

Arming, Incenting and Organizing Your Sales Team



The Gazette Company™

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What we will cover...

Organizational Overview

Sales Team Structure

Job descriptions and focus

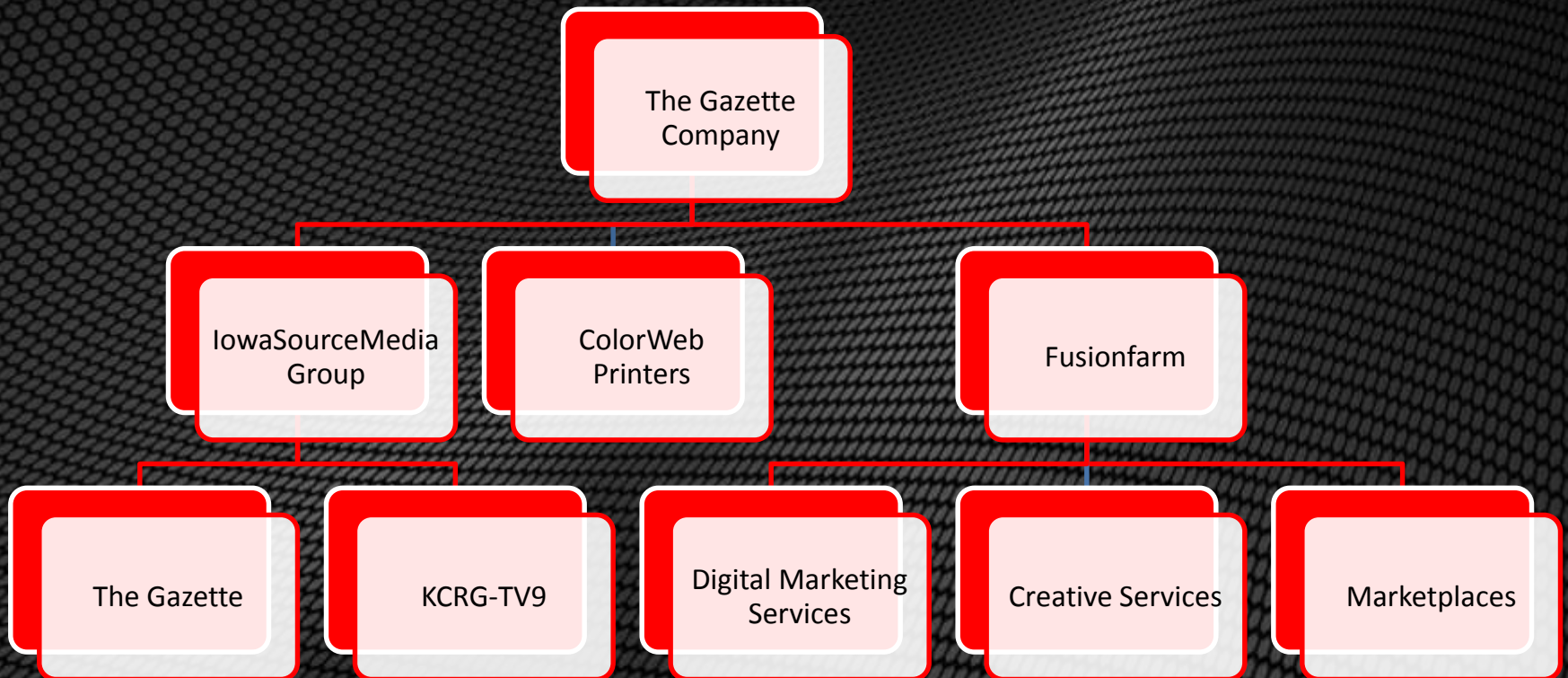
Compensation



Cultivating communities and building
commerce in a hyper-connected world.

The Gazette Company™

Who we are...



Our Brands

The Gazette
Engage. Inform. Connect.



 **fusionfarm**

corridor
careers  **com**

 **here's**
the
deal

kcrg.com
*your center for local **autos**

A bit of background

2014 – Digital was 12.3% of sales revenue

2014 – Digital was up 17.4% YOY, but...

- Display on our sites was only up 2%

- Agency and targeted was up 24.7%

2015 – Digital forecasted to be 18.6% of sales revenue

2015 – Digital forecasted to grow 33.7%

- Display to grow by 4%

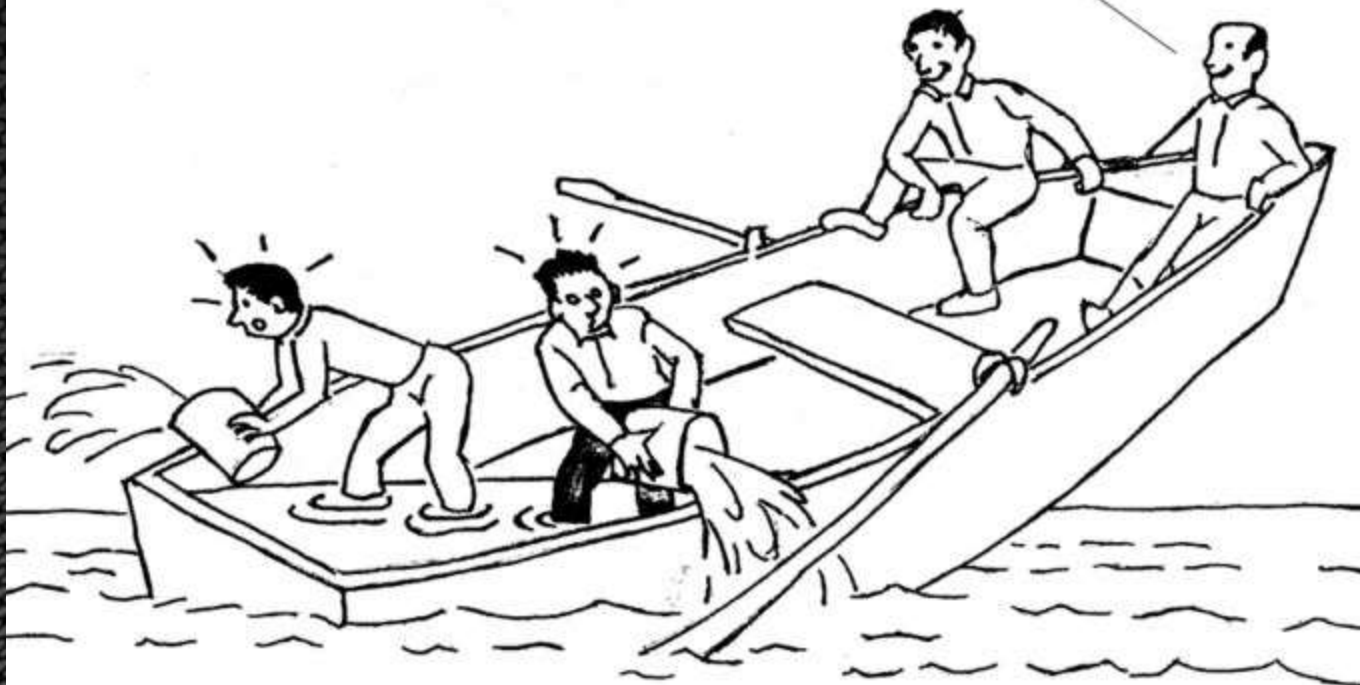
- Agency and targeted to grow by 47%



COMPLACENCY

APATHY COMES BEFORE CALAMITY. LOOK IT UP.

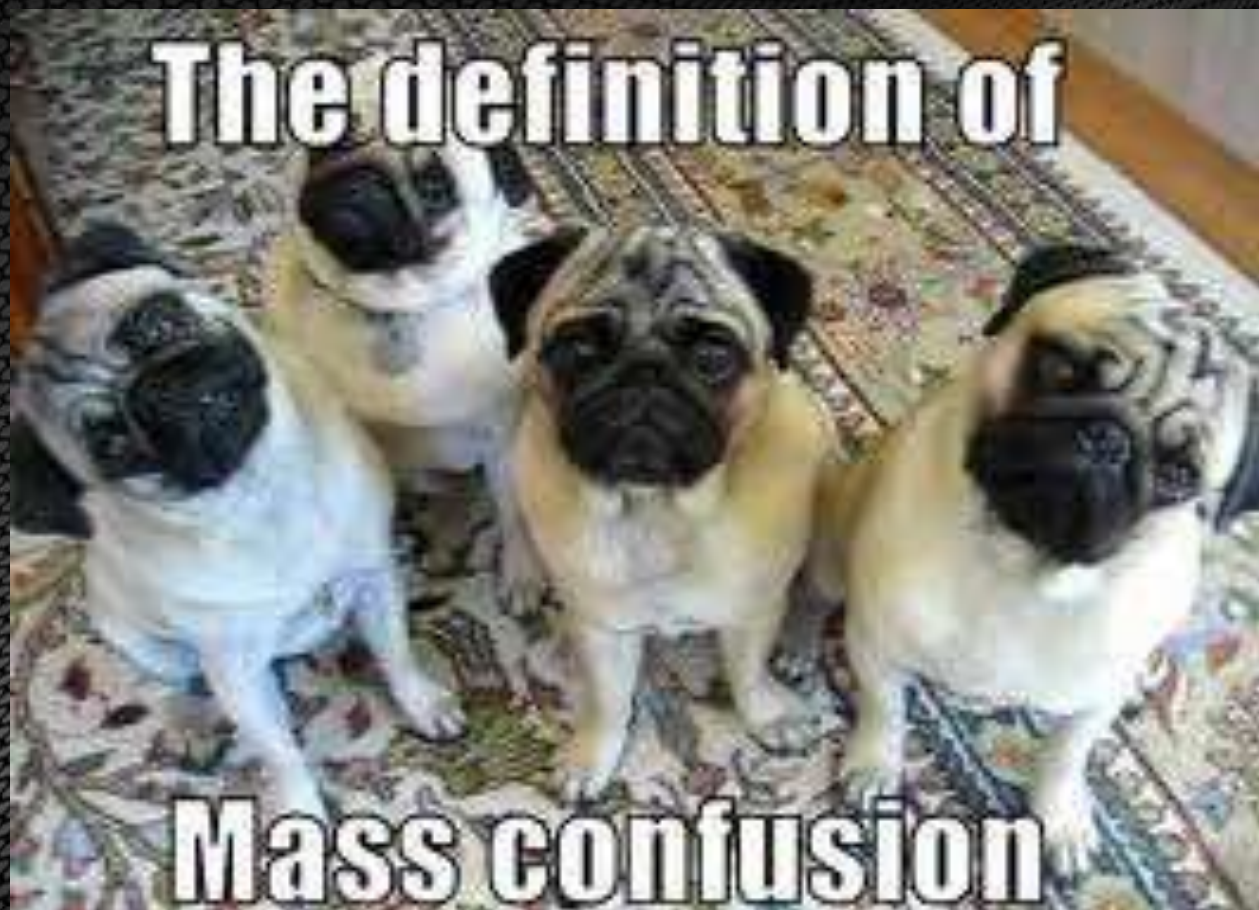
Sure glad the hole isn't at our end.



How do we monetize those brands?

We have just a few things to sell...

ROP – Gazette	Gazette – mobile web ads	Inbound marketing
ROP – Penny Saver	Gazette – mobile app ads	SEO
ROP - Hoopla	KCRG – mobile web ads	SEM
Inserts – Gazette	KCRG – mobile app ads	Web development
Inserts – Penny Saver	KCRG Weather – mobile app ads	Email Marketing
Digital Variable Printing	Special sections (14/annually)	Daily deals
Thegazette.com digital display	Events (6 annually)	Direct Mail
KCRG.com digital display	CorridorCareers.com	Site re-targeting
Hooplanow.com digital display	ImOn (cable provider) – ads	Targeted online
KCRG TV9 – broadcast ads	Social Media Management	Animation services
KCRG 9.2 – broadcast ads	Brand voice discovery	Show You Care program
KCRG 9.2 – live events sponsorship	Buyer Persona discovery	Gazette Gives Back program
KCRG 9.3 – broadcast ads	Long form video	Athlete of the Week
KCRG TV9 – weather sponsor	Commercial production	NewsNotes
KCRG TV9 – cancellation sponsor	Reputation Monitoring	Show production
KCRG TV9 – stock ticker sponsor	Content marketing	



DIGITAL MARKETING SOLUTIONS

EMAIL MARKETING

SEO/SEM

WEB + MOBILE DEVELOPMENT

INBOUND MARKETING

BRAND DEVELOPMENT

ANIMATION + VIDEO PRODUCTION

SOCIAL MEDIA

CREATIVE DEVELOPMENT

REPUTATION + CONTENT MARKETING

BEHAVIORAL TARGETING

ONLINE DIRECTORY



**“YOU’RE GOING TO FIGURE IT OUT, AS YOU GO. I
THINK THAT’S HOW PEOPLE FEEL ABOUT
HAVING CHILDREN, AS WELL. YOU’RE NOT GOING
TO LEARN HOW TO DO IT UNTIL YOU DO IT.”**

JESS WEIXLER

© Lifehack Quotes

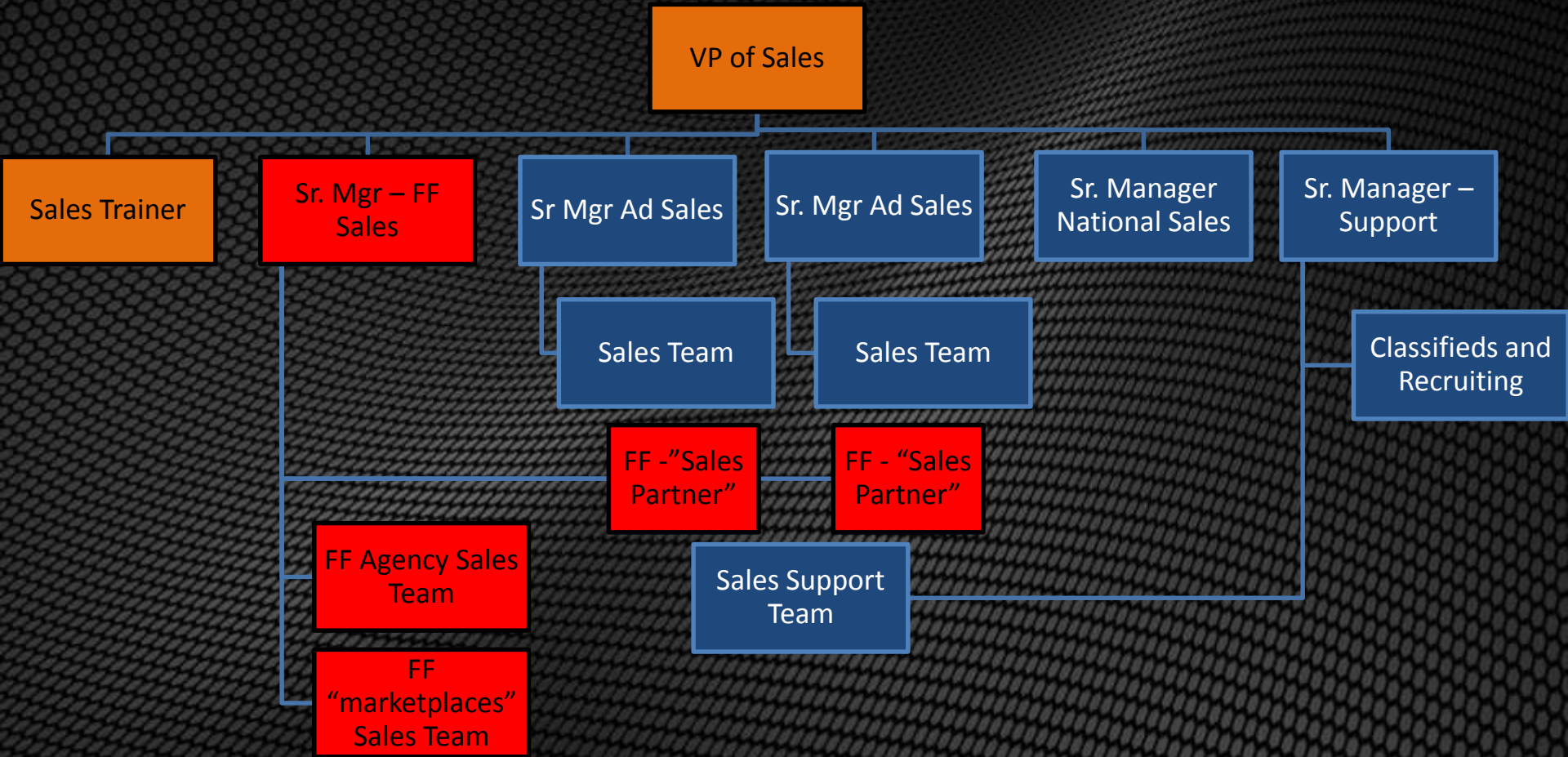


**If at first
you do not
succeed,
call it
version 1.0**

omgWit.com



Sales Structure



Job Descriptions, Focus and Compensation

Job Types:

- Inbound classified (traditional role)
- National Account Executive
- Account Executive
- Strategic Account Executive
- (new) Project Sales Executive
- (new) Major Account Executive
- Fusionfarm Account Executive
- Fusionfarm Sales Partner

Job Descriptions, Focus and Compensation

Job Types:

- Account Executive
- Strategic Account Executive
- (new) Project Sales Executive
- Fusionfarm Account Executive
- Fusionfarm Sales Partner

Compensation



Compensation

- Account Executives
 - Base Salary
 - Monthly Commission
 - New Business kicker of 10% of billing
 - Quarterly Bonus of \$2,500 if both core and digital goals are achieved

Goal Attainment	Core Products Payout \$	Digital Products Payout \$	New Business
85-94.99%	\$250	\$250	10% of new business billing paid to rep monthly
95-99.99%	\$500	\$500	
100-104.99%	\$750	\$750	
105-109.99%	\$1,200	\$1,200	
110-114.9%	\$1,500	\$1,500	
115% +	\$1,750	\$1,750	

Compensation

- Strategic Account Executives
 - Straight commission monthly (with draw paid on first check of month)
 - Quarterly Bonus - \$2,500 if both core and digital goals are achieved

Goal Attainment	Core Product Payout	Digital Products Payout	Agency Commissioned Sales	NEW BUSINESS
0-84.99%	4%	4%	7%	New business paid out at 20%
85-89.99%	9%	9%	7%	
90-99.99%	10%	10%	7%	
100-109.99%	12%	12%	7%	
110 +	14%	14%	7%	

Compensation

- Project Sales Executives
 - Base Salary
 - Monthly Commission
 - New Business kicker of 10% of billing
 - Quarterly Bonus of \$2,500 if both core and digital goals are achieved

Goal Attainment	Project Payout \$	New Business
85-94.9%	\$600	10% of new business billing paid to rep monthly
95-99.9%	\$1,200	
100-104.9%	\$1,800	
105-109.9%	\$2,700	
110%	\$3,300	

Compensation

Fusionfarm Account Executive

- Base salary
- Monthly commission on direct sales
- Contract bonus for term agreements
- Quarterly bonus
(10% of that quarter's commission)

Attainment Level	Payout
0-84.9%	5%
85-89.9%	11%
90-99.9%	13%
100-109.9%	17%
110-114.9%	21%
115%+	25%

Compensation

Fusionfarm Sales Partner

- Base salary
- Monthly Commission
- Contract Bonus for term agreements
- Quarterly bonus
(10% of that quarter's commission)

Attainment Level	Payout
0-84%	\$500
85-89%	\$800
90-99%	\$1,870
100-109%	\$2,500
110-114%	\$3,500
115%+	\$4,500

But what about the managers?

Responsibilities:

- “Advertising” managers
 - carry budgets related to full year forecast (based on combo of history and industry expectation by product type). Core product targets (print + broadcast) and digital agency (online display, creative, digital services).
 - Each manages a team of 8-10 local reps (4 for national)
 - Operate under the “IowaSourceMedia” company brand for the local media company

But what about the managers?

Responsibilities:

- “Digital” sales manager
 - Direct sales of agency products
 - Indirect sales of agency products via the advertising teams
 - Direct sales of deals and digital autos programs
 - Participates in web site related ad decisions/enhancements

But what about the managers?

Compensation...

- “Advertising” sales managers
 - Lower base salary plus % of total sales by their reps – paid monthly
 - Quarterly and annual bonuses for fixed amounts
 - 6 figure jobs
- “Digital” sales manager
 - Higher salary plus fixed \$ awards, increasing for higher % to targets
 - Quarterly and annual bonuses for fixed amounts
 - 6 figure job

PRESENTATION FINISHED



ANY QUESTIONS...