



360 Ad Sales
STRATEGY & TRAINING

10 Prospecting Tips for Success

Local Newspaper Sales Focus

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Proven Ad Sales Training For Media Companies!
Over 3,000 ad sales Firefox alias trained to date!



Three types of buyers:

Ego

Logical

Emotional



Three types of buyers:

Ego: 5%

Logical: 30%

Emotional: 65%

Source: BSM 2019 Buyer Survey of 1200 buyers across 12 markets.



1. Being relevant and specific changes everything.



57% of email recipients consider a message to be Spam if it isn't relevant to their needs, even when they know the vendor well.
- wsj.com



The Mansion at Ocean Edge

All Maps Images Videos News More Settings Tools

About 473,000 results (0.67 seconds)

The Mansion At Ocean Edge - Bed & Breakfast Pkg. Cape Cod

www.oceanedge.com/Official-Site/B&B_Pkg (508) 687-0277

One-night Stay in a **Mansion**, Breakfast, Indoor Pool, Bike Trail & Much More.

Villas are Available. · Outdoor & Indoor Pools. · Overlooking Cape Cod Bay · Near the Beach

Amenities: Private Beach, Indoor/Outdoor Pools, Tennis, Golf, Spa Treatment, Dining Experiences, O...

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The Mansion at Ocean Edge Club - Brewster. Book now - booking.com

www.booking.com/The_Mansion_at/Ocean_Edge

4.5 ★★★★★ rating for booking.com

Mansion Ocean Edge Resort, Brewster. Best Price Guarantee.

24/7 Customer Service · Get Instant Confirmation · We speak your language

Ratings: Selection 10/10 - Website 9.5/10 - Prices 9.5/10 - Travel info 9.5/10 - Fees 9.5/10

[Book Now](#) · [Book for Tomorrow](#) · [No Booking Fees](#) · [Secure Booking](#) · [Book for Tonight](#)

The Mansion At Ocean Edge - Hotel Reviews and Photos

www.tripadvisor.com/

Detailed Reviews and Recent Photos. Know What To Expect Before You Book.

Ratings: Travel info 10/10 - Website 10/10 - Selection 10/10 - Fees 9.5/10 - Prices 9.5/10

The Mansion at Ocean Edge: 2017 Room Prices, Deals & Reviews



Ocean Edge Resort & Golf Club ★

[Website](#)

[Directions](#)

4.2 ★★★★★ 168 Google reviews

4-star hotel

Address: 2907 Main St, Brewster, MA 02631

Phone: (508) 896-9000

[Ads](#) [Check availability](#)

THE BEACH HOUSE SPA
AT OCEAN EDGE



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OCEAN EDGE
RESORT & GOLF CLUB

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[BECOME AN OCEAN EDGE
MEMBER TODAY](#)





Ocean Edge Resort & Golf Club at 📍 Cape Cod.

9 hrs · 🌐

Summer wedding bliss -- thanks to Borrowed & Blue for sharing a look back at Maggie & Eric's gorgeous Cape Cod wedding!
(Photos: Couple of Dudes Photography) #WeddingWednesday



Outdoor Summer Wedding at Ocean Edge Resort | Brewster, MA

read more.

BORROWEDANDBLUE.COM

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● Chat (36)

in ocean edge resort

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See all results for "ocean edge resort"

-  Ocean Edge Resort & Golf Club
Company • Hospitality
-  Perry's Ocean Edge Resort
Company • Hospitality
-  Ocean Edge Resort and Golf Club
Company • Consumer Goods

CEO Brian Sweet media, founder Sales Training World


181
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215
Views of your post


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Try Premium for Free

Ryan, develop the skills you need to advance your career with expert-led courses on [LinkedIn Learning](#).

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Elizabeth Petersen commented on this


 **Rob Ristagno**
CEO | revenue growth | digital transformation | product strategy | publishing
1d

Thanks to [Elizabeth Petersen Gregory Hart](#) and [Julian Rose](#) for your ideas on innovation


in Search

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Want More B2B Leads? - Click here if you want to generate more B2B leads and make more B2B sales. Ad ...



Ocean Edge Resort & Golf Club
Hospitality • Brewster, MA • 667 followers


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About us

Freedom to choose where you stay. Whether you choose the Mansion side or the Villages side, you will rejoice in the freedom of being able to do exactly what you love - golf, tennis, swimming, dining, biking or relaxing at our new Beach House Spa. For romantic escapes, group celebrations

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[Find Your Domain](#)

WordPress.com



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Search

Top

People

Jobs

Posts

Companies

Groups

Schools

Is Your Business Listed? - List your business across the Internet. Enter business address to start now Ad ...

Showing 127 results



Paul Rudeen • 2nd

PGA Master Professional Director of Instruction Ocean Edge Resort and Golf Club, paul...
Barnstable/Yarmouth, Massachusetts Area

Connect

Current: PGA Director of Instruction at Ocean Edge Resort & Golf Club



1 shared connection



Elizabeth Stefan • 3rd

Director of Marketing at Ocean Edge Resort & Golf Club
Greater Boston Area

Send InMail



Bryan Webb • 3rd

Resort Manager at Ocean Edge Resort & Golf Club
Barnstable/Yarmouth, Massachusetts Area

Send InMail



Kara Tajima • 3rd

Director of Association Sales
Greater Boston Area

Send InMail

Current: Director of Association Sales at Ocean Edge Resort & Golf Club

Filter people by

Clear all (1)

Connections

1st 2nd 3rd+

Keywords

Locations

Current companies

Ocean Edge Resort & Golf Club

Microsoft

Amazon

Google

LinkedIn

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1 Messaging





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Unsecured Business Loans - Get \$5K - \$600K! Fast & Easy Loans. \$10K Monthly Gross Required To Qualify. Ad ...



3rd

Elizabeth Stefan

Director of Marketing at Ocean Edge Resort & Golf Club

Ocean Edge Resort & Golf Club • Boston University

Greater Boston Area • 500+ &

Send InMail

More ...

Marketing Director with extensive knowledge of the online media market, who recognizes that a business must have

Contact and Personal Info

Elizabeth's Profile and Websites

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People Also Viewed



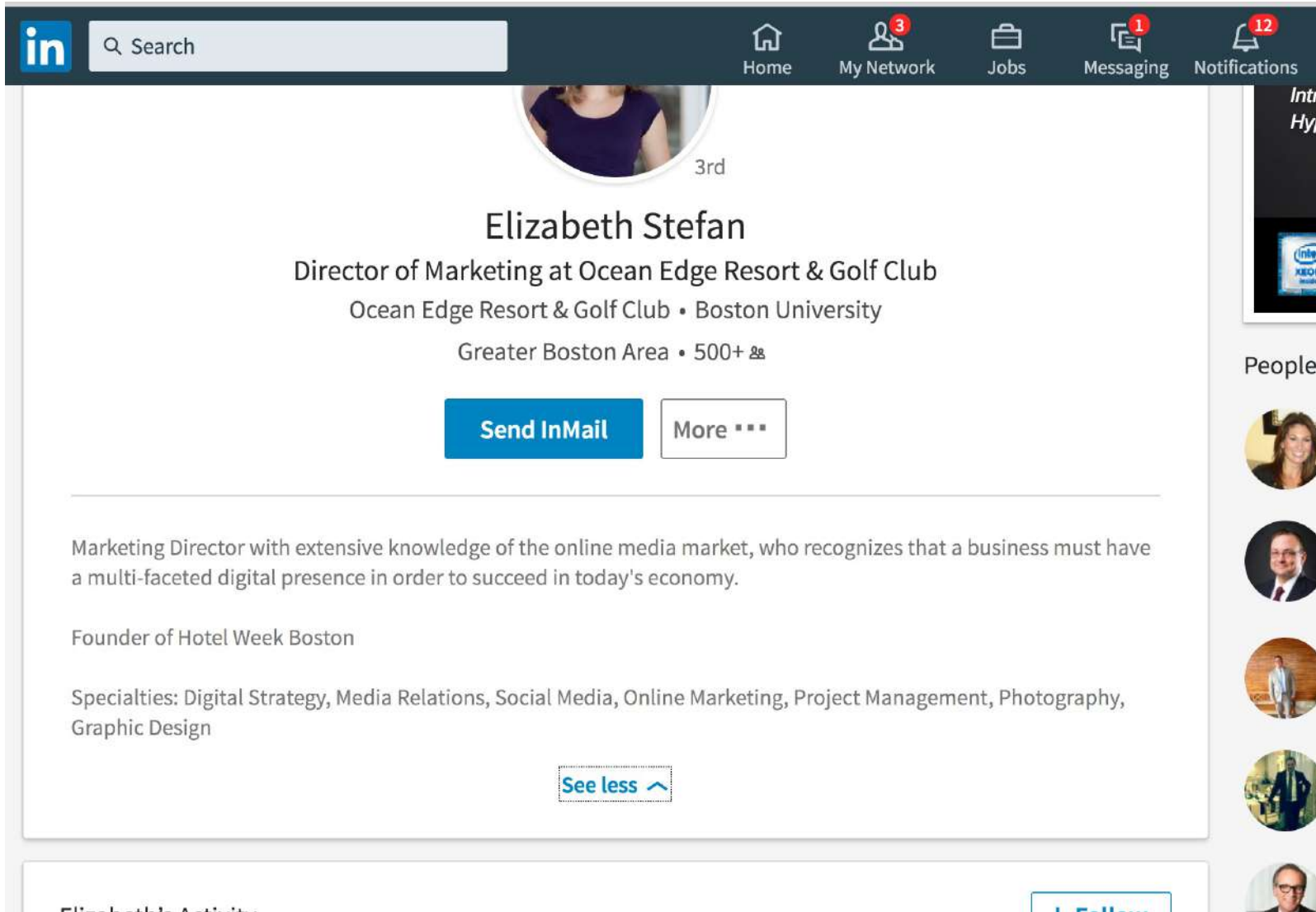
Kim Richard • 3rd

Director of Sales at Yotel Boston



Messaging





The image shows a LinkedIn profile page for Elizabeth Stefan. At the top, there is a dark navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network (with 3 notifications), Jobs, Messaging (with 1 notification), and Notifications (with 12 notifications). Below the navigation bar is a circular profile picture of Elizabeth Stefan, with the text "3rd" next to it. Her name "Elizabeth Stefan" is displayed in a large font, followed by her title "Director of Marketing at Ocean Edge Resort & Golf Club" and her location "Ocean Edge Resort & Golf Club • Boston University". Below this, it says "Greater Boston Area • 500+ &". There are two buttons: "Send InMail" and "More ...". A horizontal line separates the header from the main content area. The main content area contains a paragraph: "Marketing Director with extensive knowledge of the online media market, who recognizes that a business must have a multi-faceted digital presence in order to succeed in today's economy." Below this is the text "Founder of Hotel Week Boston" and "Specialties: Digital Strategy, Media Relations, Social Media, Online Marketing, Project Management, Photography, Graphic Design". At the bottom of this section is a "See less" button with a downward arrow. On the right side of the profile, there is a vertical sidebar with a "People" section showing several profile pictures of other users.

in Search

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3rd

Elizabeth Stefan

Director of Marketing at Ocean Edge Resort & Golf Club
Ocean Edge Resort & Golf Club • Boston University
Greater Boston Area • 500+ &

Send InMail More ...

Marketing Director with extensive knowledge of the online media market, who recognizes that a business must have a multi-faceted digital presence in order to succeed in today's economy.

Founder of Hotel Week Boston


Specialties: Digital Strategy, Media Relations, Social Media, Online Marketing, Project Management, Photography, Graphic Design


See less ^

People

in Search Home My Network 3 Jobs 1 Messaging 12 Notifications

Experience


**Director of Marketing**
Ocean Edge Resort & Golf Club
Mar 2016 – Present • 1 yr 5 mos
Boston & Brewster, MA

**Founder**
Hotel Week Boston
Dec 2013 – Present • 3 yrs 8 mos
Boston, MA

Hotel Week Boston is an annual winter promotion which offers exclusive discounts and packages at Boston's best hotels.

Manage all aspects of the promotion from partner hotel negotiations to online marketing and public relations. Hotel Week Boston has secured up to \$30,000 in incremental revenue for participating hotels and has been featured in Conde Nast Traveler, The Boston Globe, Boston magazine, and Hotel Chatter, among others.

www.hotelweekboston.com
@HotelWeekBoston
/HotelWeekBoston

**Senior Marketing Manager**
Zoo New England
Jan 2014 – Mar 2016 • 2 yrs 3 mos
Boston

[https://www.linkedin.com/search/results/index/?keywords=Hotel Week Boston](https://www.linkedin.com/search/results/index/?keywords=Hotel%20Week%20Boston)

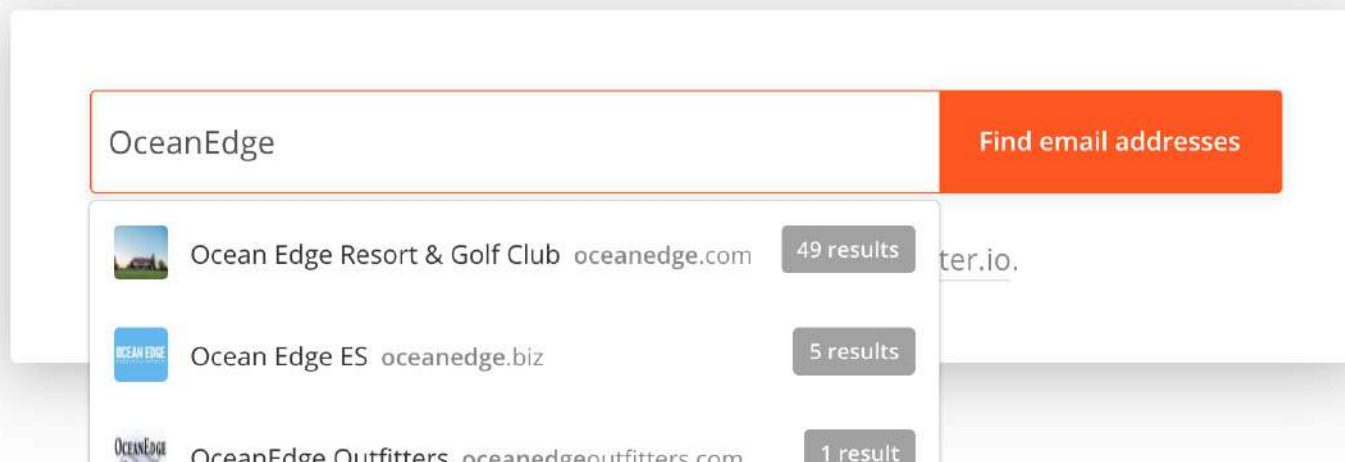
Learn th
Ads Yo

Hi Elizabeth. Before emailing you, I was doing some research on Ocean Edge. Love your #WeddingsWednesday promotion. I have an idea to get that promotion some serious eyeballs. Would Tuesday or Wednesday morning be better for a quick chat?






Connect with anyone.

Hunter lets you find email addresses in seconds and connect with the people that matter for your business.



OceanEdge Find email addresses

	Ocean Edge Resort & Golf Club oceanedge.com	49 results
	Ocean Edge ES oceanedge.biz	5 results
	OceanEdge Outfitters oceanedgeoutfitters.com	1 result



Find email addresses

Most common pattern: {first}.{last}@oceanedge.com

49 email addresses

Elizabeth.Stephan@OceanEdge.com

b an.webb@oceanedge.com ✓ 4 sources ▾

e a.haselton@oceanedge.com ● 1 source ▾

e ca.petralia@oceanedge.com ● 1 source ▾

t ce.y.svenningsen@oceanedge.com ● 2 sources ▾

b tt.gilmore@oceanedge.com ● 6 sources ▾





"Elizabeth.Stefan@oceanedge.com"



All News Videos Shopping Images More Settings Tools

3 results (0.55 seconds)

Ocean Edge Resort & Golf Club - Exquisite Cape Cod Resort

www.oceanedge.com/Official-Site/Excl_Spl (774) 323-6191

Voted a Top Ten Resort. Exclusive Packages when You Book Direct. Book Now.

Amenities: Private Beach, Indoor/Outdoor Pools, Tennis, Golf, Spa Treatment, Dining Experiences, O...

Specials And Packages · 3 Restaurants & Pool Bar · Best Rate Guarantee · Spa Services

2907 Main St, Brewster, MA

Ocean Edge Resort & Golf Club - Reviews | Facebook

<https://www.facebook.com/oceanedgeresort/reviews>

★★★★★ Rating: 4.5 - 349 votes

~Elizabeth (elizabeth.stefan@oceanedge.com). October 3, 2016 at 2:36pm. Remove. Cynthia

Vaccaro Hicks. Remove. Cynthia Vaccaro Hicks Great thank you.

Summer Dreams, now 15% off | Cape Cod Chamber of Commerce

www.capecodchamber.org/hot-deals/summer-dreams-now-15

elizabeth.stefan@oceanedge.com. (508) 896-9000. Summer Dreams, now 15% off. We encourage you to make yourself at home when you stay at Arbor or ...

Ocean Edge Golf Club Course Review - Blogarama

www.blogarama.com/individual.../4670647-ocean-edge-golf-club-course-review

Jun 8, 2016 - If you're interested in membership please contact Elizabeth Stefan at 774-323-6192 or email her at elizabeth.stefan@oceanedge.com.

2. Using LinkedIn to Create Relevance.





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Advertise

Are You A CEO? - Inner Circle of Professionals Is An Exclusive Business Network. Join Now. Ad ...



6809-D PHILLIPS PLACE COURT | CHARLOTTE
704.556.7747
526 S. STRATFORD ROAD | WINSTON-SALEM
336.721.1766
windsor-jewelers.com

WINDSOR JEWELERS

Retail · WINSTON-SALEM, NC · 66 followers

See all 6 employees on LinkedIn

+ Follow

Visit website

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Overview

Windsor Jewelers is a true North Carolina native jewelry and watch store, dedicated to giving

Ad ...



Get the applicants you need for free

Post a free job

Pages people also viewed



Windsor Jewelers, Inc.

Luxury Goods & Jewelry

500 followers

+ Follow



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People

WINDSOR JEWELERS 1

Connections

Locations

All filters

Reset

6 results



Ben Simon • 2nd

Vice President, Windsor Jewelers
Charlotte, NC

Steve Tomanchek is a shared connection

Connect



LinkedIn Member

President at WINDSOR JEWELERS INC
Winston-Salem, NC



Sherry Shifley • 3rd+

Graduate Gemologist
Charlotte, NC

Message



Michael Trescott • 3rd+

Luxury Sales Professional providing extraordinary service to all clients
Charlotte, NC

Message

Ad ...



Get the applicants you need for free

Post a free job



Search

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Jobs

Messaging Notifications ³⁵

Me ¹

Work

Advertise ¹

[Go Remote With Skuad - Build remote team with best talent and scale quickly. Try Skuad.](#) Ad ...



Steve Tomanchek · 1st

General Sales Manager at WAVE

Louisville Metropolitan Area · [500+ connections](#) ·

[Contact info](#)

Message

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WAVE3 News

UNC Wilmington

Ad ...



Get the applicants you need for free

[Post a free job](#)

People also viewed



Laura Bible · 3rd

Account Executive at WAVE 3 - TV

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Highlights



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Are You A CEO? - Inner Circle of Professionals Is An Exclusive Business Network. Join Now. Ad ...



Connect

Message

More...

Ben Simon · 2nd

Vice President, Windsor Jewelers

Charlotte, North Carolina, United States ·

500+ connections · [Contact info](#)



WINDSOR JEWELERS
INC



UNC Chapel Hill

Highlights



1 mutual connection

You and Ben both know Steve Tomanchek

Ad ...



Get the applicants you need for free

[Post a free job](#)

People also viewed



Lisa Camhe · 3rd

Manager at London Jewelers

[Connect](#)



Donnie Thompson · 2nd

President at Windsor Jewelers

[Connect](#)



Ben Simon

Vice President, Windsor Jewelers

Connect

Message

More...

About

After spending many years developing my sales skills in New York City, I have returned home to North Carolina to help develop my family business. Windsor Jewelers is now open in Charlotte, as well as its original location in Winston-Salem!

Activity

556 followers

Posts Ben created, shared, or commented on in the last 90 days are displayed here.

[See all activity](#)

Experience



Phillip Basner • 3rd

Watch Buyer at London Jewelers

Connect



Haley Gordon • 3rd

Office Assistant at Fink's Jewelers

Message



Matt Bertz • 2nd

Vice President, Games at Magid

Connect

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People you may know



Lisa Bradley



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Advertise



Ben Simon

Vice President, Windsor Jewelers

Connect

Message

More...



Breitling

2 yrs 6 mos

Assistant Manager

Nov 2012 – Jan 2013 · 3 mos

Breitling Boutique Manhattan

Assistant Manager of the Breitling Boutique on 57th Street.

Sales Associate and Keyholder

Aug 2010 – Nov 2012 · 2 yrs 4 mos

Dedicated sales associate at the Breitling Flagship Boutique on 57th street.

Sales Associate, Omega Boutique New York

Swatch Group

Oct 2009 – Jul 2010 · 10 mos

5th Avenue, New York, NY



Volunteer Teacher

Global Vision International



douglas rea

Senior Vice President / Advertising

Connect



Erica Rapp

Project & Account Manager at H2M

Connect



James Wolfe

Health Copywriter with Twelve Years Face-to-Face Sales...

Connect

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Ryan



Windsor Jewelers

@windsorjewelersnc · Jewelry & Watches Store

[Shop Now](#)

windsor-jewelers.com

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About

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Since 1986, Windsor Jewelers has embraced excellence at every turn. We offer the people of North Carolina's Triad area exceptional service, prestigiou...

[See More](#)

9,621 people like this including 1 of your friends



9,484 people follow this

316 people checked in here

<http://www.Windsor->



Create Post



Photo/Video



Check in



Tag Friends



Windsor Jewelers

21h · 🌐

An homage to aviation. The @Rolex Air-King in Oystersteel, 40 mm case, black dial, Oyster bracelet. Contact our Charlotte store for details.

[#WindsorJewelersNC](#) [#Charlotte](#) [#PhillipsPlaceClt](#)
[#Rolex](#) [#AirKing](#)





Windsor Jewelers

[Shop Now](#)

[Like](#)

[Message](#)



every turn. We offer the people of North Carolina's Triad area exceptional service, prestigiou...

[See More](#)

9,621 people like this including 1 of your friends



9,484 people follow this

316 people checked in here

<http://www.Windsor-Jewelers.com/>

(336) 721-1768

Away
[Send Message](#)

ben@windsor-jewelers.com

Price Range · \$\$\$

[Jewelry & Watches Store · Jewelry & Watches Company](#)



Windsor Jewelers

21h ·



An homage to aviation. The @Rolex Air-King in Oystersteel, 40 mm case, black dial, Oyster bracelet. Contact our Charlotte store for details.

[#WindsorJewelersNC](#) [#Charlotte](#) [#PhillipsPlaceClt](#)
[#Rolex](#) [#AirKing](#)



3. Having a prospecting process is critical.



50% of sales time is
wasted on unproductive
prospecting.
-The B2B Lead

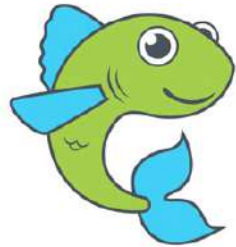


CRM expertise
Pre-call client research
Email templates
Voice mail templates
Tested subject lines
Precise call patterns



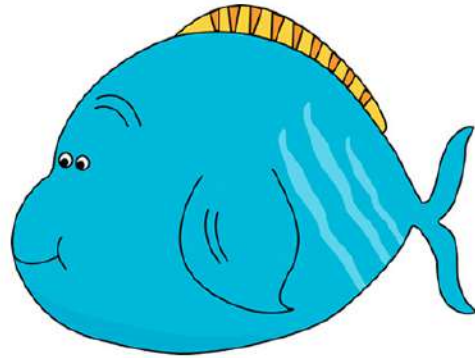
Prospecting Portfolio

Minnow



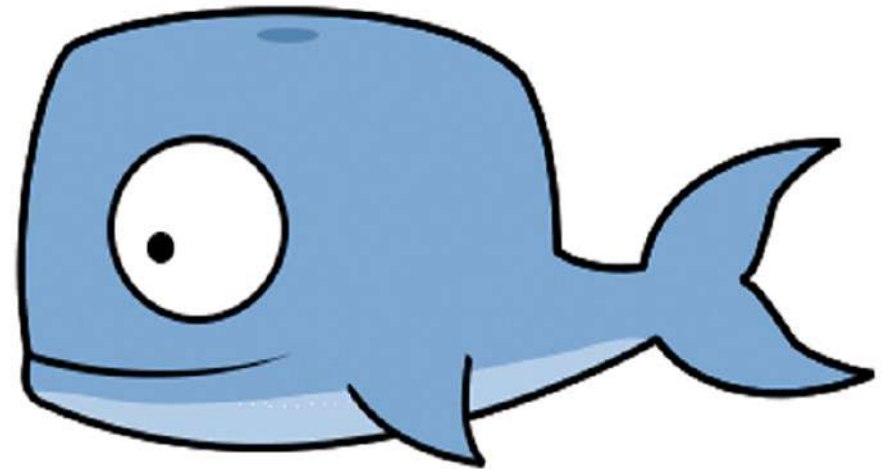
20%

COD



60%

Whales



20%

Monday	Tuesday	Wednesday	Thursday	Friday
Windsor Jewelers	Toyota Regional	Blanchard Equipment	Discover Augusta	Ashley Furniture
Jammer	Welsely	Bobby Jones Ford	Top Golf Augusta	Red Bell Taco
Academy	Double T	Diamond	AGS Regional	Carver
Blade Real Estate	BWD Lawn Care	Atlas	Christian Brothers	Crane



4. Subject lines drive open
rates.



35% of email recipients open emails based on the subject line and nothing else.

– Convince and Convert



Best Subject Lines:

May 29th?

New idea?

Quick note for you

Considered this?

Just wondering...

Competitive edge over X



5. Perfect *email structure*
increases response rates.



Follow the email rule of **THREE**

THREE words in the subject line
THREE sentences per email



Subject line: May 29th?

Hi Elizabeth. I was researching Ocean Edge, love your weddings on Wednesday idea. I have some new ideas to help you promote that and more. Is 2pm or 3pm better for a quick chat Wednesday, May 29th?



6. **Success stories** increase a prospects response rate.



Subject line: Big Oak B&B?

Hi Elizabeth. We have helped Julie at Big Oak B&B grow their business BIG TIME! Love to share this info with you too. Would Tuesday morning or Wednesday work better to chat about this?



7. Call and email at the perfect
time.



What two times of day are the most common for corporate meetings?



What two times of day are the most common for corporate meetings?

10am and 2pm!



**BEST CALL TIMES....
11:15am and 4:15pm.**



8. Using the phone is critical to the total prospecting process.



Phone calls are 10x more likely to lead to sales.
- Grasshopper Research



Hi Elizabeth. I was researching Ocean Edge, love your weddings on Wednesday idea. I have some new ideas to help you promote that and more. I sent you an email about this. Subject line is "May 29th." If you could give me a quick reply, I would appreciate it. You do not need to call me back. Oh... by the way... sorry... This is Ryan from _____ .



9. Polite *persistence* is the key to moving the sale forward.



Every three business days



Monday	Tuesday	Wednesday	Thursday	Friday
Windsor Jewelers	Toyota Regional	Blanchard Equipment	Discover Augusta	Ashley Furniture
Jammer	Welsely	Bobby Jones Ford	Top Golf Augusta	Red Bell Taco
Academy	Double T	Diamond	AGS Regional	Carver
Blade Real Estate	BWD Lawn Care	Atlas	Christian Brothers	Crane



10. Work your plan.



Use your calendar to drive
your day not what arrives
in your inbox.



1. Use math to your advantage
2. Having a prospecting process is critical.
3. Being relevant and specific changes everything.
4. Subject lines drive open rates.
4. Perfect email structure increases response rates.
5. Success stories increase a prospects response rate.
6. Call and email at the perfect time.
8. Using the phone is critical to the total prospecting process.
9. Polite persistence is the key to moving the sale forward.
10. Work your plan.





360 Ad Sales
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10 Prospecting Tips for Success

Local Newspaper Sales Focus

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