

Special Management Series

# Common Issues for Classified Departments

This is a series of Training for your  
Management TEAM

Presented by J.W. Owens



A Management  
Perspective 303 Series

Management - JWO 333

# Common Issues for Classified Departments

- **Call Backs**
- **Network Ads**
  - (a.) **Sell**
  - (b.) **Display**
- **Other Papers- CALL**
- **Circulation**
- **Mail-out, Fax, Email**
- **Contests**

# Common Issues for Classified Departments

- **Buy 2 – Get 1 Free**
- **Free Spree**
- **Classified Network Programs - SAPA, AFCP, IFPA and State and Regional Assoc.**
- **Deadlines??**
- **900 #'s**

# Common Issues for Classified Departments

- **Surveys Class Advertiser with 10 questions for 6 weeks**  
**Target Service and Results.**
- **Use OUR Data Base.**
- **Do post cards to old customers.**
- **Prizes with survey in paper.**
- **Target small businesses with yellow pages**

# Common Issues for Classified Departments

- **Specials**

- Unlimited Garage Sale wording
- Encourage Auction Ads
- Free Sale Signs
- Pickup FREE ads from other Papers
- Target weak classifications

# Common Issues for Classified Departments

- **Pictures??**
- **Target young readers.**
- **Call 24 hours to place ads.**
- **\*\* Call Backs \*\***
- **Fix any billing problems**
- **Fix any complaints**
- **Use Credit Cards**

# Common Issues for Classified Departments

- **Use the Wording Customer Service Rep**
- **Increase Professionalism**

**Thank you for calling the xyz paper, you made the right choice by advertising with us  
(NOT Bye.)**

- **Get email addresses!!**

# Common Issues for Classified Departments

- **Send Thank You's.**
- **Use Large Headers-Brand IT!**
- **Put your phone number on every page**
- **Review readership features**
- **Look at Key word Sort.**



# Common Issues for Classified Departments

- **Print testimonies from customers.**
- **Set Goals.**
- **Up-sell -Recognition Program - only sell appropriate up-sells.**
- **Love to Sell!**
- **Invest in yourself**
- **Never argue with a customer.**

# Common Issues for Classified Departments

- **Make your order coupon  
E-A-S-Y**
- **Phone skills.**
- **% off Sale.**
- **Delivery survey – non-customer get a free ad.**
- **Promote on billing statements.**

# Common Issues for Classified Departments

- **Large class categories are:  
auto, real estate, employment.**
- **Yellow page of service ads.**
- **Get rid of abbreviations- we sell by the word.**
- **We are Pros- Lets use our skills.**
- **All reps are ambassadors on the streets**

# Common Issues for Classified Departments

- **Promote garage sale signs.**
- **Email ads to US!!!**
- **Focus in on new growth areas.**
- **Monthly awards luncheon.**
- **Quarterly Classified Meetings.**
- **Super size only Keywords.**
- **Need new promo ads & Testimonies**

# Common Issues for Classified Departments

- Use Readership Promo ads.
- Use Paper Chain Logo.
- Give-away promo:
  - Pepsi, Subs, Pizza
  - “Stuff yourself & We’ll sell your stuff!”
- Overflow call system.
- Promote community events.
- Multi-Cross over classifications.

# Common Issues for Classified Departments

- Use classified promo fill ads.
- Special pickup into products
- Spanish??
- Use your photos in promo ads

# Common Issues for Classified Departments

## Time Management Issues.

- Use a Planner.
- Do a Time Study of your day.
- Keep a daily Log!
- Make a Daily Goal.
- A.M. Time most productive. Don't use for paperwork.

# Common Issues for Classified Departments

- **Is it Easy to do Business with Us?**

**Hours**

**Easy Service**

**Price**

**Network**

**Payment**

**Specials**

**What to do if sold or unsold?**



# Common Issues for Classified Departments

- **Remember the POWER OF ONE.**  
I'm a Star  
Attitude  
Coachable  
Everyday a New Beginning.

# Common Issues for Classified Departments

- **Readership Numbers**

**Only 37% get daily-**

**Avg. read 3-4 days**

**Use your data from your audit report!**

# Common Issues for Classified Departments

- **Tele-Pages**

**Chamber-**

**Calendar of Events,**

**New Members,**

**High Lights,**

**Ribbon Cuttings,**

**Ambassadors of the month.**

# Common Issues for Classified Departments

**Smile...**

It shows over the phone

**Don't slump.**

**Good Selling!**

# Common Issues for Classified Departments



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your Management TEAM

# Good Selling !



J.W. Owens - 561-372-5922  
results.jwowens@gmail.com

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