

TEACHING OLD SALES DOGS NEW TRICKS – Friday, September 8th, 2023

Maintaining a competitive edge in the media sales business is critical. It doesn't matter if you're new or a veteran seller, there is always so much to learn to keep that commission flowing! Ad sales expert, Ryan Dohrn, will share with you the top 10 sales habits he has observed over the years. Success habits that you can replicate right away! He will give you his hard-earned tips on how to reduce risk for the client, the best ways to handle the, "print is dead," objection, ways to sell your own digital better, how to prospect with ease, the simple ways to educate them before they buy, and exactly what to say to get them 100% on board. Ryan has worked with over 4,000 ad salespeople during his 25 years of experience in sales. He has narrowed down the success habits of the sales superstars he has met. You will want to learn these successful sales habits today.

UNLOCKING THE SECRETS BEHIND THE PROGRAMMATIC ADVERTISING SALE – Friday, September 15th, 2023

Selling programmatic campaigns is fun because it works and creates great ROI for your advertisers. So, why do many media reps struggle to close big programmatic deals? 30-year media sales coach Ryan Dohrn thinks it is because they are trying to explain how to make a hotdog rather than just selling the hotdog. In this example-filled workshop, Ryan will share his top 10 tips for selling everything from website re-targeting to geo-fencing to search targeting. This is a tactical and practical class designed for any media sales rep at any stage of their programmatic selling career.