

Subject: Let's Give Credit (and Cash!) to Our Front Office Heroes!

Hello let's face it....at almost every business the front office team is the secret weapon of the company. They keep everything running smoothly, juggling phone calls, walk-ins, and the million little details that make your paper successful. Their attention to detail often leads to higher sales—but let's be honest, they rarely see a commission for it. That's an opportunity we don't want to overlook. And the MCN Committee (the self-proclaimed: greatest committee ever!) wants to help change that!

We've found that while outside sales teams are aware of our classified ad network program, it's not always top of mind. That's why we're shifting our focus to the front office—the people who have the first interaction with customers, whether over the phone or in person.

For 2025, the MCN committee is launching a brand-new initiative designed to reward your front office team for selling MCN classified ads. The committee feels confident that these people are the key to boosting our ad sales in 2025. Here's what we're offering:

- **Training Made Easy** – We'll take care of all the outreach and training, giving them the knowledge, materials and confidence they need to sell MCN classified ads effortlessly.
- **Cold Hard Cash** – Every time they sell a 30-word classified ad; we'll pay them a **\$25 commission—directly!** No bookkeeping for you, no taxes, etc. We'll handle all of those details.
- **No Hassle for You** – All we need is the name and contact info of your front office team members, and we'll handle the rest. Your paper still earns \$75 per ad, and your people get rewarded for their hard work (at no cost to you!). Please note: this offer does not take away any compensation plan you may already have in place. This \$25 bump is solely on us.

The way the MCN committee sees it, this is a win-win-win: Your customers get a great advertising option, your paper brings in extra revenue, and your front office staff gets a well-earned incentive for driving sales!

If you agree with our thinking then let's make this happen. Just reply to this email with the names and contact info of the people we will be working with. We'll take it from there! I can't wait to get your team set up for success!

Best,

P.S. As an extra, extra.... we're going to pay a \$250 bonus to every publisher whose company has 5 new MCN ad sales in 2025. Are you in?