Dreams. Realizing Potential"

The reason for good OSC techniques is to:

- **A. Gain license to proceed – show respect for time**
- **B. Overcome call reluctance**
- **C. Put the customer in a positive state of mind / at ease**
- **D. Effectively transition to the next part of the call – questioning**



OSC approaches for the call may be to:

- **A. Promote community activities (community involvement)**
- **B. Testimonials (examples)**
- **C. Follow-up on a referral (seasonal)**
- **D. Introduce special products or promotions (new products)**
- **E. Keeping up with marketing trends (market research)**



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SIMPLE STEPS TO OSC

- 1. State who you are and whom you represent.**
- 2. Offer the customer a reason for the call that is meaningful. Think about how you would feel if someone announced, “I just happened to be in the area and thought I would drop in.”**
- 3. Make a benefit statement. Present a clear, direct benefit to the buyer of your products and expertise. The objective is to give the customer a good reason to speak with you.**
- 4. Ask the customer for permission to proceed.**



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OPENING SALES CONVERSATION APPROACHES

- ***Market Research***

“We’re keeping up on market trends in the area: may I ask you a few questions?”

- ***Example***

When calling on a new business, leave a sample ad from a competitor who is currently advertising with your paper.



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OPENING SALES CONVERSATION APPROACHES

- ***Referral***

Ask your customers if they know of other businesses that might be interested in speaking with you about advertising, then:

Ask if you can use their name to say they are pleased with your paper; or ask if they would call the other business to introduce you.

Use the person's name who provided the referral and why in OSC.

OPENING SALES CONVERSATION APPROACHES

- ***Seasonal***

Use the holiday seasons for OSC, “I know it’s the Holidays and you will want to promote your business.

- ***Community Involvement***

Get involved in community events and use them in the conversation.



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OPENING SALES CONVERSATION APPROACHES

- *New Promotion*

“I came by to let you know about a fabulous offer that is now available. Do you have a moment for me to show this to you?”

- *New Product*

“I came by to introduce our new product in our publication.”



"Inspiring Dreams, Realizing Potential"

Lesson Objective on Questioning

Main Purpose

To uncover needs that we can sell to.

Basic Process

Start with broad open-ended questions.

Move to more narrow closed-ended questions.

Areas for Discussion

The prospect themselves

Their current advertising

Their customers

Their competition

Their products/services

Their location



Lesson Objective on Questioning

Main types of Questions (Define Each)

Open – allow for a broad response to get the prospect talking.

Closed – calls for a more narrow or specific answer to clarify needs.

Two Key Words to Remember in Forming Open Ended Questions

How ?

What?

Looking for the most important type of Needs



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The Questioning Process / Probing for Needs

start with...

**Open Ended
Questions**

move to more specific...

**Closed Ended
Questions!**

Our Main

Objective is to



Uncover Needs

Definitions:

Open Ended Questions

Allow for a broad response. Remember to ask “How and What”

Closed Ended Questions

Calls for a more specific answer to clarify needs.

Needs

Make a general need important enough for the Customer to want to fix it.

Probing for Your Prospect's Needs

Asking Open Ended Questions helps us learn more about our prospects!

Probe for needs in these areas:

- A. Themselves**
- B. Current advertising**
- C. Their customers**
- D. Their competition**
- E. Products / Services**
- F. Location**

Yes it is all about them! Not you, or your publication!

The Questioning Process...

**Let's look closer at
these Questions:**



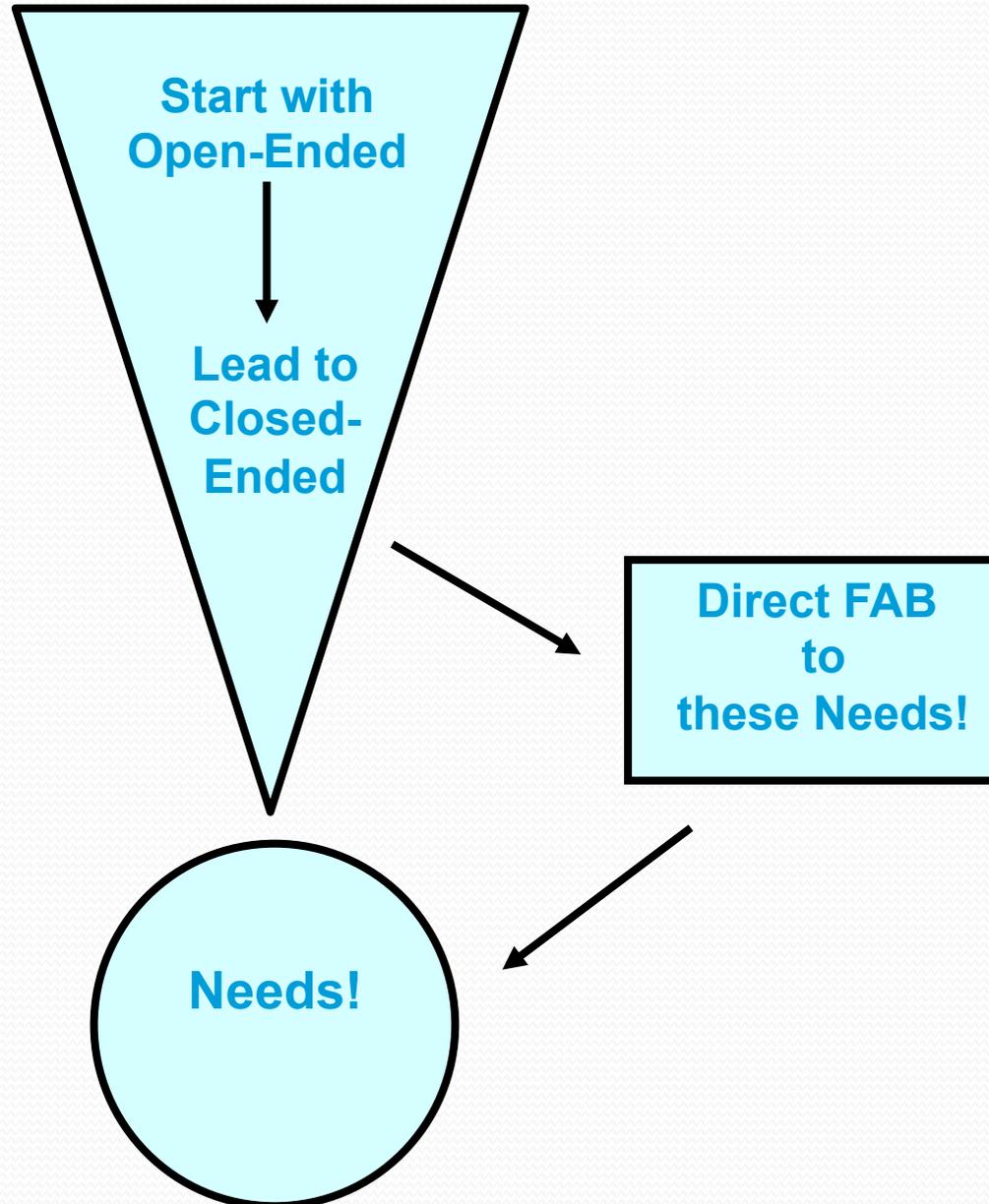
Questions to uncover Needs

- Does it concern you that.....
- How do you feel about...
- Is this something that you want to fix?
- How urgent of a need is this for you?
- You seem to be saying that _____ is a major concern for you. Is that accurate?
- What is your time frame on fixing this?

Developing Closed Ended Questions

- **Lead-in's for closed ended questions**
 - **Do youadvertise?**
 - **Are youexpanding?**
 - **Would youtake a look at alternatives?**
 - **Should youconsider starting an advertising program?**
 - **Could youuse some help with promotion?**
 - **How manycalls did you get/**
 - **How oftendo you do these flyers?**

The Basic Questioning Process



Handling Objection / Competitors

Rules: When Selling Against Competitors!



- ✓ **First understand who/what they are and what they do!**
- ✓ **Identify their strengths and weaknesses in comparison to yours!**
- ✓ **Learn what they have to offer and make sure it is real and not a customer/rep perception!**
- ✓ **Understand how your product strengths can compete by remembering that.....**

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	<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					

How does your Paper stack up?

Handling Objections



Lesson Objective:

Each Student in this class needs to know the following to sell through Objections

I. Most Objections fall into the categories of:

- **Misunderstandings** (non-delivery of your publication)
- **Perceived drawbacks** (price buying)

II. Objections based on misunderstandings can be handled by:

- A. Restate the objection in the form of a question.
- B. Answer objections directly to clear up misunderstandings

III. Objections based on perceived drawbacks can be handled by:

- A. Restate the objection in the form of a question.
- B. Stress relevant benefits of the product

IV. Strong product knowledge is the most important element to handle common objections:

Features – Advantages – Benefits

Objections (cont)



V. Recognize Objections vs. Conditions

- A. Objections are defined as issues/perceptions that your product/service can solve or overcome
- B. FAB is usually the required element to overcome objections
- C. Conditions are defined as those issues/perceptions that your product cannot control or don't involve your products FAB
- D. Handling Conditions won't lead you to the proper direction of the sales call

VI. The basic methods for handling objections are:

- Welcome & expect objections
- Listen Carefully
- Know common objections
- Restate the objection in the form of a question
- Ask more questions if the objection is too vague
- Offset the objection with FAB
- Accept the objection – Do not contradict
- Remain in control of the sales call

Handling Objections & Buyer Perceptions

Say Hello to your Favorite Nightmare Customer!

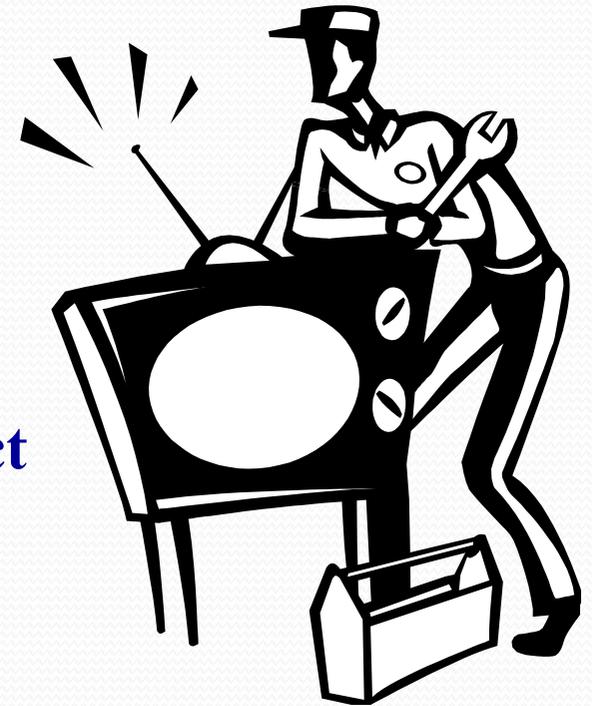
Johnny's TV

- You had a great OSC
- He answered all your questions
- You proceed to present your product

He buys....right?

No Way! He has Objections.

**Your Mission: Write down at least 5
of his objections...**



Handling Objections & Buyer Perceptions

3 Most Important Discussion Points of H.O's

1. What are the 2 categories of Objections
2. What is the key element of HO's
3. What is the basic method for HO's

What are the differences between
Conditions and Objections ?

Objections vs. Conditions

Example: I can't afford it

- Could be you haven't really made them want it (**Objection**)
- Could be they really don't have the money to pay for it (**Condition**)

1. Objections

Your product/service can solve this concern

A. Explain FAB's and change misunderstandings or perceived drawbacks

2. Conditions

Your product/service cannot solve the issue in most cases

- A.** The concern may or may not be real and is usually an internal fix.
- B.** You are not able to pinpoint anything that your product/service can resolve

Let's try these examples!

Recognizing Objections vs. Conditions

Which one best explains the situation

O

1. Your rate is too high

C

2. My partner wants to close the business

C

3. I don't have any money right now

O

4. I am using a competitor of yours that is better

C

5. I can't compete with other pizza stores in my area

C

6. My business is not growing so I can't afford to advertise

Recognizing Objections vs. Conditions

Which one best explains the situation

- C O 7. Your credit department won't extend credit from my past history
O C
- O C 8. I don't like the image of your publication
O C
- O C 9. Your credit department sent me an incorrect statement in the past
O C
- O C 10. You have too many of my competitors in your publication
O C
- C O 11. My ads in other publications don't represent my image
O C
- O C 12. Nobody who shops at my store reads your publication
O C
- C O 13. My business does not sell to the public we're a Wholesaler
O C
- C O 14. I don't have enough employees
O C
- O C 15. I am not sure it will work so I will try it one time
O C

Remember

Conditions cannot be solved with your product using FAB and usually requires more clarification!

Special Note!

Routine Objections

After you hear common objections routinely they are probably brought into the conversation by you!

Common Objections....

Let's look at Johnny's
Top 5 Objections

TOP 5

Top 10 Most Common Objections

1. Your publication is too expensive

Compared to what? More cost effective per home. Use example of what it would cost to mail on their own. Point out value.

2. Your Publication doesn't fit my store's image

We reach everybody; high, low income. Also, offer Inserts and Flyer Products. Ads create image.

3. Word of mouth is good enough for my business.

People move away. More customers = more referrals. Many people cannot visualize location. Give an example by telling them about a business you would refer to them and then ask questions about what you just told them. Remember that word of mouth is just like radio & TV. You can't remember the last commercial.

4. Nobody reads your publication

Our customers get response or we would not have been here for ??? years. Remember reader ads we didn't make them up. Introduce buyers to their potential customers, by ads that readers placed. Mention readership survey results. (be careful here

5. I ran with you before and it didn't work

3 reasons it didn't work. We didn't print or deliver our publication or your ad wasn't right. Could be the wrong time, wrong season, or wrong eyes vs. size. Take responsibility for this vs. placing the blame on the buyer.

Liberty Bell Burger Story

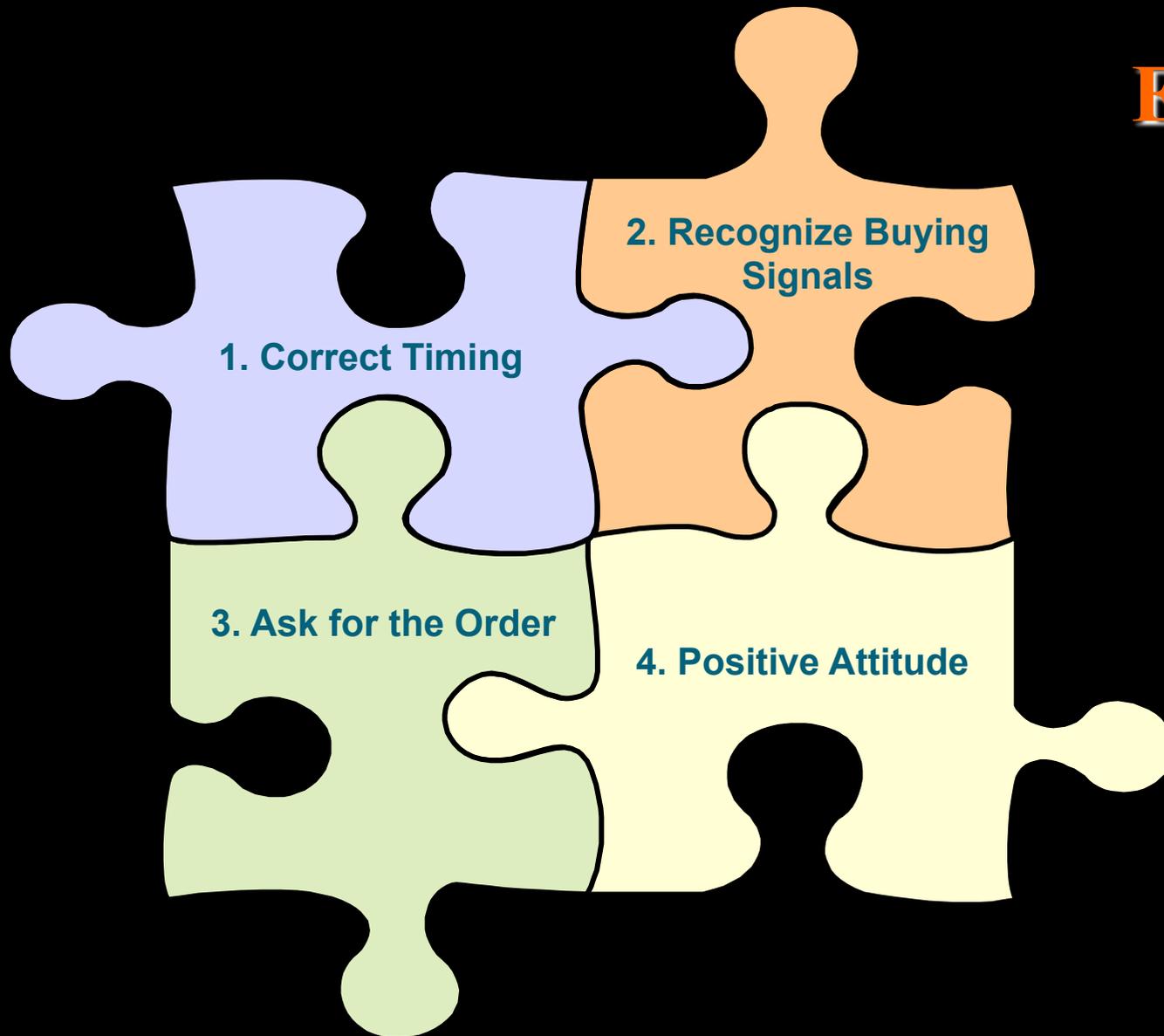
If time permits

Believe in your Publication!



Ask for the Order

The Key Elements of the Close



The Leadership Institute

Lighting the Way

Ask for the Order/Closing the Sale

Why Customers say either
YES or NO
when you Ask Them to Buy

- It's not the Questions you ask
- Nor the Closing Technique you use

So, What's the Secret ?

It's all the things you said or did
before you Ask for the Order!

If they have a need / ability, you must have
the courage to **ASK FOR THE ORDER**



Ask for the Order (Descriptive Words that Assist in the Close)

WORDS THAT GENERATE SALES

One Word = **WHY?**

AMAZING & STARTLING

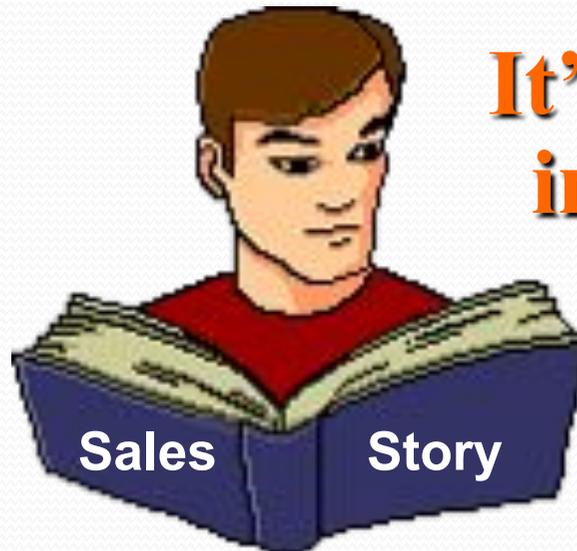
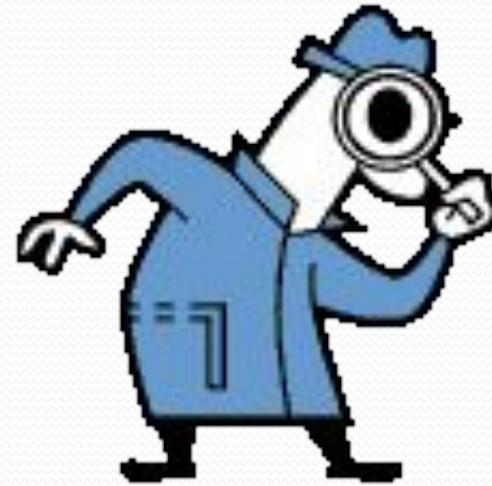
12 WORDS TO ADD TO THE SALE!

1. Save
2. You
3. Money
4. New
5. Safe
6. Healthy
7. Discover
8. Guarantee
9. Proven
10. Love
11. Easy
12. Results

“Our Publication will **save you money** with our **new** advertising programs. Your business will be **healthy & safe** and you will **discover proven results**. I **guarantee** that you will **love** the **easy** way we can improve your business!”

Ask for the Order / Final Analysis

**Closing the
Sale is not a
Mystery**



**It's Simply the Last Step
in a Well Organized &
Well Presented
Sales Story**

BONUS SLIDE – The STICKER BOOK

It's one of the simplest and most compelling sales tools you'll ever use...

1. Take your local edition, one from a recent busy period (November/Holiday or May/Mother's Day for example). It should be one with a great ad assortment.
2. Use small round stickers – bright colored so they stand out but light enough to write on.
3. Place stickers on ads in the paper and write the number of years the advertiser has been running with you. It doesn't have to be consecutively, just when the advertiser started.
4. Done correctly, it will be a colorful, page-by-page graphic testimonial of your paper's readership and success at producing results through the years.



Thank you Everyone!

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