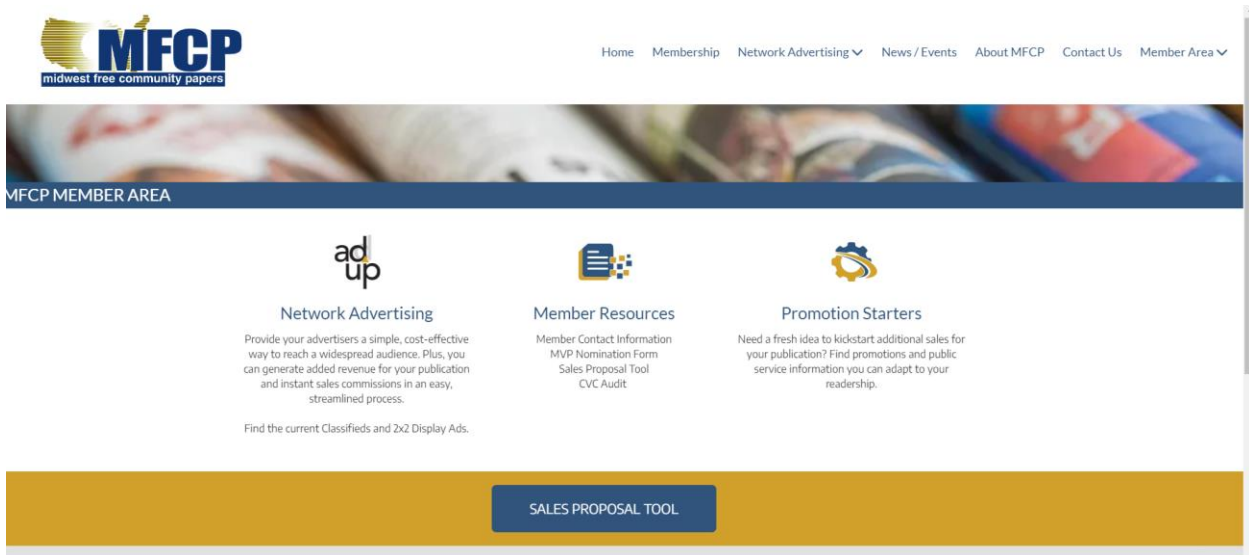


# MFCP- SALES PROPOSAL TOOL

1. Go to the MFCP website: MFCP.org
2. Navigate to the far right and click on the words “Member Area” (hint: don’t use the drop down – stay on the actual words – MEMBER AREA). You will be asked for a password. The password is the same for everyone and is: freepaper
3. A new page will open up. You will want to click on the SALES PROPOSAL TOOL button in the gold bar area.



# MFCP- SALES PROPOSAL TOOL

After you click Sales proposal tool a new window will open up. This time choose the top button: MFCP Web Access Login



MFCP Web Access Login

I Forgot My Password

Event Registration for General Public

4. Enter the user name for your publication followed by the password.
  - Note: Every pub has its own user name and password. It is shared by all associated with the company. If you don't know your username or password, please contact Sue or Lee. ([office@mfc.org](mailto:office@mfc.org) or [director@mfc.org](mailto:director@mfc.org))
  - To enter a test database use the following information:  
Username: [sales@mfc.org](mailto:sales@mfc.org)  
Password: password1
5. Once logged in you will want to select the **CUSTOM SALES PROPOSAL** button. This will bring you to the database for your publication (or the test database if you are just running checking out the tool).

## MFCP- SALES PROPOSAL TOOL

6. If you have multiple publications they will all show up on the first screen after entering your user name and password. You then just click on the publication that you want to work with. Otherwise you will see this screen.



7. Click the purple “Custom Sales Proposal Tool” button.
8. You will now be entered into the database for your publication.
9. The hardest part is over! Now it’s time to get down to business.....
10. Step 1: Select a product category from the drop down menu. After you hit enter the system will bring up data for your publication including:
  - total readership of your publication
  - percentage of households in your market area that are planning to make a purchase in this category over the next 12 months
  - average spend per household and the projected market spend. (note: this number is editable. This helps make sure the data you’re presenting is accurate for your particular market).
  - What a 1% market share increase equates to in dollars.
11. Step 2: The drop down menu asks that you select an ad type. The system has two choices: Modular and Column Inch.
  - If you choose Modular you will be four size options to choose from: Full, half, quarter and eighth. (note: the pricing for the eighth page is merely half of the quarter, if you are doing a proposal for an 1/8<sup>th</sup> page ad please be sure this number is correct. It is very easy to override the number if needed.). Next you will be directed to select the length of the ad campaign. There is a drop-down with several lengths to choose from – however, you can enter any number into that space and the system will accept it. Lastly the system will ask if this ad pricing includes color. Answer the question appropriately and if you need to add a color charge make sure you enter the amount for one run.

## MFCP- SALES PROPOSAL TOOL

- If you choose Column inch you will be asked to enter the price per inch. Next you will set the ad width in columns the height in inches and lastly, the campaign duration in weeks.
12. The system will automatically calculate the total cost of the campaign
  13. Next you will want to enter the Client/Customer name
  14. And, lastly, enter the Account Executive name.
  15. Hit the 'CREATE PREVIEW' button

The system will create a one-sheet proposal with the data you supplied. One thing you may note is that there is not a cost of sales associated with this proposal. Our numbers are based on the full purchase price of the item hitting the bottom line. The system does allow you to input a profit percentage – you just need to put a decimal point and then the percentage you want. Example: .45 is the same as 45%.

When selling I like to go out with the profit percentage left blank (which means all sales are pure profit). Then the client can tell me if that's not correct and give me a number to input. This way the proposal becomes even more accurate from their vantage point.

When you're happy with the numbers that you've entered simply select the preview button and a sales proposal sheet will pop up on the right hand side of the page. Click the link to download it to your computer and you now have a sheet you can email or print out and take with you.

A summary of every proposal is sent to a lead person at the publication every time a proposal is downloaded. The summary shares the client name, category and proposed spend. It also details whether the rates or average spend were changed.

That's it in a nutshell. We hope you like the tool and that you will put it to good use in closing more sales. As always, if you have questions or need any assistance please reach out to Sue or Lee via email ([office@mfc.org](mailto:office@mfc.org), [director@mfc.org](mailto:director@mfc.org)) or phone 888-899-6327.

Remember, we're here to help you make more money!

# MFCP- SALES PROPOSAL TOOL

## Marketing Strategy for Sample Flooring Proposal

Prepared by Lee Borkowski, Account Executive, Star Shopper

**15%**

The Star Shopper reaches 13,032 homes and 22,806 readers each issue.

Of those, 15% of all Households are looking to purchase carpeting and flooring.



Households Reached	13,032
15% of our Households POTENTIAL CUSTOMERS	1,955
Per Household AVERAGE SPEND	\$1,899
TOTAL MARKET PROJECTED SPEND	\$3,712,165
MARKET SHARE POTENTIAL 1% SHARE =	\$37,122

**IT ONLY  
TAKES**

**0.22**

New Customers per Ad Run

To cover a 13 issue Half  
Page ad campaign (Color  
Ad)

**\$5,316**

**2.8**

New Customers  
Out of  
1,955

Cover the total cost of the campaign  
All the rest are pure profit!

CAMPAIGN SPEND PROPOSAL:  
HALF PAGE AD  
Per Issue, 13 issues

**\$5,316**

Customer Spend =

**\$1,899**

# of Customers needed  
to cover Campaign =

**2.8**

# MFCP- SALES PROPOSAL TOOL

## Marketing Strategy for Sample Chiropractic

Prepared by Lee Borkowski, Account Executive, Star Shopper

# 13%

The Star Shopper reaches 13,032 homes and 22,806 readers each issue.

Of those, 13% of all Individuals are looking to purchase chiropractic services.



Individuals Reached	22,806
13% of our Individuals POTENTIAL CUSTOMERS	2,965
Per Individual AVERAGE SPEND	\$665
TOTAL MARKET PROJECTED SPEND	\$1,971,579
MARKET SHARE POTENTIAL 1% SHARE =	\$19,716

**IT ONLY TAKES**

# 0.18

New Customers per Ad Run

To cover a 52 issue 2 by 4 inch display ad campaign

**\$6,240**

# 9.4

New Customers Out of 2,965

Cover the total cost of the campaign  
All the rest are pure profit!

CAMPAIGN SPEND PROPOSAL:  
2 BY 4 INCH DISPLAY AD  
Per Issue, 52 issues

**\$6,240**

Customer Spend =

**\$665**

# of Customers needed to cover Campaign =

**9.4**

# MFCP- SALES PROPOSAL TOOL

Some members take the data that comes out of the system and customize it with their client logo at the top and readership/receivership numbers at the bottom. See below:

**MARKETING STRATEGY FOR**  
 PREPARED BY JOHN ADAMS, PUBLISHER, THE LAKES NEWS SHOPPER



**18%**

The Lakes News Shopper reaches 16,287 homes and 27,688 readers each issue. Of those, 18% of all households are looking to purchase a new automobile.



Households Reached	16,287
18% of our Individuals POTENTIAL CUSTOMERS	2,932
Per Individual AVERAGE Profit	\$1,421
TOTAL MARKET PROJECTED SPEND	\$83,323,641
MARKET SHARE POTENTIAL 1% SHARE =	\$833,236

IT ONLY TAKES **0.22**  
 New Customers per Ad Run

To cover a 52 Issue Quarter Page ad campaign \$16,328.00

**11.5**

New Customers Out of 2,932  
 Cover the total cost of the campaign  
 All the rest are pure profit!

CAMPAIGN SPEND PROPOSAL:  
 QUARTER PAGE AD  
 Per Issue, 52 Issues \$16,328.00  
 Average Profit = \$1,421  
 # of Customers needed to cover Campaign = 11.5



**CAMPAIGNS WORK!**

**THE LAKES NEWS SHOPPER**

712.338.2232 | WWW.LAKESNEWSHOPPER.COM

