

## SALES TRACK



**JOLENE  
GOODMAN**

**TLI INSTRUCTOR**

Jolene has a variety of experiences in her career with a metro daily, free newspapers, shoppers, niche publications, city magazines and alternative newspapers.

She began selling advertising at the Iowa State Daily in 1987 while studying art and journalism at Iowa State University. Her professional career started at The Shopper News Network in Des Moines. She then joined The Des Moines Register in 1992 where she worked in advertising sales and sales management. Jolene received the coveted J.R. Hudson Award for her outstanding performances in the company in 1994.

Jolene left the Register in 1998 to begin a family and raise her and her husband's three daughters. During that time, she continued working part-time in the industry for the Iowa Newspaper Association, Meredith Publishing, the Association of Free Community Papers and as distribution manager for Grimes Today, a start-up newspaper her husband created.

She joined the staff of Big Green Umbrella Media in 2007 as a contract advertising sales representative for the Iowa Living magazines division. During her

time, she helped launch numerous publications and train sales reps. She served as the sales manager of the division and headed the company's recruitment and training. She now serves as the advertising director, working to continually contribute to the growth of revenue in the company.

Jolene is a native of Ames, Iowa, and holds a bachelor of arts degree from Iowa State University.

## THURSDAY, APRIL 3

**10:00 - 11:15 A.M.**

### **TLI 109 - Time and Territory Management Excellence**

Boost your productivity and optimize your sales approach with practical strategies for managing your time and territory. This session identifies common time-wasting pitfalls and explores the Three Ps of effective management—Planning, Prioritizing, and Persistence. Learn 28 proven tips to streamline your workflow and participate in hands-on exercises, including a time log review, to sharpen your skills, achieve your goals with greater efficiency and make more sales.

**3:00 - 4:15 P.M.**

### **TLI 114 - Strategic Long-Term Customer Planning**

Subtitle: Increase sales, lessen stress and create customer loyalty

In this class, you'll explore proven strategies for selling through long-term contracts, mastering the art of upselling, and creating persuasive proposals that secure commitment and growth. Gain the skills and insights needed to deliver exceptional value and build customer loyalty for the long haul.



## 2025 SPRING CONFERENCE



[Click here to register TODAY](#)