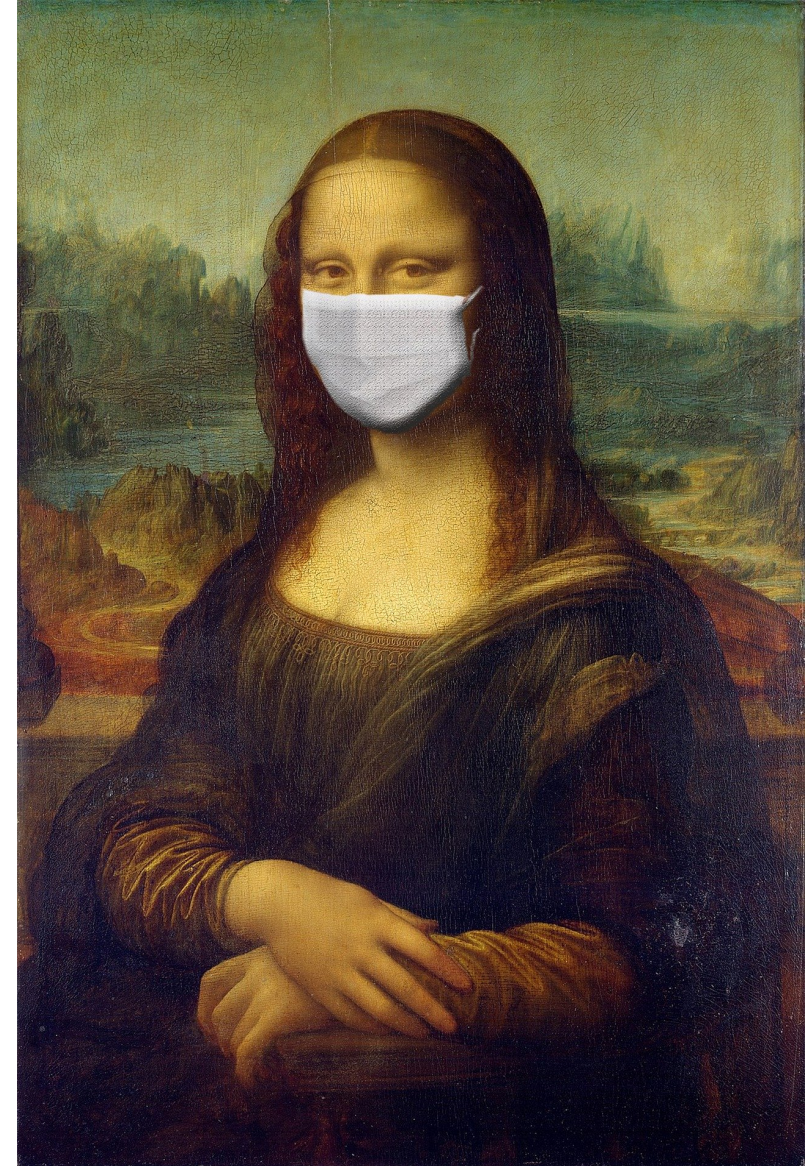




Pandemic 2020 and
Beyond

Five Ways We Must Change Our Sales Approach





Temporarily

CLOSED

due to COVID-19 pandemic



Financial Crisis Great Crash of 2008

Disbelief, and a punter reach

The plunging market yesterday dealt a new blow to investors' confidence, as the government decided to inject HK\$1 million into counselling services for losers in the financial crisis.

Retail investors in disbelief at the Central Bank's move to inject HK\$1 million into counselling services for losers in the financial crisis.

also on property transactions.
"The bank revised its economic forecast for this year down to 1 per cent. For next year, it is 2 per cent,

"The slowdown is a normal fluctuation in a report yesterday. There is enough evidence of an economic downturn. Last night, Chao (李超), a spokesman, said that with

SATURDAY, OCTOBER 11, 2008



NIMBLE



SINCE 1828

GAMES

BROWSE THESAURUS

WORD OF THE DAY

WORDS AT PLAY

nimble

DICTIONARY

THESAURUS

nimble adjective



Save Word

nim·ble | \ 'nim-bəl  \

nimble \ 'nim-b(ə-)lər  \; **nimblest** \ 'nim-b(ə-)ləst  \

Definition of *nimble*

1 : quick and light in motion : [AGILE](#)

// *nimble* fingers

// a *nimble* climber

2 a : marked by quick, alert, clever conception (see [CONCEPTION](#) sense 3), comprehension (see [COMPREHENSION](#) sense 1a), or resourcefulness

// a *nimble* mind

// *nimble* investors

b : [RESPONSIVE](#), [SENSITIVE](#)

// a *nimble* listener

// nothing like playacting to make you *nimble* in your feelings

— Mary Austin



SINCE 1828

GAMES

BROWSE THESAURUS

WORD OF THE DAY

WORDS AT PLAY

nimble

DICTIONARY

THESAURUS

Synonyms & Antonyms for *nimble*

Synonyms

alert, brainy, bright, brilliant, clever, exceptional, fast, hyperintelligent, intelligent, keen, quick, quick-witted, sharp, sharp-witted, smart, supersmart, ultrasmart

Antonyms

airheaded, birdbrained, boneheaded, brain-dead, brainless, bubbleheaded, chuckleheaded, dense, dim, dim-witted, doltish, dopey (*also* dopy), dorky [*slang*], dull, dumb, dunderheaded, empty-headed, fatuous, gormless [*chiefly British*], half-witted, knuckleheaded, lamebrain (*or* lamebrained), lunkheaded, mindless, obtuse, opaque, pinheaded, senseless, simple, slow, slow-witted, soft, softheaded, stupid, thick, thickheaded, thick-witted, unbrilliant, unintelligent, unsmart, vacuous, weak-minded, witless

How do you want to be
known?



On being nimble...

Wally's Place

Bagels

Bread

Deli





[HOME](#) [ABOUT](#) [MENU](#) [CONNECT](#) [HISTORY](#) [GIFT CERTS](#) [ONLINE ORDERING PORTAL](#)



COVID-19 UPDATE

THE SHOP IS NOW OPEN FOR **TAKE-OUT SERVICE 6 DAYS A WEEK** FROM 7AM to 1PM. FOR BULK ORDERS WE STILL ENCOURAGE YOU TO USE OUR PRE-ORDER SITE BELOW

HOURS

TAKE-OUT: (in store)

TUES-SUN: 7am-1pm



[HOME](#)[NIGHT](#)[MERCH](#)[GIFT CARD](#)[Order now](#)

Order Wallys!

[Order now](#)

HOURS OF OPERATION

Effective week of May 18th

*Wally's Place - 28 Community
Lane, South Hero, VT 05486
802-372-4666*

PRE-ORDERS:

WEDNESDAY & SATURDAY

PICKUP

7-10am

Order by Tuesday 7AM for
pickup on Wednesday
Order by Friday 7AM for
pickup on Saturday

TAKE-OUT (in store!)

TUESDAY - SUNDAY 7-1

Orders must be placed in
person or via phone for these
days/times.

Online ordering is ONLY for the
pre-order service and requires
24hours prep-time



Wally's Pre-Order Menu

NOT for same-day pickup

Dozen Bagels - ALL ONE KIND

Order a baker's dozen of your favorite bagel!

\$9.00 - \$12.00



Dozen Bagels - Assorted

\$9.00



Half Dozen Bagels - all one...

\$5.00



Half Dozen Bagels - Assorted

\$5.00



Bialy - Pack of 6

\$6.00



Breads

Bread Loafs and Baguettes

\$5.00 - \$8.00



Cream Cheese Tub - 8oz

Cream Cheese Tub - 16oz

100

RESERVE NOTE



LEGAL TENDER
PUBLIC AND PRIVATE

Edo Cabral
United States.

SERIES



UNITED STATES
OF AMERICA



B

Henry M. Paulson Jr.
Secretary of the Treasury.

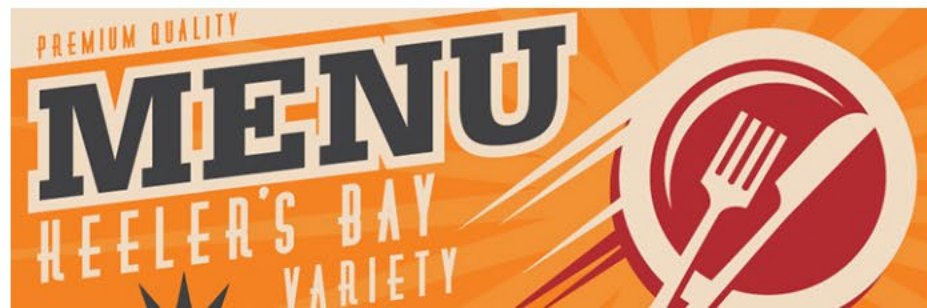


ONE HUNDRED DOLLARS

FRANKLIN

On being nimble...

Keeler's Bay Variety





[Weekly Ad](#) [Store Info](#) [Recipes](#) [Employment](#) [Coupons](#) [More Pages](#) [Register](#) [Login](#)



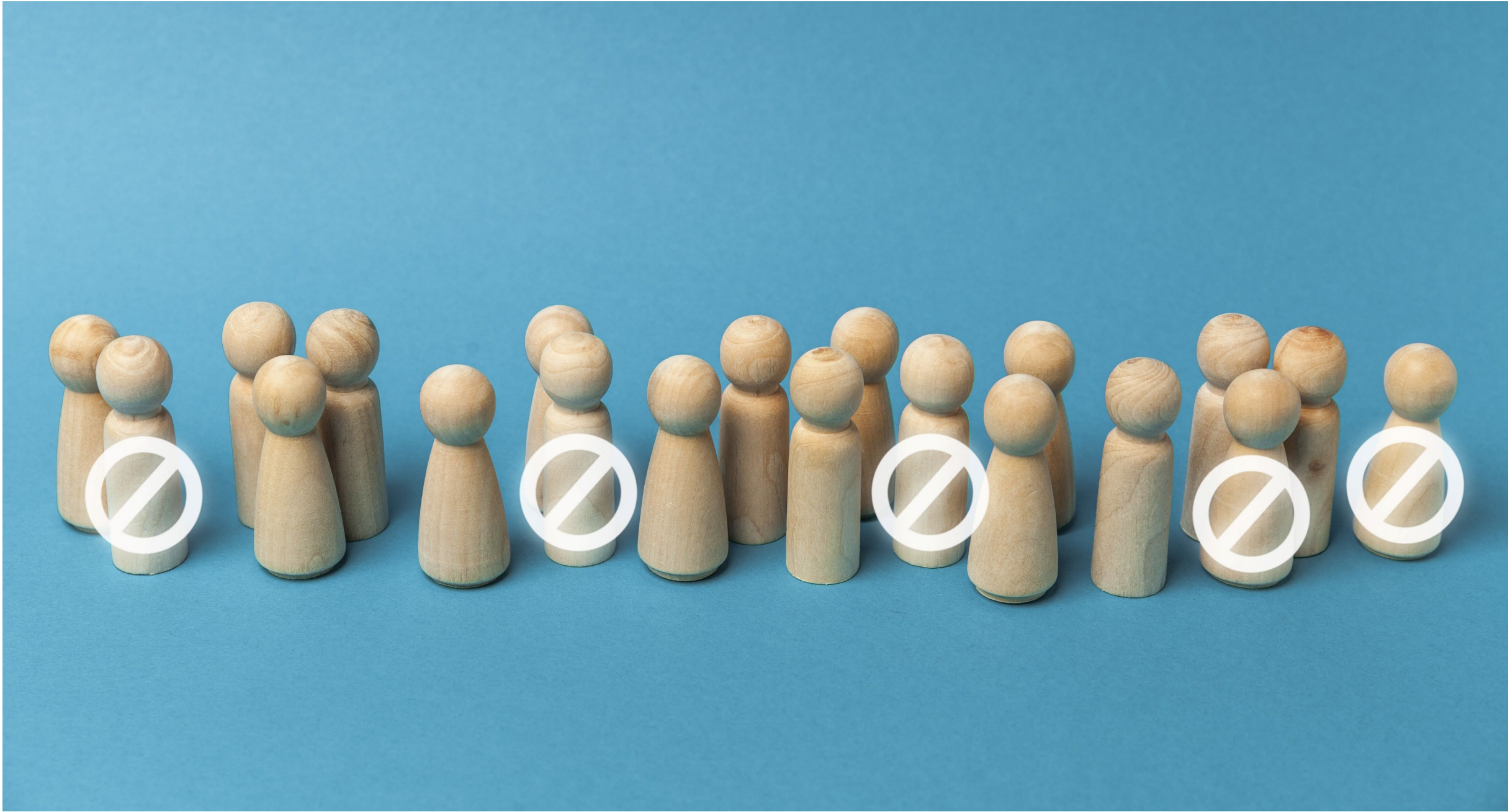


TIME FOR
NEWSPAPERS
TO BE
NIMBLE.
AGAIN.











2020
PLAN B





“CHANGING
IMMEDIATELY TO WHAT
THE MARKET NEEDS”





INFORMATION



Videos



ANC provides revenue ideas and more during the 2020 pandemic

As a service to our newspaper partners Advantage Newspaper Consultants is talking with industry colleagues, small businesses, and others to provide ideas and information during the 2020 pandemic. Even two former Disney executives are featured.

- Don't see a subject you would like to hear more about?
- Do you have an initiative you would like to share?



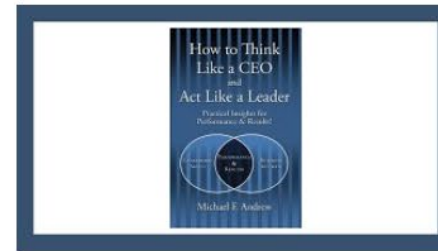
Videos Playlists



The La Junta Tribune-Democrat h...
3 days ago



Failure is not an option is the min...
3 days ago



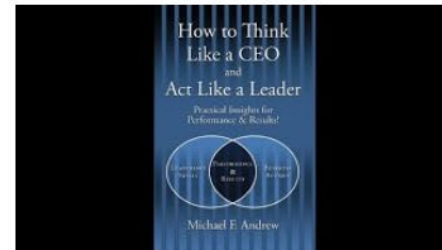
How do you act like a leader? Aut...
3 days ago



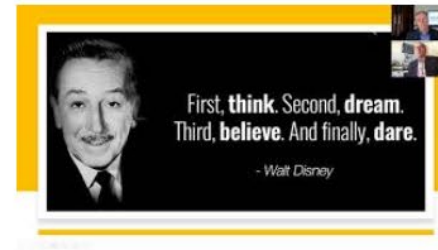
During the 2020 pandemic restau...
5 days ago



Rethink your business as you reop...
5 days ago



How to Think Like a CEO and Act ...
1 week ago



Think. Dream. Believe. Dare. Barr...
1 week ago



Chris Stahl of LNP Media Group i...
1 week ago



The Pueblo Chieftain steps up for ...
1 week ago



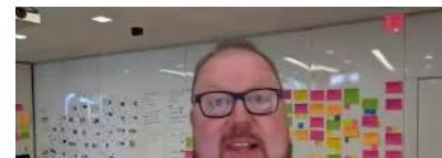
Mentors help shape us in busines...
1 week ago



Open for Business - Pandemic 20...
3 weeks ago



\$1,000,000 Grant Program is offe...
3 weeks ago



CREATING A RESOURCE



**Focus
Revenue
Solutions**

Pandemic 2020 and
Beyond

Five Ways We Must Change Our Sales Approach





SIMPLY SELLING STUFF FOR
ADVERTISERS TO BUY IS NO
LONGER THE ANSWER.





WE MUST PROVIDE OUR CLIENTS
WHAT THEY NEED AS THEY DIG THEIR
WAY OUT AND MOVE TOWARDS
THE NEW NORMAL.



THE ***FIVE*** WAYS
WE MUST CHANGE
OUR SALES APPROACH

#1 – FIVE WAYS WE MUST CHANGE OUR SALES APPROACH

Our customer approach will change

- Partnerships – Transition from SALESPERSON to ADVISOR
- We will analyze that they need and present it giving the Needs Analysis a rest
- We will set appointments and not cold call or stop in

#2 – FIVE WAYS WE MUST CHANGE OUR SALES APPROACH

We will sell audience

- It's not just PRINT
- It's not just Digital
- It's not just Special Sections
- Its not just Digital Contests and Promotion

Sell the audience

#3 – FIVE WAYS WE MUST CHANGE OUR SALES APPROACH

We will package

- Simplification is what the customer needs
- It isn't selling the deal or section of the day
- It **IS** selling what they need **plus** content **plus** audience
- And consider the commitment length



STAY TUNED FOR A BONUS LIST

OUR COLLEAGUES LIST



#4 – FIVE WAYS WE MUST CHANGE OUR SALES APPROACH

We will become a center for ideas

- Ideas sharing email
- A virtual weekly ideas sharing video chat
- A newspaper webinar – Advertising
- A newspaper webinar – State of the market
- An eCommerce Webinar

#5 – FIVE WAYS WE MUST CHANGE OUR SALES APPROACH

We will be technology-based

Sales Professionals

- Zoom, Google Meet, etc.
- Expert users. Expert hosts.
- Google Calendar
- Email templates
- Geek out



Cc Bcc

—



(910) 323-0349

Smart Compose feedback

2

6

— ↗ ×

Subject

Hoping this finds you well.

This Friday morning at 10:00 AM I will be hosting a Zoom idea sharing with area businesses. It is very informal, but will be packed with information.

Scheduled to join us this week are:

- Matt Barttle from Wally's Place
- Wendy Horne from Keeler's Bay Variety
- And Fire Chief Patrick Jones - HS Seniors' Parade

Please join us using this link:

Join Zoom Meeting

<https://us02web.zoom.us/j/4226927394?twp=Uk9xdWYyVDRqTDJRb05BOHRsa32UZz07>

See you then,

Al

—



Al Getler

Vice President of Sales and Business Development

Advantage Newspaper Consultants

(781)799-4769 Cell

501-B Executive Place

Fayetteville, NC 28305


OVERWRITE TEMPLATE

5 Ways Our Sales Approach ...

Save as new template

INSERT TEMPLATE

5 Ways Our Sales Approach ...

 Save draft as template

 Delete template

Default to full-screen

Templates

Label

Plain text mode

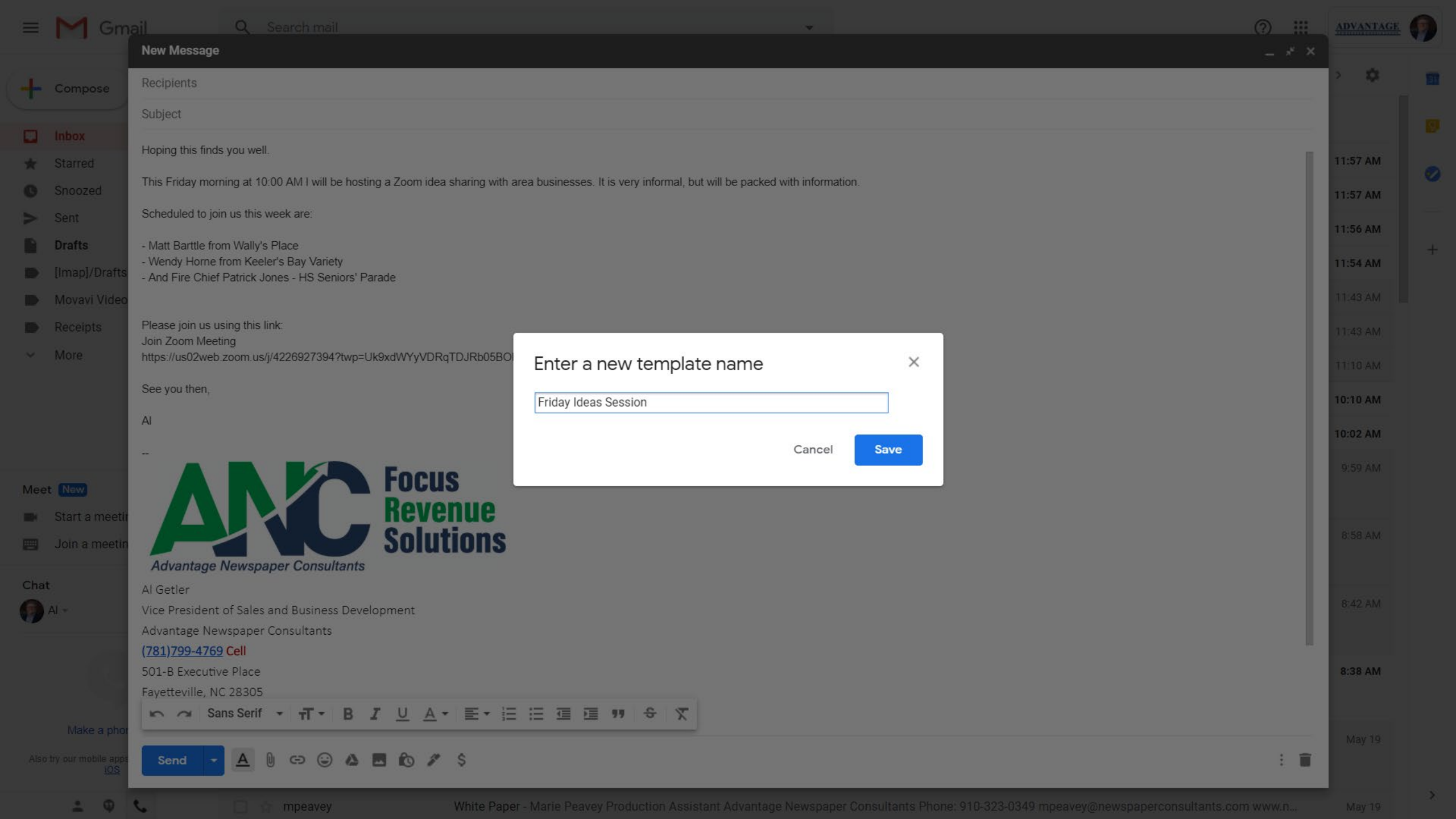
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Check spelling

Smart Compose feedback

Send





New Message

Recipients

Subject

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AI

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AI Getler

Vice President of Sales and Business Development

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[\(781\)799-4769](tel:7817994769) Cell

501-B Executive Place

Fayetteville, NC 28305

Enter a new template name

Friday Ideas Session

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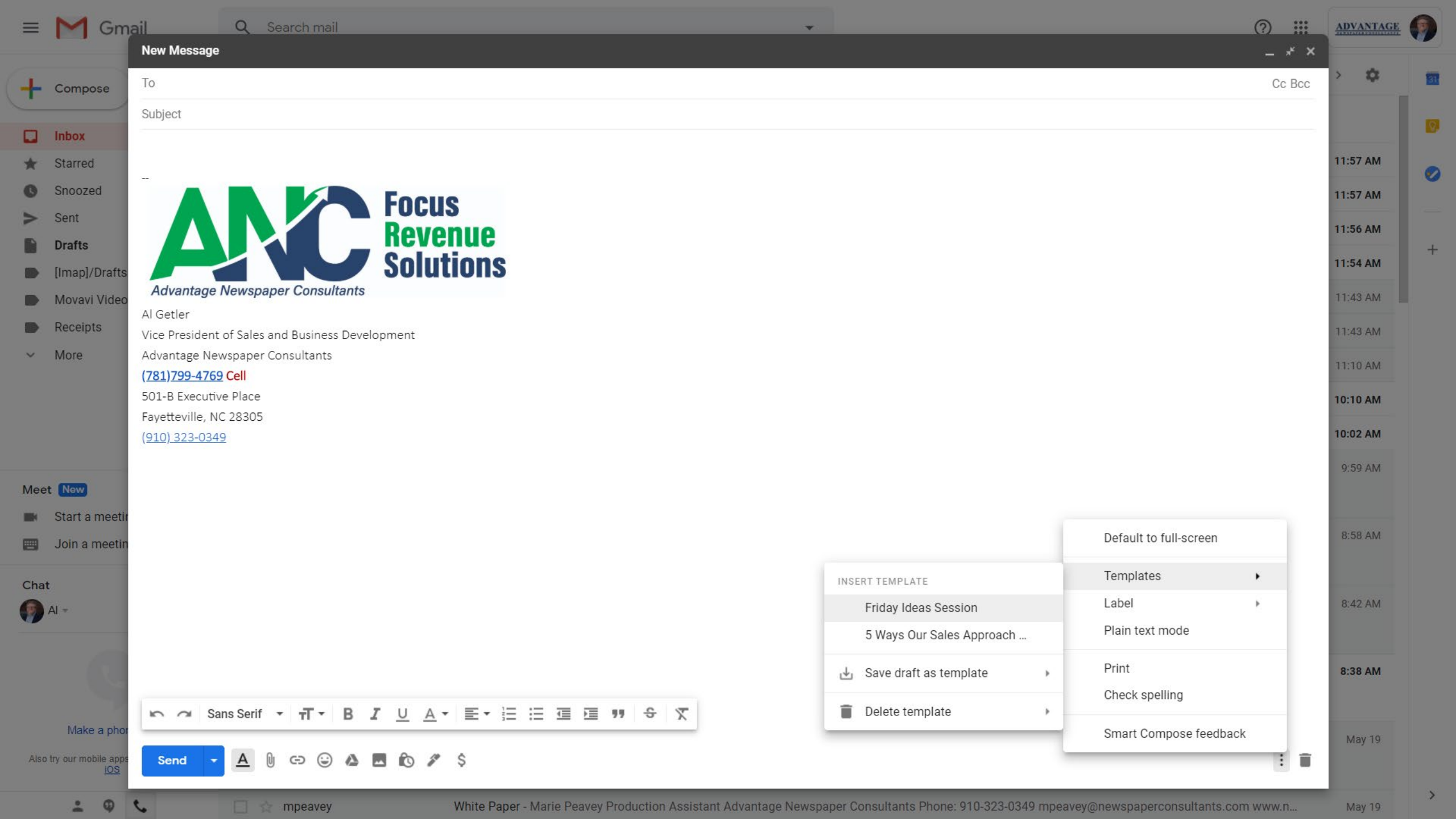
⋮

🗑️

mpeavey

White Paper - Marie Peavey Production Assistant Advantage Newspaper Consultants Phone: 910-323-0349 mpeavey@newspaperconsultants.com www.n...

May 19



✚ Compose

Inbox 7,656

- ★ Starred
- 🕒 Snoozed
- Sent
- 📧 Drafts 41
- 📁 [imap]/Drafts
- 📁 Movavi Video
- 📁 Receipts
- ⌵ More

Meet **New**

- 📺 Start a meeting
- 📅 Join a meeting

Chat

AI +



Make a phone call

Also try our mobile apps for [Android](#) and [iOS](#)

☐ ↺ ⋮

1-50 of 16,773 < > ⚙

Primary

Promotions 17 new
Folio: Eddie & Ozzie Awards, Ed...

<input type="checkbox"/>	★	Marie Smith	Schedule - Hi Catherine here is your updated schedule. Please remember always subject to change - DuBoise, PA June 1-5 Confirmed Logan, UT J...	11:57 AM
<input type="checkbox"/>	★	me, Timothy, tim 4	O - It does.....Congratulations! TIM From: Al Getler <agetler@...>	11:57 AM
<input type="checkbox"/>	★	gwen	- Try to save again	11:56 AM
<input type="checkbox"/>	★	Marie Smith	n, IN June 1-5 Confirmed Punxsutawney, ...	11:54 AM
<input type="checkbox"/>	★	Pat, M		11:43 AM
<input type="checkbox"/>	★		ss Development Advantage Newspaper...	11:43 AM
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<input type="checkbox"/>	★		family. Marie Smith Vice President of ...	10:10 AM
<input type="checkbox"/>	★		will be for 52 weeks and 26 weeks,...	10:02 AM
<input type="checkbox"/>	★		Production Assistant Advantage N...	9:59 AM
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<input type="checkbox"/>	★	Shelby	tion and get that set up. Shelby Adams Production Manager Advantage Newspaper Consultants Ph - 910-32...	8:42 AM
<input type="checkbox"/>	★	Pat Yensan	Morning, Patricia (Pat) Yensan Office Manager Advantage Newspaper Consultants 501-B Executive Place Fayetteville, NC 28305 pa...	8:38 AM
<input type="checkbox"/>	★	me, Patty 6	Webinar ... a! I would only do a webinar on my birthday for a few people!!>) Thanks for your support. Patty Patty Slusher Director of Pro...	May 19
<input type="checkbox"/>	★	mpeavey	White Paper - Marie Peavey, Production Assistant Advantage Newspaper Consultants Phone: 910-323-0349 mpeavey@newspaperconsultants.com www.n...	May 19



SO, HOW ABOUT YOU?


HOW DO YOU BECOME MORE NIMBLE?



#1 BESTSELLER
TWO MILLION COPIES SOLD
Why Some Companies
Make the Leap...
and Others Don't

GOOD TO GREAT

JIM COLLINS
Coauthor of the bestselling
BUILT TO LAST



“MOST OF US LEAD BUSY BUT UNDISCIPLINED LIVES. WE HAVE EVER-EXPANDING “TO DO” LISTS, TRYING TO BUILD MOMENTUM BY DOING, DOING, DOING—AND DOING MORE. AND IT RARELY WORKS. THOSE WHO BUILT THE GOOD-TO-GREAT COMPANIES, HOWEVER, MADE AS MUCH USE OF “STOP DOING” LISTS AS “TO DO” LISTS. THEY DISPLAYED A REMARKABLE DISCIPLINE TO UNPLUG ALL SORTS OF EXTRANEIOUS JUNK.”

JIM COLLINS – GOOD TO GREAT – PAGE 139



STOP DOING

Stop doing that

First, you have to stop doing some things to begin doing other things that will make you nimble.

Here are a few things you might stop doing TODAY:

- Stop getting a slow start to the day and dig in
- Stop complaining about the ad placement system
- Stop whining
- Stop using paperwork as an excuse to not sell
- Stop stopping in - make appointments

Let's begin with FIVE THINGS YOU CAN STOP DOING TODAY

FIVE THINGS I CAN STOP DOING TODAY:

1.

2.

3.

4.

5.

START DOING

Start doing this

Now let's move to what FIVE THINGS YOU CAN START DOING TODAY to work toward being NIMBLE. Here are a few things to consider:

- Learn how to use one feature of my email program to better serve my customers
- Learn how to host a Zoom or some other video conferencing meeting tool
- Learn something new - Read an article to help me be more productive like [5 Steps to a Clutter-Free Workspace](#)
- Begin a weekly idea sharing email for your clients
- Take a good idea from one business each day and apply it to another (An HVAC dealer to a bakery)
- Implement your phone's calendar to plan every minute of your day

So now, what are FIVE THINGS YOU CAN START DOING TODAY?

FIVE THINGS I CAN <u>START</u> DOING TODAY:	
1.	
2.	
3.	
4.	
5.	

Plan your time and what must get done today and every day. [My friend Michael Hyatt says, "What gets scheduled gets done."](#)





BONUS

OTHER WAYS SELLING WILL CHANGE

SCOTT CHAMPION – CEO – CHAMPION MEDIA

“We must do a better job of using email blasts to reach customers that we may not be calling on regularly to let them know what we have to offer.”

KELLY FREUDENSPRUNG – PUBLISHER - THE SALINE COURIER

“Be creative and encourage newspaper managers to have some added-value to all sales. This is a small way to say, “We’re glad you are open.”

DAVID R. STRINGER - PUBLISHER - THE LAWTON CONSTITUTION

“Sell the solution, not the product.
Do not pitch anything unless you
can explain specifically how it
benefits the client.”

JASON GWINNOP - RETAIL ADVERTISING MANAGER
MEDINA-GAZETTE

“Don’t be afraid to contact them
for fear of appearing opportunistic
– Many welcome the contact,
especially if your product fits their
business .”

KELLIE NICHOLSON - GENERAL MANAGER - ROCKET MINER

“Some business owners are lost, so we need to offer advice to help them innovate, as in selling online, delivering products, building a pick-up window, etc.”

DARIN CARRAGATA – MARKETING EXECUTIVE – YUMA SUN

“DON'T BOMBARD THEM WITH OPTIONS-
Design a few highly appealing menu choices
for our customers to choose from. They need
to be appealing to potential customers to
get them started and include options for
current customers to grow into as their results
increase. ”

JENNIFER MARSHALL - DIRECTOR OF OPERATIONS &
ADVERTISING
THE LEDGER INDEPENDENT

“We must be sensitive to our customers’ needs. They are struggling like the rest of us so we need to determine how we can best help them attempt to regain a sense of normalcy.”

PARKS ROGERS – GROUP PUBLISHER – OPC NEWS, LLC

“On in-person calls, we should come fully masked, gloved and with hand sanitizer and wipes. We should never be the party in an interaction that makes customers uncomfortable. If our preparedness seems like overkill then we can back down (remove masks, etc.) but only at the lead of the customer.”

JAMIE KEITH - SALES & MARKETING DIRECTOR
APPEAL-DEMOCRAT / TCN NEWSPAPERS

“Email/call vs. dropping by unannounced (which no one likes). Set an organized structure to your emails and make them consistent and brief so clients want to get back to you. Ask if you can text a client.”



MORE IDEAS IN THE
EBOOK











Patti's Birthday!!!





Advantage Newspaper Consultants

Focus
Revenue
Solutions

Al Getler – 781-799-4769 – agetler@newspaperconsultants.com

Doing our part, [at home](#)

How businesses in the [DMV](#) are responding to the coronavirus

Throughout the capital region, companies have changed how they're operating to comply with stay-at-home orders and social distancing guidelines. But that doesn't mean you can't access their resources—it just means things are working differently.

In order to help you understand what's open, what's not, and how to interact with your favorite places (while staying apart), we've created a database that lays out the [current status of businesses in the D.C. metro area](#):

(All businesses in this directory submitted themselves for inclusion. This is not a comprehensive list of all organizations in the area.)

FILTER

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FILTER

CHOOSE A
BUSINESS TYPE

Automotive Services

Banks & Financial
InstitutionsBeer, Wine and
Liquor StoresCharitable
Organizations &
Social ServicesGrocery Store &
Pharmacies

Health & Fitness



Higher Education

Home Services &
Hardware Stores

K-12 Education

Lawn and Garden
Services & Retailers

Legal Services



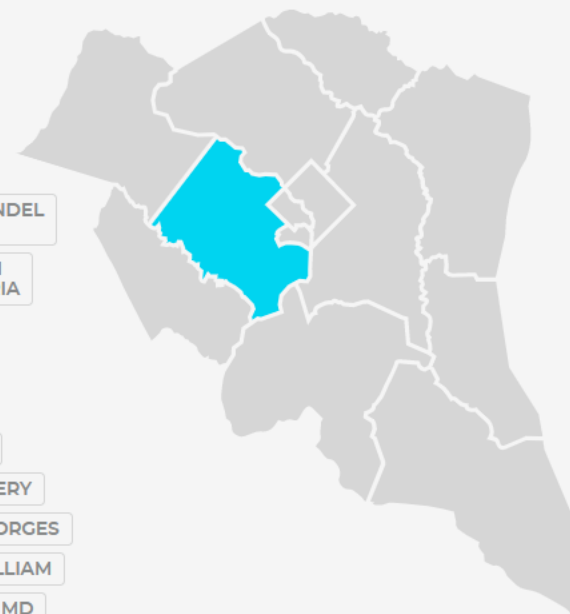
Museums



Other

Restaurants & Meal
Delivery Services

Specialty Stores

Theaters, Arts &
EntertainmentCHOOSE A
REGION☐ ALL☐ ANNE ARUNDEL
/HOWARD☐ ARLINGTON
/ALEXANDRIA☐ CALVERT☐ DC☒ FAIRFAX☐ LOUDOUN☐ MONTGOMERY☐ PRINCE GEORGES☐ PRINCE WILLIAM☐ SOUTHERN MD
(CHARLES☐ SOUTHERN MD
(CHARLES, CALVERT, ST. MARY'S)☐ ST. MARY'S)

APPLY FILTER

Doing our part, [at home](#)

How businesses in the **DMV** are responding to the coronavirus

FILTER

CURRENTLY SEARCHED FOR...

Fairfax / Grocery Store & Pharmacies

SORT BY:

relevant

A-Z

Z-A

latest

Founding Farmers Market & Grocery

Multiple locations

Offering contactless curbside pickup and delivery of prepared foods, groceries, necessities, spirits, CBD and herbal supplements. -Last updated: April 29



Grocery Store & Pharmacies

CLICK FOR MORE

Giant Food

Multiple locations

Social distancing protocols in place. Limited number of customers allowed in store. Face masks are mandatory for associates. -Last updated: April 29



Grocery Store & Pharmacies

CLICK FOR MORE

Lidl of MD & VA

Multiple locations

Delivery is available. "Distance stickers" are in place at stores to help customers stay apart. Carts are regularly sanitized. -Last updated: April 29



Grocery Store & Pharmacies

CLICK FOR MORE

Safeway - Eastern Division

Multiple locations

Enhanced cleaning, social distancing protocols and special hours for vulnerable shoppers are in place. Delivery and drive-up & go options available. -Last updated: April 29



Grocery Store & Pharmacies

CLICK FOR MORE

Weis Markets

Multiple locations

Stores are sanitized each day. Minimal/no-contact curbside pickup and delivery available. Sneeze guards in place at registers. Staff is wearing PPE. -Last updated: April 29



Grocery Store & Pharmacies

CLICK FOR MORE



SINCE 1828

GAMES | BROWSE THESAURUS | WORD OF THE DAY | WORDS AT PLAY

LOG IN | REGISTER | SAVED WORDS

nimble



DICTIONARY

THESAURUS



Save Word

nim·ble | \ 'nim-bəl

nimble \ 'nim-b(ə-)lər \; **nimblest** \ 'nim-b(ə-)ləst

Definition of *nimble*

1 : quick and light in motion : [AGILE](#)

// *nimble* fingers

// a *nimble* climber

2 a : marked by quick, alert, clever conception (see [CONCEPTION](#) sense 3), comprehension (see [COMPREHENSION](#) sense 1a), or resourcefulness

// a *nimble* mind

// *nimble* investors

b : [RESPONSIVE](#), [SENSITIVE](#)

// a *nimble* listener

// nothing like playacting to make you *nimble* in your feelings

— Mary Austin



Other Words from *nimble*



Synonyms & Antonyms



More Example Sentences

THANKS FOR
WATCHING



Watch this new video for more
information

Ad by Sponsor

See More

WORD OF THE DAY

disabuse

[See Definitions and Examples »](#)

Get Word of the Day daily email!

Your email address

SUBSCRIBE



LEARN MORE FROM M-W >



Help Your Kids
Build Their
Vocabulary At
Home

Ad

TUNSTON OPTICAL

A website makes it real.

START YOUR FREE TRIAL

Squarespace Website Builder



Advantage Newspaper Consultants

Focus
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Solutions

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