

**Wednesday, Nov. 12**

*Continued from inside*

**Noon: Lunch and S.O.S! – Showcase of suppliers**

This special session features industry partners who have developed products and services to strengthen your sales efforts. Invited suppliers will present their offerings in 10-minute presentations so you can learn in a time-efficient manner how they can make a difference for your organization's initiatives.

**1:15 p.m.: Data Points—Making Money with the Right Metrics**

Perhaps digital media has made a salesperson's job more complicated, but it doesn't have to be the case. Combine a renewed focus on the sales process and pipeline with some of the most basic new technology and any sales rep can succeed. That's what Sammy Papert will share during this session - key metrics, built on old-fashioned common sense, combined with salesmanship 101, layered with new fangled KPI's and perhaps even some fun along the way. Don't miss it!

With **Sammy Papert**, President, Wormhole LLC

**2:45 p.m.: Wrap up**

**3 p.m.: Adjourn**

**Registration Information**

Inland members and Blinder Group clients: **\$350**

Additional attendee from same paper: **\$250**

Non-members: **\$600**

**Hotel Information**



**The Palmer House**

17 E Monroe St., Chicago, IL 60603, (312) 726-7500

[www.palmerhousehiltonhotel.com](http://www.palmerhousehiltonhotel.com)

**Room rates:** \$179 single / double  
for rooms booked by October 27

Please contact Karla Zander for assistance with hotel accommodations, at [kzander@inlandpress.org](mailto:kzander@inlandpress.org) or (847) 795-0380.

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**2014**  
**TRANSFORMING**  
**THE LOCAL**  
**SALES MODEL**



A deep-dive  
guide for  
transforming  
your sales  
organization  
for maximum  
success

**November 11 & 12**

**The Palmer House, Chicago, IL**

Presented in Partnership

**INLAND**  
PRESS FOUNDATION

**The  
Blinder  
Group**  
Multimedia  
Sales Specialists

**Tuesday, Nov. 11**

**8 a.m.: Registration, Coffee and light breakfast**

**8:15 a.m.: Welcome and introductions**

**8:30 a.m.: Sales transformation ... Now's the time!**

An explosion of digital competition has fragmented the media environment, presenting both challenges and opportunities for traditional media. This session explores the difficulties awaiting legacy sales organizations and, most important, describes the technology and business strategies that are helping successful companies flourish in spite of them. Learn the keys to transforming your sales operation to meet the needs of the new marketplace. *With **Jeremy Mims**, Co-founder, OwnLocal*

**9:30 a.m.: Break**

**9:45 a.m.: Change agent:**

**What to do when you get back home**

It's a paradox familiar to every sales executive: Your team knows in their heads that change is imperative, but their hearts still long for the status quo. This session will lay out the practical steps necessary to really motivate sales forces to embrace transformation for success individually and organization-wide.

**10:45 a.m.: Break**

**11 a.m.: It's 2014. Do you know where your customer is?**

Newspapers are uniquely positioned to succeed in the digital era because they have always been in the business of gathering data about their audience and advertisers. This session will focus on leveraging this Big Data that newspapers already have—whether they know it or not—to identify new customers with digital needs, and to make the case that your newspaper is the best solution. *With **Second Street President and Co-Founder Matt Coen***

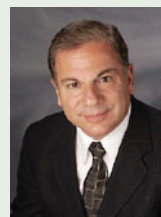
**Noon: Lunch**

**1 p.m.: Making Money With Inches & Impressions: Packaging & Presenting the Right Solutions for Maximum Profit**

Yes, social media is hot right now. However, local businesses still need to tap your readers and market their message with your paper and Web sites. Learn how to conduct a rigorous inventory of your current products, and put more marketing muscle behind those with the most return. This session will feature two high-profile Canadian media companies that have sold millions of dollars in new business—including print advertising—by leveraging new digital concepts. *Moderated by **Mike Blinder**, President of the Blinder Group, with **Peter Kvarnstrom**, President, Community Media, Glacier Media Group, **John Knowles**, Digital Director, Local Solutions Group, Atlantic Canada and Saskatchewan, **TC Media**, **Don Spurrell**, Head of Sales for TC Media and **Alvin Brower**, Head of Digital for Glacier Media*

**2014**

Over two days, **Transforming Your Local Sales Model** will guide participants through a top-to-bottom, **deep-dive** into the steps newspaper advertising sales organizations must take to transform themselves for maximum success in this utterly changed media environment. These sessions have been designed to take a holistic approach to sales transformation, showing how every element of the sales process can work in concert to optimize sales force performance, customer satisfaction, product ROI—and advertising revenue.



The program, facilitated by **Mike Blinder**, will feature proven sales experts who will present at sessions addressing everything from creating print and digital products that sell to recruiting, training and compensating a transformed sales force to the new sales tools now available to understanding the changed needs and even identity of newspaper advertising clients. You'll come away with strategies and tactics that can be implemented as soon as you arrive back at the office.

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PRESS FOUNDATION

**The Blinder Group**  
Multimedia  
Sales Specialists

**Tuesday, Nov. 11 (continued)**

**2:30 p.m.: Break**

**2:45 p.m.: Finding and Recruiting the Right People**

High-performing salespeople have key personality traits in common. Learn the ways your HR or advertising department managers can spot those traits in sales candidates and successfully recruit them. — *With **Steve Waterhouse**, President of the Waterhouse Group and Sales Training and Leadership Development Consultant*

**4 p.m.: Wrap-up**

**4:45 p.m.: Adjourn**

**6 p.m.: Dutch-Treat Dinner Outing**

**8 am: Coffee and light breakfast**

**Wednesday, Nov. 12**

**8:15 am: Arming, incenting and organizing your sales team**

This session is all about creating the infrastructure your sales force needs to thrive in the new media environment. There will be specifics on innovative compensation and incentive strategies, and discussion of best practices in job descriptions and other organizational necessities. — *With **Chris Edwards**, Vice President of Sales and Marketing, The Gazette Company*

**9:30 a.m.: Break**

**9:45 a.m.: No more one-offs! Keeping the business long after the first close**

Client churn was not a big deal in the era of high growth and near-monopoly newspapers once enjoyed. Now it's a costly practice that must be eliminated. This session will explore the two most common causes for one-offs and how to fix them. Turn special sections into ongoing online/offline revenue streams. Refine your selling process to decrease the number of advertisers who run once or twice and never return. — *With **Jim Hart**, Partner, DM for Newspapers and Integrated Advertising Solutions*

**10:45 a.m.: Break**

**11 a.m.: Training Your Team for Optimum Success**

Learn about Big Idea Sales Training—changing how we approach SMB's in a world of new consumer purchase behaviors. There is still room for our offerings in a world of Google, Social, Mobile and more. However, this requires in major changes in how we train our reps to go to market. Learn how our position in the purchase funnel is still essential in how we drive business for our advertisers. This whole new approach to sales training will help you better arm your reps for closing deals in a multimedia word. — *With **Perry Keegan**, President, Perrco Consulting*

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