



# Driving Revenue with Sales Models that Deliver

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# Sales Strategies





# Venture Team Was Born....

- ▶ Complicated digital landscape – need people who are dedicated and educated without the tie to a traditional media
- ▶ Future growth – where is it going to come from?
- ▶ Disgruntled digital media managers wanting to go on their own
- ▶ Started August 2013 with 1 hire
- ▶ Promoted it as “Sheltered Entrepreneurialism”

# Key Learnings

- ▶ Hire Correctly
- ▶ Coach, not Manager
- ▶ Radical Candor
- ▶ Keep toolbox full
- ▶ Adapt to strengths and capitalize on them
- ▶ Communicate TOO much – feedback is critical
- ▶ Develop good partners



# Hire Correctly



- Not for everyone – takes a special type
- Self motivated
- Does not need a lot of direction



# Coach, not Manage

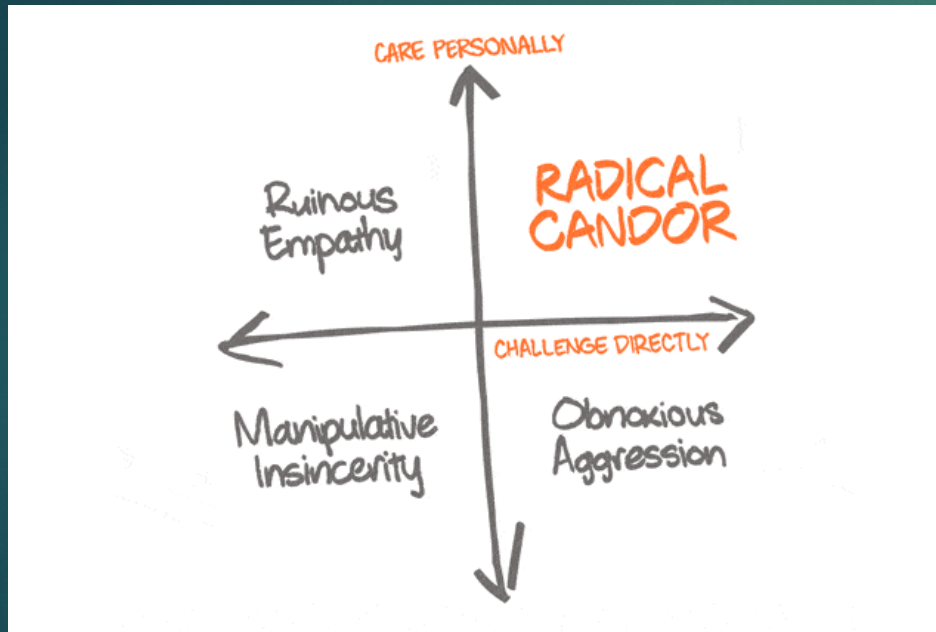


A little less this....

A lot more...



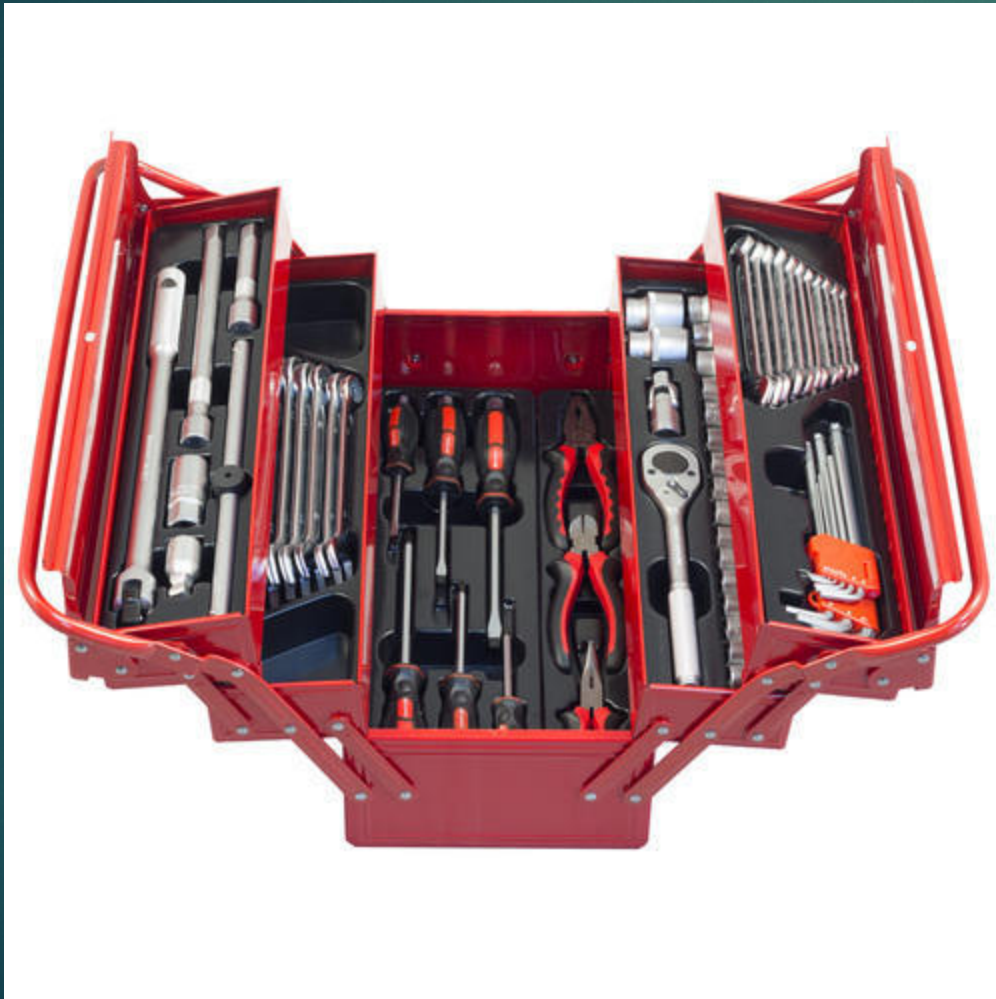
# Radical Candor



- Create a cultural that thrives on feedback
- Help team achieve full potential
- Learn to have difficult conversations by knowing you care personally
- Even if you don't agree - LISTEN



# Keep Toolbox Full



- Let your reps sell - #1 priority
- Up to YOU to figure out the latest and greatest

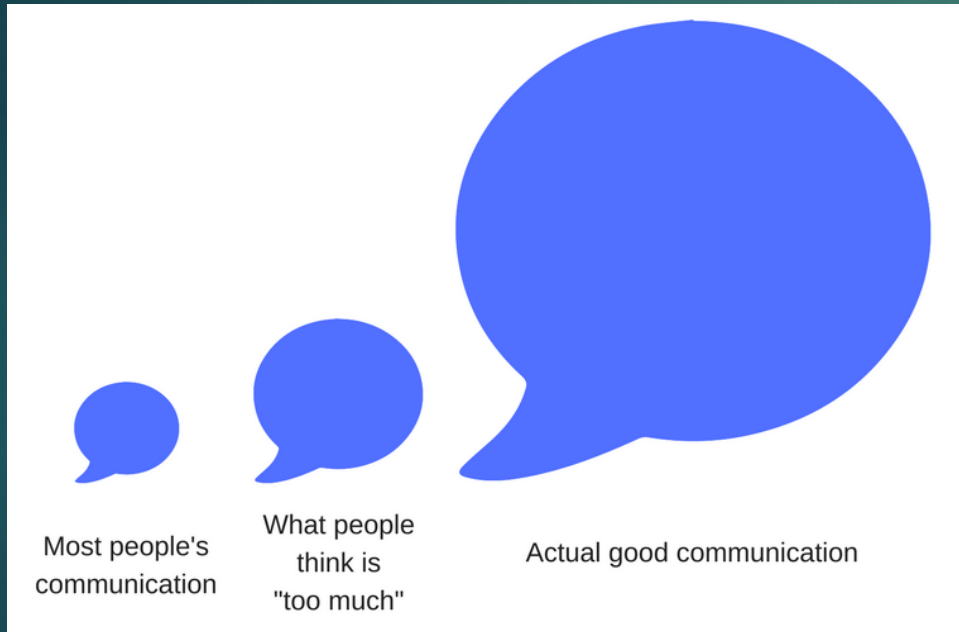


# Adapt to Strengths and Capitalize On Them



- Focus on your strong sellers, not your weak links
- Structure responsibilities based on strengths – there is a reason you hired them!

# Communicate TOO much



- Remote world – ALL you have
- Doesn't mean meetings!
- Manager travel – a must for remote teams
- Focus on the positives
- Figure out what works for each person



# Develop Good Partners



- Feedback from salespeople essential, but not final say
- Managers job to judge real issue or not
- Rapport with vendors raise sales staff confidence

# Any Questions/Comments/Concerns?

