

Selling Newspaper and Digital Advertising in the “Real World” in 2018 and Beyond



Mike Centorani – Co-Founder
www.salestransformationnow.com
mike@salestransformationnow.com

Discussion Topics:

- What is it like selling advertising to a small to medium-sized business owner (SMB) in 2018 and in the future?

“It was the best of times, it was the worst of times.”

– Charles Dickens, *A Tale of Two Cities*

- We’ll look at it from the perspective of the SMB, the sales organization, the sales rep, and the front-line sales manager
- What we found to be the “Keys to Success” selling in the Real World



The following information comes from working with:

- 45 Large Media Sales Organizations (Ad Agencies Newspapers, TV, Yellow Pages, Direct Mail, & Search companies...in North America and 22 countries)
- Chosen by Google in 2011 to provide Sales Training to many of their Premier SMB Partners
- In 2015-7, we worked with 8 TV stations, 4 yellow pages companies, 5 newspapers, and 5 search and other media companies...going on hundreds of sales calls
- Much of our time is spent working with sales reps and front-line sales managers in the real world

Selling in the Real World!

Companies we've worked with:

Newspaper Companies

- E.W. Scripps
- Newsday Media
- Am New York
- McClatchy
- Lee Enterprises
- Advance Internet
- Maine Today Media
- Orange County Register
- Transcontinental Canada
- Dallas Morning News
- Digital First Media
- Denver Post
- Cox Media -
- Palm Beach Post
- Gannett -
- Journal Media Group
- Gatehouse Media

Yellow Pages Companies

- Dex
- SuperMedia
- ATT
- Local Book
- Global Directories
- New Zealand Yellow Pages
- Greek Yellow Pages
- InfoTel Canada
- Truvo
- European Directories
- Mueller Median
- Marquette Group
- DAC Group
- TMP Worldwide

Search Engine Marketing Companies

- Google
- Yahoo
- Driven Local
- Wordstream
- Yext
- Matchcraft
- LocalLaunch
- Trada Group
- Search Engine People
- Real Search Listings
- Impress Local
- 508 Media
- Upper Line Media
- Immobilien Scout 24

Direct Mail Companies

- Advo
- Valpak

TV Companies

- Comcast Spotlight
- WCPO Cincinnati
- WXYZ Cincinnati
- KGTV San Diego
- WEWS Cleveland
- WMAR Baltimore
- WRTV Indianapolis
- WFTS Tampa
- KNXV Phoenix
- WPTV West Palm Beach



Key Event that changed everything!

- In 1996, I was fortunate enough to work on a project designed to figure out the entire Sales Call Process...in the Real World
- We were told that we could take as long as we needed and choose any location
- We chose Brooklyn, NY
- It took four (long) years
- This is our story (and how it relates to you in 2018and going forward)

Let's start out by cutting right to the chase...

- Question: What's the goal of the Sales Call?
- Answer: To make a Sale!
- Question: Any Sale...or the Right Sale?
- Answer: The Right Sale!
- Question: What's the Right Sale?
- Answer: Any Sale where the sales rep is able to successfully match specific solutions with the client's specific needs!!



What (we've noticed) most large sales organizations focusing on?

- Most do a fair amount of product knowledge training with their sales reps
- Some include some basic selling skills training with their sales reps
- Few have been well prepared for this guy...

Do you recognize this guy... he's your potential customer!!

He's confused
and doesn't know who to trust

So, don't be surprised to hear:

"No one reads the newspaper anymore...and you're the fifth person this week to call me about my website and say you're with Google"



How do you gain credibility and trust with a business owner who is confused and being called on by dozens of sales reps every month...all saying *"I can help you"*.

Imagine being a SMB in 2018

- How many times per month on average do you think a business owner is approached by a multi-media sales rep?



Recent Survey: Avg. = 25-83 sales reps per month

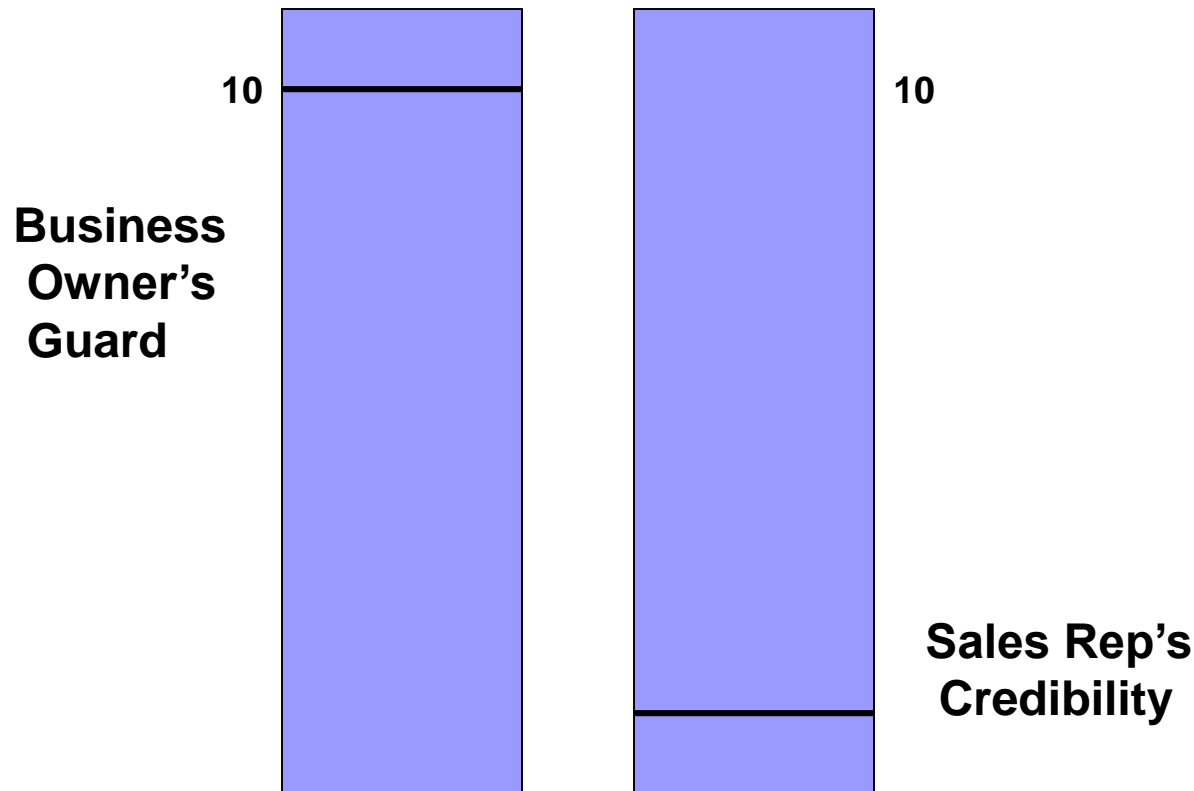
There may be more competition in this space today than ever before...for example:

How many companies exist today offering:

- Traditional Media solutions (selling TV, Radio, Newspaper, Magazine, Yellow Pages, or Direct Mail) along with some mix of Internet solutions
- Websites and/or Profile Pages
- Video
- Google (Display, SEM, SEO, also on Yahoo & Bing)
- Listing your business information on dozens of other local platforms (Google Plus pages, Yahoo local, IYP's, Yelp, etc.)
- Mobile
- Social Networking sites (Facebook, Twitter, Google + ,etc.)
- Email Marketing
- Daily Deals
- Reputation Management
- Behavioral Retargeting
- Native Advertising
- And much more all offering clicks, calls, emails, forms, appointments, leads, conversions, CPA's, etc.

***Who should the SMB trust
...is it you? WHY???***

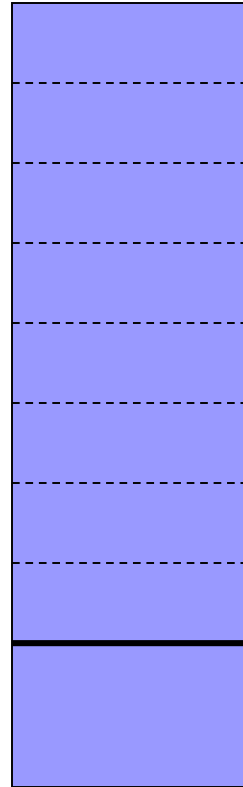
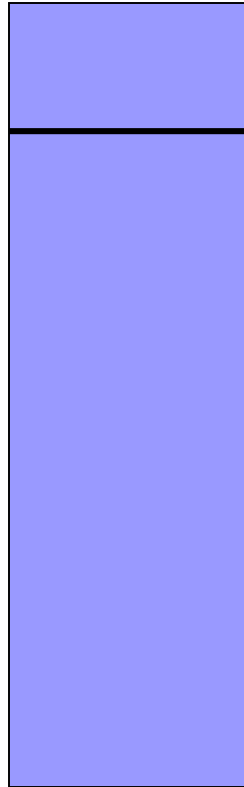
Think of your next sales call this way--
in the first few minutes of the call, on a scale
of 1 to 10, where is...



Whatever you do in those first few minutes of the sales interaction will have a significant impact on how the rest of the conversation goes!!!

How quickly do you discuss \$\$\$?

\$\$ Price



When the perceived value in the mind of the client is worth more than the price...you have earned the right to make your recommendation... and discuss price \$\$

Perceived Value

Has the perceived value of your recommendation equaled or become greater than the price you are asking the client to invest?

How can a Sales Rep give themselves the best opportunity to succeed?

- By following a “Real World” Sales Call Process





Not as easy as it might sound...

- Beware of the Perfect Storm!
- Let's talk about the Real World!

Caution: “Impatience” can cause a *Perfect Storm!!!*



- Today advertisers are confused and don't know who they should trust (even with sales reps they know) and **they have less patience** when dealing with them!
- Many sales reps go into their sales calls immediately pushing a new product offer and/or a discounted bundle (without being able to tie it back to the SMB's needs)...because **they're impatient** and under pressure to make a quick sale!
- Many sales organizations push their sales reps to make quick sales...because they're behind in their #'s and **they're also impatient!**

A lot of impatience going around!!

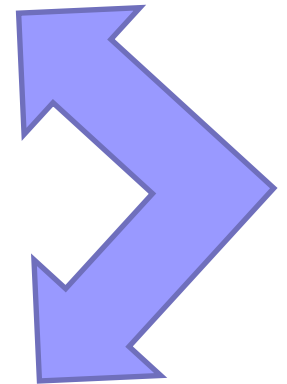
Does your “Style” affect the way you respond?

**“Asks”
More Often**

Thinker/ Analytical (Correct)	Doer/ Director/ Driver (Control)
Relator/ Friend (Relationships)	Socializer/ Actor (Recognition)

**They’re
Risk-Takers!!**

**“Tells”
More Often**



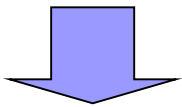
**They’re also
Impatient!**

Question: Where do most sales reps fall on this chart?
Question: Where do most small business owners fall on this chart?

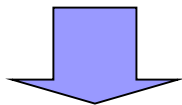
More on what causes the “Perfect Storm”

Business Owners tend to be “Risk-Takers” which also means they tend to be:

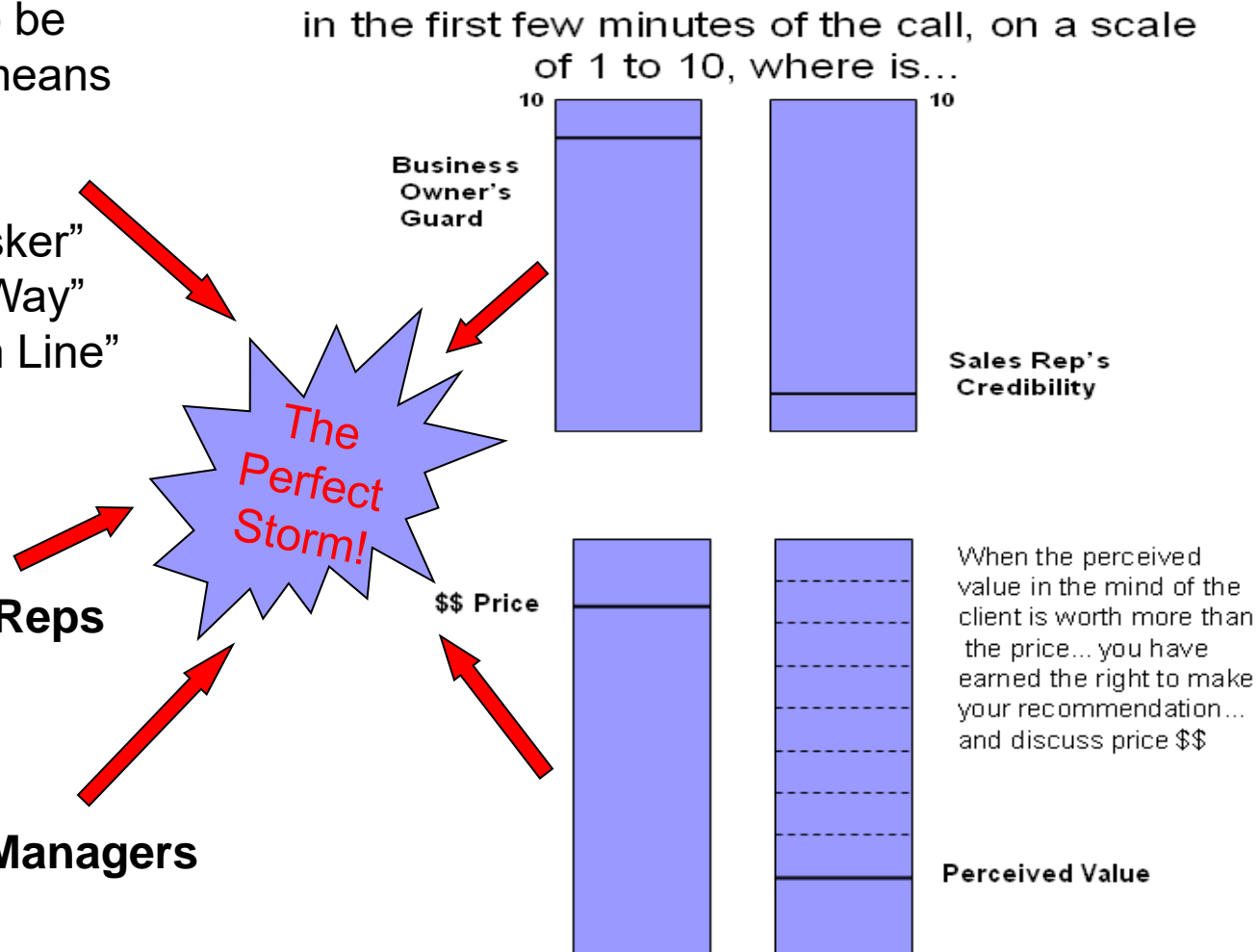
- “Impatient” by nature
- More of “Teller” vs. an “Asker”
- Want to do things “Their Way”
- Go straight to the “Bottom Line”



The same goes for **Sales Reps**



The same goes for **Sales Managers**



Example “Perfect Storm” Sales Manager to Sales Rep to Advertiser scenario:

- *Sales Manager to Sales Rep: “Ok, you know that you are behind in your SEM sales this week...I need you to make at least two SEM sales before the week’s out!”*
- *Sales Rep to Advertiser: “Mr. Advertiser, I’ve been really looking forward to talking to you today because we are now working with Google and have a great way of getting you found online...(features & benefits, facts, information, slides, graphs, etc.) for one low package price!”*
- *Advertiser to Sales Rep: “Ok, then let’s cut to the chase...what’s your low package price?”*
- *Sales Rep to Advertiser: “It’s only an investment of...”*
- *Advertiser to Sales Rep: “Let me think about it.”*

Okay, this is a rough example...but you get the point

To be able to make the Right Sale and earn the SMB's "*Trusted Advisor*" status requires 4 things:

1. They want a sales rep who has done their homework and who **understands their business and industry!**
2. They want a sales rep who is an **expert on all of their advertising solutions**
3. They want a sales rep who is professional, done their homework, and is able to efficiently ask the right questions to **fully understand their business needs** and objectives
4. *Then develop and customize the right combination of ideas and solutions to help them achieve their specific business objectives!*



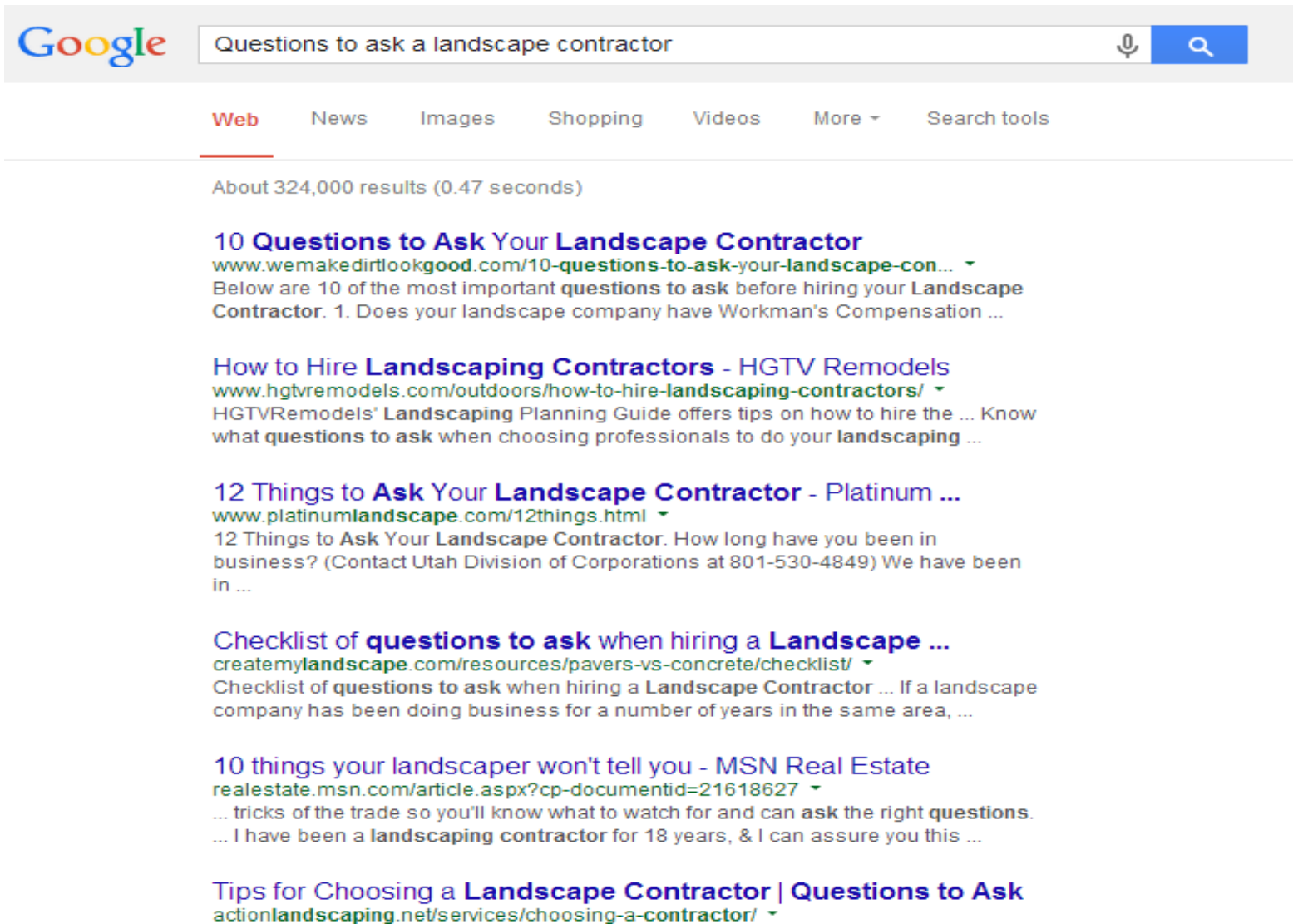
Become a
mini-Ad
Agency



Where do you start?

- Make it about them first...not about you.
- Research their business and industry
- Be able to ***“Speak Their Language”***
- Find out what they sell?
- Who they sell to (their target groups)?
- What are the buying factors their potential customer ***“Care About?”***
- Why they would be the best choice (USP)?

What if you still don't know enough about the industry?



The image is a screenshot of a Google search results page. At the top, the Google logo is on the left, and a search bar contains the text "Questions to ask a landscape contractor". To the right of the search bar are a microphone icon and a magnifying glass icon. Below the search bar, there are tabs for "Web", "News", "Images", "Shopping", "Videos", "More", and "Search tools". The "Web" tab is selected and underlined. Below the tabs, it says "About 324,000 results (0.47 seconds)". The search results are listed below, each with a title, a URL, and a snippet of text.

Google

Questions to ask a landscape contractor

Web News Images Shopping Videos More Search tools

About 324,000 results (0.47 seconds)

10 Questions to Ask Your Landscape Contractor
www.wemakedirtlookgood.com/10-questions-to-ask-your-landscape-con...
Below are 10 of the most important questions to ask before hiring your Landscape Contractor. 1. Does your landscape company have Workman's Compensation ...

How to Hire Landscaping Contractors - HGTV Remodels
www.hgtvremodels.com/outdoors/how-to-hire-landscaping-contracors/
HGTVRemodels' Landscaping Planning Guide offers tips on how to hire the ... Know what questions to ask when choosing professionals to do your landscaping ...

12 Things to Ask Your Landscape Contractor - Platinum ...
www.platinumlandscape.com/12things.html
12 Things to Ask Your Landscape Contractor. How long have you been in business? (Contact Utah Division of Corporations at 801-530-4849) We have been in ...

Checklist of questions to ask when hiring a Landscape ...
createmylandscape.com/resources/pavers-vs-concrete/checklist/
Checklist of questions to ask when hiring a Landscape Contractor ... If a landscape company has been doing business for a number of years in the same area, ...

10 things your landscaper won't tell you - MSN Real Estate
realestate.msn.com/article.aspx?cp-documentid=21618627
... tricks of the trade so you'll know what to watch for and can ask the right questions.
... I have been a landscaping contractor for 18 years, & I can assure you this ...

Tips for Choosing a Landscape Contractor | Questions to Ask
actionlandscaping.net/services/choosing-a-contractor/

Landscaping Contractors

- What does a landscaping contractor sell?

- Who do they sell to (target groups)?



-What factors would they **care about** when deciding which landscaper to choose?

- **Call Opening Questions:**
- **Do you offer any type of customized computerized designs? If so, do you charge for them? Would you be willing to go to someone's location and take a few pictures to show them exactly what types of new designs you could develop for them?**
- **In most cases, are you able to start and complete the job when you say you will? And how soon are you normally able to start the job once you are hired?**
- **Do you offer free estimates that include all costs in writing up front before you start the job?**
- **Are all of workers your own employees?**
- **Are you licensed, bonded, and insured?**
- **Do you have examples of your work as well as references/testimonials, and do you offer any type of satisfaction guarantee & warranties?**
- **Do you own or have access to your own nursery to provide plants, trees, and shrubs? If you don't have it-can you special order it?**
- **Do you offer both residential and commercial lawn and landscape maintenance contracts? If so, do you guarantee that you will show up on the days that you are scheduled (weather permitting)?**
- **Do you offer any specialized services such as work on decks, patios, gazebos, retaining walls, ponds, fountains, lighting systems, etc.?**
- **Have won any landscape design awards?**

■ Notes:

Planning & Preparation Cont'd

■ Planning & Preparation Exercise Step 2:

- Go back to the Business Owner's website:
 - Put a checkmark  next to every product, service or buying factor a potential customer might "care about" that's also listed on the Retailer's website
 -  every product, service or buying factor that's NOT listed on their website.
 - Next, prioritize EVERY product, service or buying factor you circled....based on the most important things you believe potential customers might care about the most.
 - Develop a specific-significant closed-ended question for each product, service or buying factor that was not on the retailer's website in order of importance.
 - Choose what you believe are the best 3 to 5 questions to use for your Call Opening
 - Develop an additional 10 to 15 plus closed and open-ended questions to ask when once you have successfully transitioned to the Needs Analysis Step for each Key Focus Area
- 20 minutes



Now you're ready for the Step 2: The **Call Opening!**

- During the Call Opening phase of the sales call process you will:
 - Tell the business owner who you are
 - Tell the business owner who you're with
 - Tell the business owner the purpose of your call
 - **WIIFT (Short positioning statement usually followed with a short closed-ended specific and significant question)**
 - Gain agreement to proceed...Note: The goal of this step is the opportunity to advance to the Needs Analysis phase of the call, or set an appointment to do so.



Important Note:

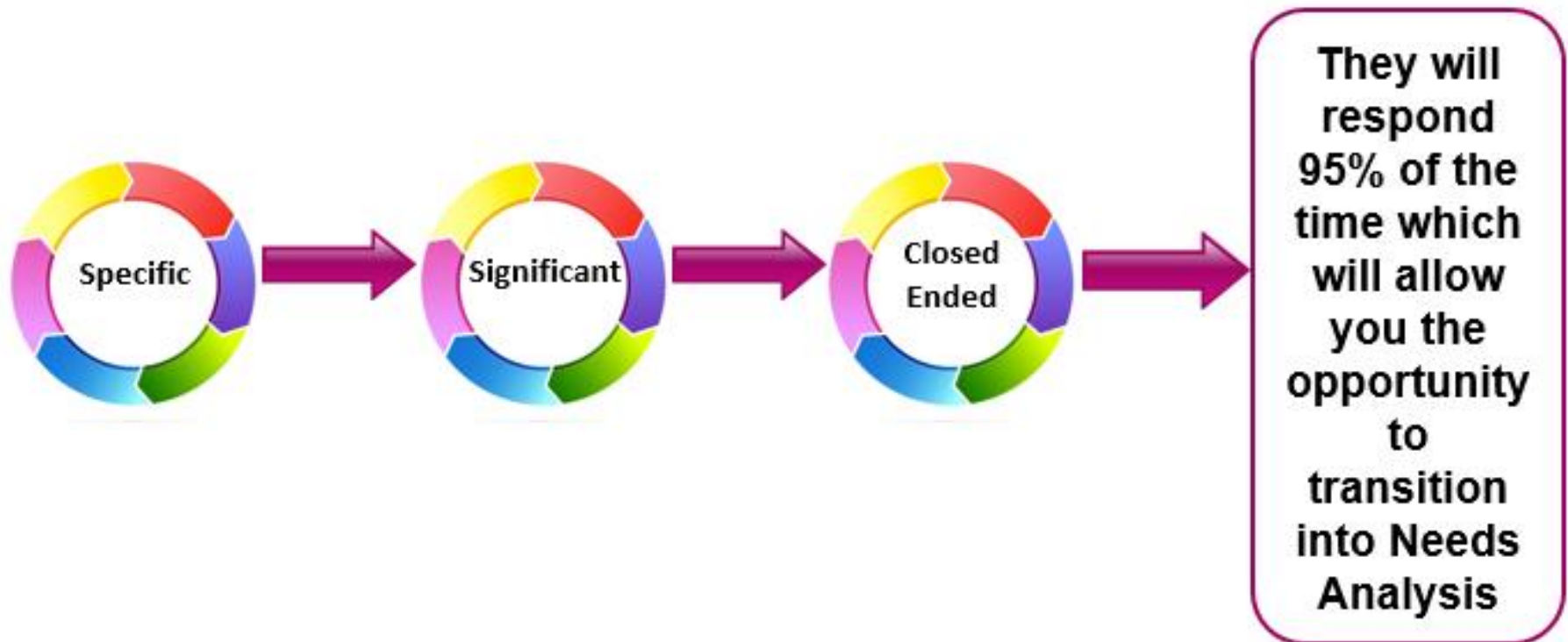
- The Call Opening is not the step of the sales process to either:
- Make the Sale
- Save the Sale
- The ultimate goal of the Call Opening is to gain agreement to proceed to the Needs Analysis...period!

Here's an example of what it might sound like...

Call Opening Example:

“Mr. Landscaper, my name is _____ with _____ Media Company here in the _____ area. I apologize for driving over here without an appointment, however I was doing some research on your company and noticed something on your website that may allow me to possibly help you win a few additional landscaping contracts with residential and possibly even some commercial clients. It has to do with your computerized design. *Would you be willing to physically go to someone’s home or business and take a photo, then come back with two or three different possible new landscape designs that your company would then be able to install for them?*”

How well does this approach work?



Making the Connection Example cont'd

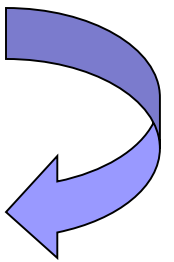
Landscape Contractor:

Sure, as long as it's within a 25 mile radius...

why are you asking?"

Sales Rep:

"That's actually one of the reasons I wanted to talk to you today... ***I may be able to help you attract a few more of these types of clients,*** as well as few others. However, there may be some additional questions they may need answers to first...may I check with you on a few other questions they may have?"





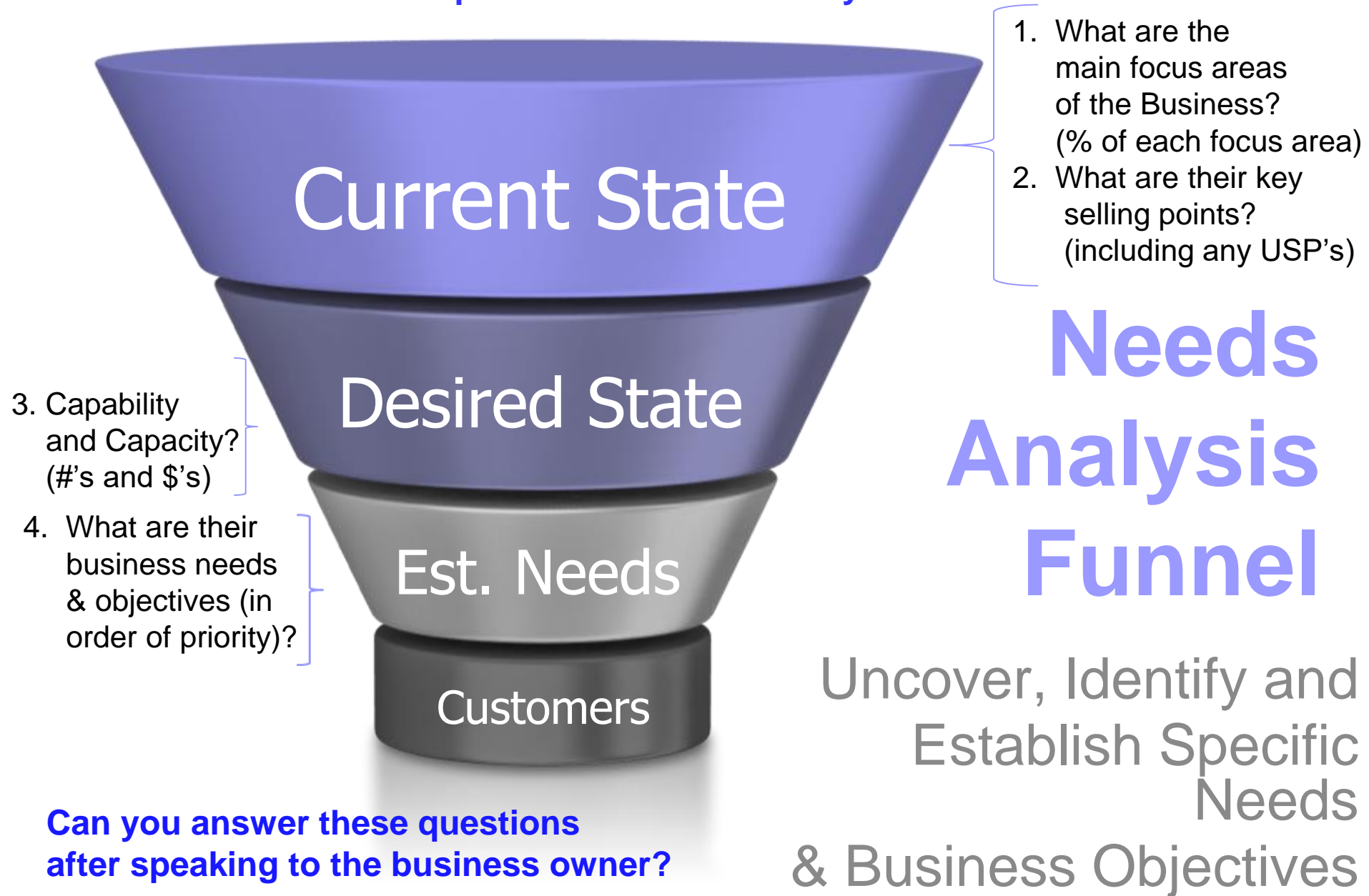
Transition to the Needs Analysis:

- Remember, the goal of the Call Opening is to transition to the Needs Analysis step...either right now...or set an appointment to do soon (within 48 to 72 hours if possible)
- It's not the step to make the sale
- It's not the step to save the sale (with an existing client)
- Get to the Needs Analysis...everything will happen here

Overcoming Objections:

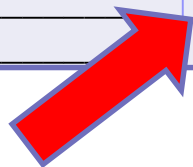
- In our world, we're only really going to hear four different types of objections...if you can handle those...you'll be fine. They are:
- Keep it the same (with an existing client)
- I want to cut back (with an existing client)
- I'm going to a competitor (or already with a competitor (either existing client or new prospect))
- I want to cancel completely or I'm not interested (either existing client or new prospect)

Four Main Aspects of the Needs Analysis



What are the main focus areas/ profit centers of the business:

Landscape Design 30% to 50%	Lawn Maintenance 20% to 30%	Irrigation Systems 20% to 10%	Landscape Lighting 30% to 10%
<ul style="list-style-type: none"> -Are you able to provide a wide variety of plants, trees, flowers, shrubs, etc. - Do you offer seasonal color changes all year? - Can you provide grading and water drainage? 	<ul style="list-style-type: none"> - In addition to mowing, do you also provide edging? - Do you offer any type of pruning for trees & bushes? - Is there full clean-up after each mowing & edging? - Do you use your own staff? 	<ul style="list-style-type: none"> - Do you offer system check-ups & inspections? - Are you able to repair all types of irrigation systems - Do you offer backflow testing w/ maint. checks? - Offer re-configurations? 	<ul style="list-style-type: none"> -Are you able to offer all types of outdoor lights such as, spot lights, flood, deck, hardscape, LED, area path and well lighting? - Can you offer all types architectural lighting?
_____	_____	_____	_____
_____	_____	_____	_____



Capability & Capacity (#'s & \$'s)

(how much business are you doing now vs. how much more could you do?)

To go from _____ # of jobs to _____	To go from _____ # of jobs to _____	To go from _____ # of jobs to _____	To go from _____ # of jobs to _____
# of jobs to get closer to \$ _____	# of jobs to get closer to \$ _____	# of jobs to get closer to \$ _____	# of jobs to get closer to \$ _____

Summary of Business Needs and Objectives

Overall Potential \$ Amount = _____

"With your permission, I would like to take the time to see if I can develop some ideas that may be able to get you closer to \$ _____ this amount, would that be okay with you?"

Critical “Needs Analysis” Points:

1 What are the main focus areas/ profit centers of the business:

Landscape Design ³ 6 30% to 50%	Lawn Maintenance ⁴ 7 20% to 30%	Irrigation System ⁵ 8 20% to 10%	Landscape Lighting ⁹ 9 30% to 10%
-Are you able to provide a wide variety of plants trees, flowers, shrubs, 16	- In addition to mowing, do you also provide edging 23	- Do you offer system check-ups & inspections 30	-Are you able to offer all types of outdoor lights such as, spot lights, flood, 30
- Do you offer seasonal color changes all year 17	- Do you offer any type of pruning for trees & bushes 24	- Are you able to repair types of irrigation systems 30	deck, hardscape, LED, area path and well lighting? 30
- Can you provide grading and water drainage? 18	- Is there full clean-up after each mowing & edging? 25	- Do you offer backflow testing w/ maint. check 31	- Can you offer all types architectural lighting? 31
19	- Do you use your own staff? 26	- Offer re-configuration 31	
20			
21			
22			

1. If the sales rep executes this well... the SMB should be *“selling the sales rep”* ...not the other way around!!!



2. Also, once the sales rep is completely sold on the SMB, based on the answers they give ...the SMB has to love the creative ideas later... *they were their ideas!!!*

Capability & Capacity (#'s & \$'s)

(how much business are you doing now vs. how much more could you do?)

To go from _____ # of jobs to _____	To go from _____ # of jobs to _____	To go from _____ # of jobs to _____	To go from _____ # of jobs to _____
# of jobs to get closer to \$ _____	# of jobs to get closer to \$ _____	# of jobs to get closer to \$ _____	# of jobs to get closer to \$ _____

Summary of Business Needs and Objectives

Overall Potential \$ Amount = _____

“With your permission, I would like to take the time to see if I can develop some ideas that may be able to get you closer to \$ _____ this amount, would that be okay with you?”

3. One final critical point on the Needs Analysis step.

Once the sales rep has started to conduct the Needs Analysis, It's critical they stop the call after 7 to 10 min to tell the SMB

why they are asking these questions...and what's in it for them to continue!!!

“Solutions Meeting”

Sales Rep



After the Sales Rep has conducted
A thorough “Needs Analysis”
It’s time to meet with the solutions
experts to brainstorm and develop
the right solutions for the SMB based
on their specific needs...to make

“The Right Sale”

The people who attend this meeting could be:

- The Sales Rep’s Sales Manager
- Artists (print solutions)
- Your Platform experts www.yourwebsite.com
- SEM, SEO, and Display experts
- Social Networking experts
- And others

Note: The members of the Solutions Team should have the right
to ask the sales rep if they can answer the following questions:

1. What are the main focus areas
2. What are their key selling points (for each focus area)
3. What is their Capability and Capacity (#’s & \$’s)
4. What are their Business Needs (in priority)

“Solutions Meeting”



Critical Note:

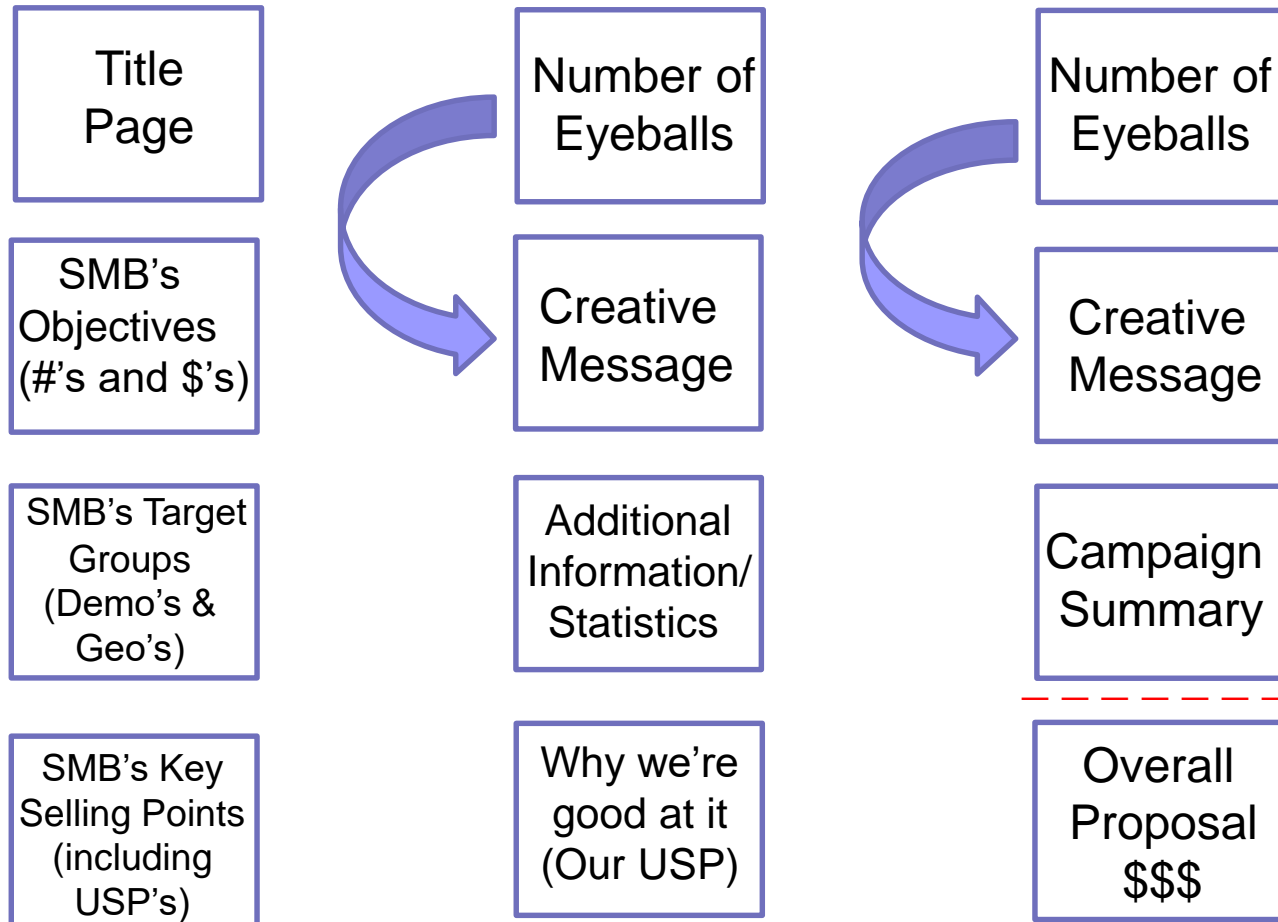
Success cannot be defined as making a sale...it must be defined as making the “Right Sale” if you want to keep this client as a long-term customer!

Things to consider:

- What are the creative messages that will make potential customers want to buy these products /services?
- Is this a product or service that you can create the desire or need for?
- What’s the demand for the SMB’s products or services in their desired geographic areas?
- How much competition is there for those products or services in those geographic areas?
- What is the average value of the order (AVO), as well as the lifetime value of the customer?
- How much additional business can handle (want and need)?
- Which solutions will give the SMB the best results (products, frequency)?

Your Proposal and Solutions Deck should always tie back to the SMB's Business Needs and Objectives!!

Note: It's still all about them!



*If this is done well,
the SMB should be
excited to put these
creative message
In front of those
eyeballs!*

**It's critical to gain
agreement in
principle...before
attempting to gain
agreement in price!**

The *Moment of Truth* when presenting your “Creative Message”

- When you show your first creative message...this is truly the ***Moment of Truth!***
- Watch their reaction
- Are they excited?
- Are they smiling?
- What does their body language say?
- What does their facial expressions say?
- They should love the idea...because it was ***their idea!***
- However, If they are not excited about what they have just seen...most likely you don't have a sale
- Ask for their opinion...do they like this idea, concept, or creative message?
- Do they think it will work?
- If not, either attempt to fix it...or ***go back***. Under no circumstances continue on with the presentation. It will almost always result in a no-sale
- Do not blame the business owner...take responsibility and offer to develop new solutions and if you need to go back to the Needs Analysis



Here's an example of showing the potential "Number of Eyeballs" And the "Creative Message" to gain agreement in principle



landscape contractors raleigh nc



Web

Maps

Shopping

News

Images

More ▾

Search tools

About 130,000 results (0.66 seconds)

Hicks Landscaping Raleigh - HicksLandscape.Com

Ad hickslandscape.com/RaleighLandscape ▾

Professional Landscapers With 18+ Years Of Experience. Free Estimate!

[Project Photo Gallery](#)

[Questions? Give us a Call](#)

[Setup a Free Estimate](#)

[About Our Company](#)

Free Landscape Designs - acmelandscaping.com

Ad www.acmelandscaping.com

We'll create up to 3 custom computerized designs. Give us a call today

📍 123 Main Street Raleigh, NC - ☎ 919-555-1234

[Landscape Designs](#) - [Lawn Maintenance](#) - [Irrigation Systems](#) - [Landscape Lighting](#)

General Contractor Raleigh - raleighhouseinspector.com

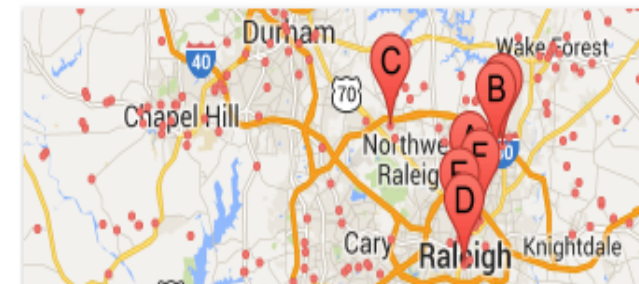
Ad www.raleighhouseinspector.com/ ▾

Local & Reliable Home Contractors Raleigh, NC, Call Us Now

North Carolina Contractors' Registration Board | Home

www.nclcrb.org/ ▾

Raleigh, NC 27619. T: ☎ 919-266-8070 | F: 919.782.9470 nclcrb@nclcrb.org. The



Map for **landscape contractors raleigh nc**

Ads ⓘ

Affordable Lawn Care

www.redleafnc.com/ ▾

☎ (888) 799-2329

"Residential & Commercial"

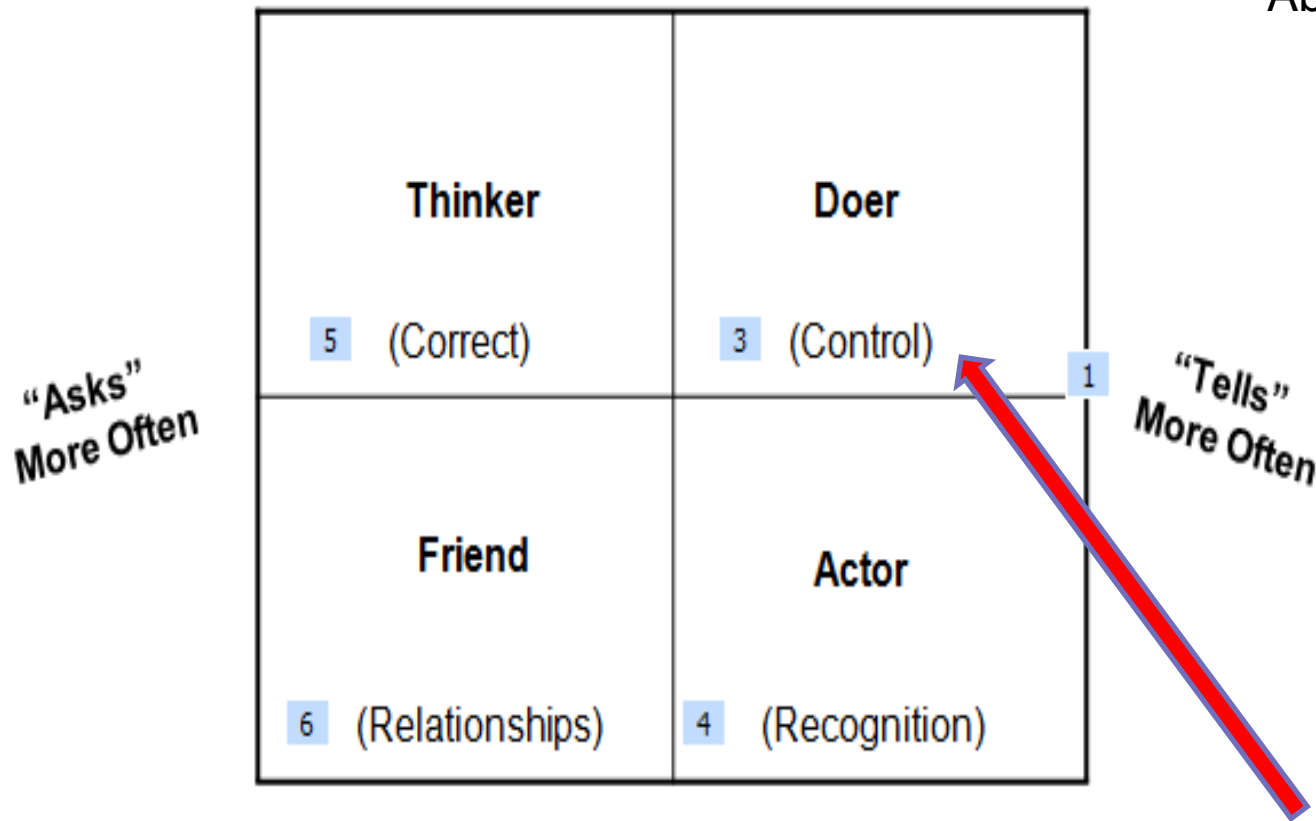
for all your **landscape** needs

📍 Knightdale, NC

Let's use an actual case study:

- The name of the business is Harbor Place Independent Living Community in Corpus Christi, TX
- The owner's name was Rick
- The person at the Corpus Christi Caller-Times Newspaper who wanted me to go on this call with him was Ben Blackwell-The Online Product Specialist
- He had already tried to get Rick to talk to him...unfortunately those attempts didn't go too well

Behavior Styles



Remember when we talked
About how :

Business Owners
tend to be
"Risk-Takers" which
also means
they tend to be:
-**"Impatient" by nature**
-More of "Teller" vs.
an "Asker"
-Want to do things
"Their Way"
-Go straight to the
"Bottom Line"

Rick (the owner) was definitely a "Doer" style. When he saw Ben and me walk in
He looked at Ben and said, **"I've got your rates...I'm good"**.

How do you get the attention of someone like “Rick”?

- The only way that we have consistently been able to win over Doer Style customer's like Rick is to be able to “Disturb his complacency”
- This approach actually works well with the other styles if done correctly
- This means being able to speak his language...which requires some research

What if I don't know anything about the business or industry?



Choosing an Independent Living Facility



Search

About 4,820,000 results (0.19 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

New York

Change location

All results

Related searches

More search tools

Ads - Why these ads?

[Independent Living Facilities | TheRegencyAtGlenCove.com](#)

[www.theregencyatglencove.com](#)

Boutique Senior Living Facility in Beautiful Glen Cove, NY.

[Independent Senior Living | SeniorsForLiving.com](#)

[www.seniorsforliving.com](#)

Find Independent Senior Living Near You. Our Free Service Makes It Easy

[Independent Living Costs | BestSeniorCareOnline.com](#)

[www.bestseniorcareonline.com](#)

Get Pricing & Service Info on Top 5 Senior Living Communities by Zip

[Assisted Living Facilities: Tips for Choosing & Making the Transition](#)

[helpguide.org/elder/assisted_living_facilities.htm](#)

Is **assisted living** right for you? Learn more about your options and find tips for **choosing** the right **facility** for you and making the transition easier.

What is an Assisted Living ... - Is an assisted living facility ...

[\[PDF\] Guide to Choosing an ... - Assisted Living Federation of America](#)

[www.alfa.org/.../getfile.cfm_product_id=94&file=ALFAchecklist.pdf](#)

File Format: PDF/Adobe Acrobat - Quick View

Seniors who **choose assisted living** enjoy ... dental care **facilities**, adult congregate living **facilities**, ... without care, **assisted living** communities help seniors ...

[Independent Living Facilities: Choosing the Best for Your Loved One](#)

[www.seniorhomes.com/p/independent-living-facilities/](#)

A guide on how to select an **independent living facility**. Learn more about **independent living** facilities or find an **independent living facility** near you in our ...

[Choosing an assisted-living facility - Consumer Reports](#)

[www.consumerreports.org > Home > Money](#)

From Consumer Reports Money Adviser, the following report includes expert advice and recommendations on how to find an affordable **assisted living facility** for ...

Ads - Why these ads?

[Independent Living in NY](#)

[www.kittayhouse.org](#)

Value and Independence for Seniors
Not just an apartment - a Life

[Assisted Living Facilities](#)

[www.thekensingtonal.com](#)

Assisted Living and Memory Care
Residence. Enjoy Luxury Amenities.

[Active Retirement Living](#)

[www.viliving.com](#)

Various levels of care options are
available. Call today & learn more!
537 Riverdale Avenue, Yonkers, NY

[Senior Independent Living](#)

[www.seniorlivingfinder.org](#)

Free Online Recommendation Engine
Find The Right Community Today!

[Princeton Windrows](#)

[www.princetonwindrows.com](#)

Luxury **independent living** community
with limited time special savings.

[NY Independent Living](#)

[www.assistedlivingmatch.com](#)

Free Info & Resources on **Assisted
Living** Options. Search Online Now!

[Assisted Living In NY](#)

[www.oysterbayseniorcampus.com](#)

Dementia Care Long Island Senior

Call Opening Example cont'd


“Rick, my name is _____ with the Caller-Times Newspaper. I know that Ben was out recently and talked to you a little bit about the newspaper and as you just mentioned, gave you the rates. One of the reasons we stopped back is to ask you, if a son or daughter wanted to check out your independent living facility for their mother or father, would they be able to walk in here and speak to *any* of the residents...or do you have specific residents that you would rather they talk to?”

Note: Our research shows that asking a short closed-ended Specific and Significant question will be answered over 95% of the time!



Our findings have been:

- If your opening questions are:
- Specific to their business
- Significant
- Closed-ended
- They will respond to your question 95% of the time
- Which will allow you the opportunity to successfully transition to the Needs Analysis most of the time!



What if you have an existing client...and you've handled it for years?

- It's not a problem to say to the advertiser, "Mr. Business Owner, before we review your current advertising program I wanted to run a quick idea by you. A few days ago I was taking a look at your account and I tried put myself in the shoes of one of your potential customers. I actually made a list of questions that I thought a potential customer interested in your facility might want answers to... and I wanted to see if I could run some of these questions by you to see if they would be relevant for you and I to discuss...would that be all right?"

Here's what the conversation sounded like with Rick

- Rick: “Yes, they can they speak to any of my residents...and I'll walk away!”
- Our response: “That's impressive, especially since there are facilities that only want you to talk to certain residents. Rick, would it also be possible to stop by during lunch and try out the food?”
- Rick: “Yes, they can sample the food. We have a new chef and the food is great...not only that, they can even spend the night! Why are you asking?”

What's the goal of the Call Opening?

- Answer: To transition to the Needs Analysis
- Our response: “Rick, the reason for our questions is, if a son or daughter knew what you just told us about your facility would there be a pretty good chance that your place would have to be at least one of the places they would check out for their parent?”
- Rick: “That’s our hope.”



Here's the Transition:

- Our response: “Rick, that’s exactly why we we’re asking you those questions. We may be able to help you attract a few more sons and daughters who are looking for an independent living facility like yours...do you have a few minutes for us to share a few quick ideas with you?”
- Rick: “I’ve got five minutes.”

So, about 35 minutes later...Ben and I found out...

Needs Analysis with Rick

- First Level Questions:
- We found out that from a safety perspective Rick has 24/7 Live-in Managers working for him that act more like family members than managers (and most other facilities' managers leave at 5pm)
- Every month there's a big event, such as a huge outdoor BBQ...where Rick is the cook!
- A lot of fun activities
- Pets are welcome
- USP = When you become a resident here unlike other places **“You're Family!”**

One of the goals of First Level Questions is to be able to properly “Promote” their business!

Needs Analysis with Rick cont'd

- Second Level Questions:
- Our question: “Rick, your website states that you have 160 apartments here...would you mind if we asked how many are occupied now?”
- Rick: “130 units are occupied now.”
- Our question: “Okay, and according to your website the lowest price for each apartment is \$2,000 per month...so, would that mean that you could have another \$60,000 per month?”
- Rick: “Yes, that sounds right?”

The goal of Second Level Questions is to find the Opportunity/Gap based on the businesses' capabilities and capacity

Needs Analysis with Rick cont'd

- Third Level Questions:
- Our question: “Rick, with your permission would you be all right if we attempted to come up with some ideas that might be able to get you **closer to** filling the additional 30 units you have available...by the way, you’re under no obligation to buy anything.”
- Rick: “Go ahead, but I can tell you right now there’s no way that I’m spending more than \$1,000 per month and I’m not doing anything online.”

The goal of Third Level Questions is to establish specific business needs/objectives!



Harbor Place

Independent Living Community

Presented By:

Benjamin Blackwell

Online Product Specialist
Corpus Christi Caller-Times
blackwellb@caller.com
361.886.3625

Presented by:

Mike Centorani

Google Consultant



Business Objectives:

- To get closer to filling the additional 30 available units which would mean an additional \$60,000 per month or \$720,000 per year!



Target Groups:

- Approximately 65% of the decisions to choose a specific independent living facility are made by the sons and daughters (for their mothers and fathers)
- Approximately 35% of the decisions to choose a specific independent living facility are made by the individual themselves (usually over 65 years old)
- Most individuals are retired, slightly higher income, currently living within a 25 mile radius of Harbor Place



Key Selling Points:

- Unlike many other independent living facilities where people become just a number...at Harbor Place Independent Living...you become part of their family!
- You have 24/7 live-in managers that are more like family members than staff (unlike other facilities where the staff leaves at 5pm)
- Monthly activities that encourage family members to visit at least once a month
- An activities director that helps keep the residents active everyday
- Pets are also allowed (unlike other facilities that don't allow them)
- Great food with a great chef
- On-site hair salon
- Free daily shuttle service to grocery stores, doctors visits, parks, etc.
- Able to stay free of charge at over 300 locations nationwide
- Free trial visit, tour, and/or free lunch

Where do your potential target groups go to get information?

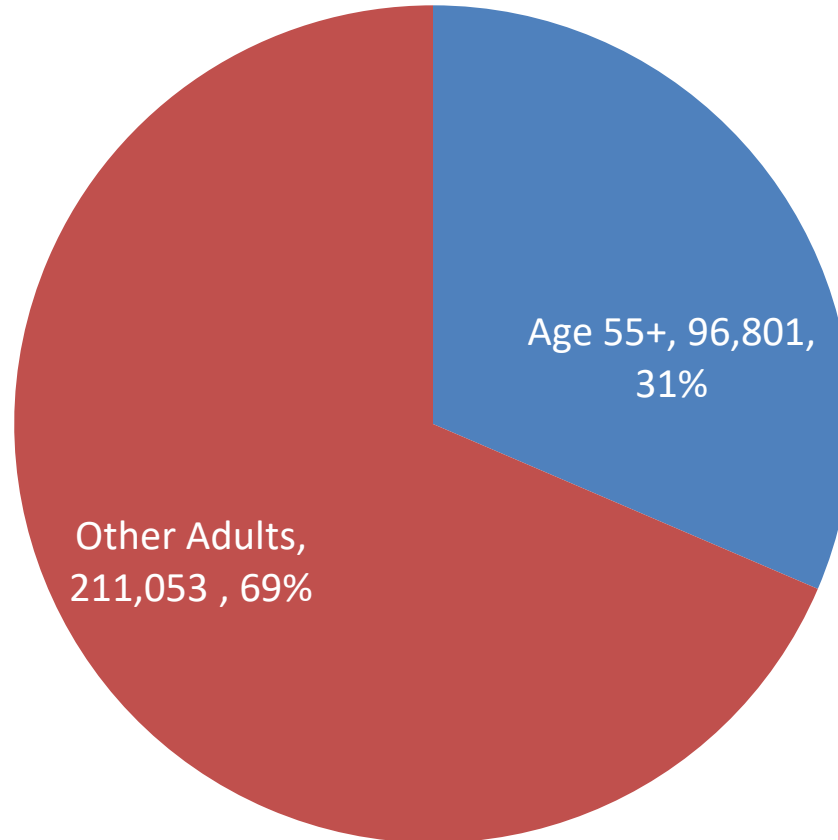


Caller-Times Circulation & Readership

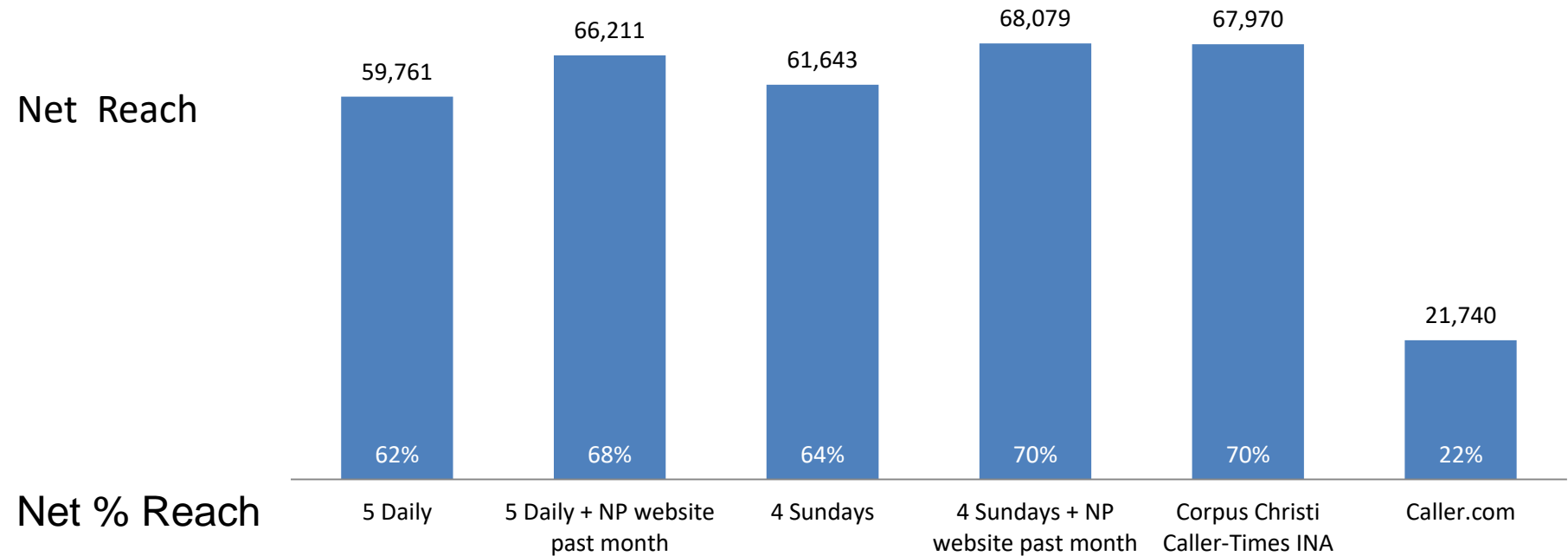


Source: ABC Audit Report, 03/31/10; Wilkins Research, 2008 (Base: 289,700 adults age 18 or older in the Corpus Christi CBSA)

Adults in the Corpus Christi Age 55+



Corpus Christi Caller-Times Reach Among Adults Age 55+



**What if potential residents
who read the newspaper everyday....saw this?**



At Harbor Place Independent Living Community... *You're Family*

We welcome you to come in and meet any of our residents, take a tour, enjoy a **free lunch**, or even **stay the night on us**.

Because once you do... you'll never want to leave.



Our 24/7 Live-In-Managers will become more like family members than staff - and are always there for you.

- Delicious, Chef-Prepared Meals
- Life Enrichment Programs
- Pet's Welcome - They're Family Too
- Complimentary Shuttle Service
- Activity/Exercise Room
- On-Site Barber / Beauty Salon
- Spacious 1-2 Bedroom Suites
- Travel and Stay at Anyone of Our 300 Locations Nationwide

Upcoming Events

October 15th



Residents BBQ Kickoff!

Come enjoy the best BBQ brisket this side of the Mississippi and meet our friendly staff. You'll enjoy talking with our residents. Don't be late, we start serving at 4 p.m.! Call ahead to let us know your coming!

October 15th, 2011, 4p.m.

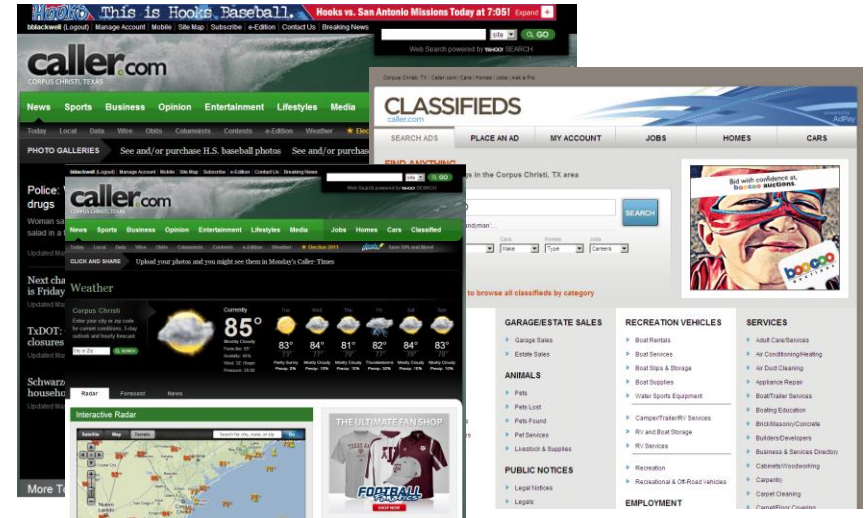
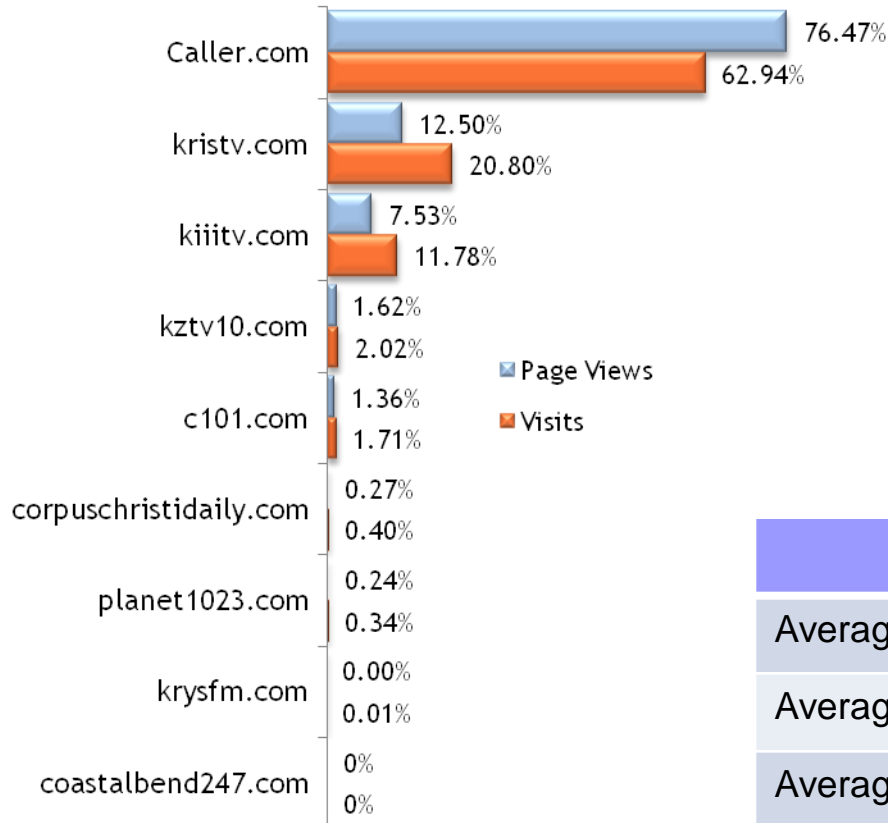
Schedule Free Tour - 361.693.5540

5518 Lipos Boulevard, Corpus Christi, TX 78413

Come in and experience your new home to believe it.

Corpus Christi Market Page Views & Visits - December 2010

caller.com

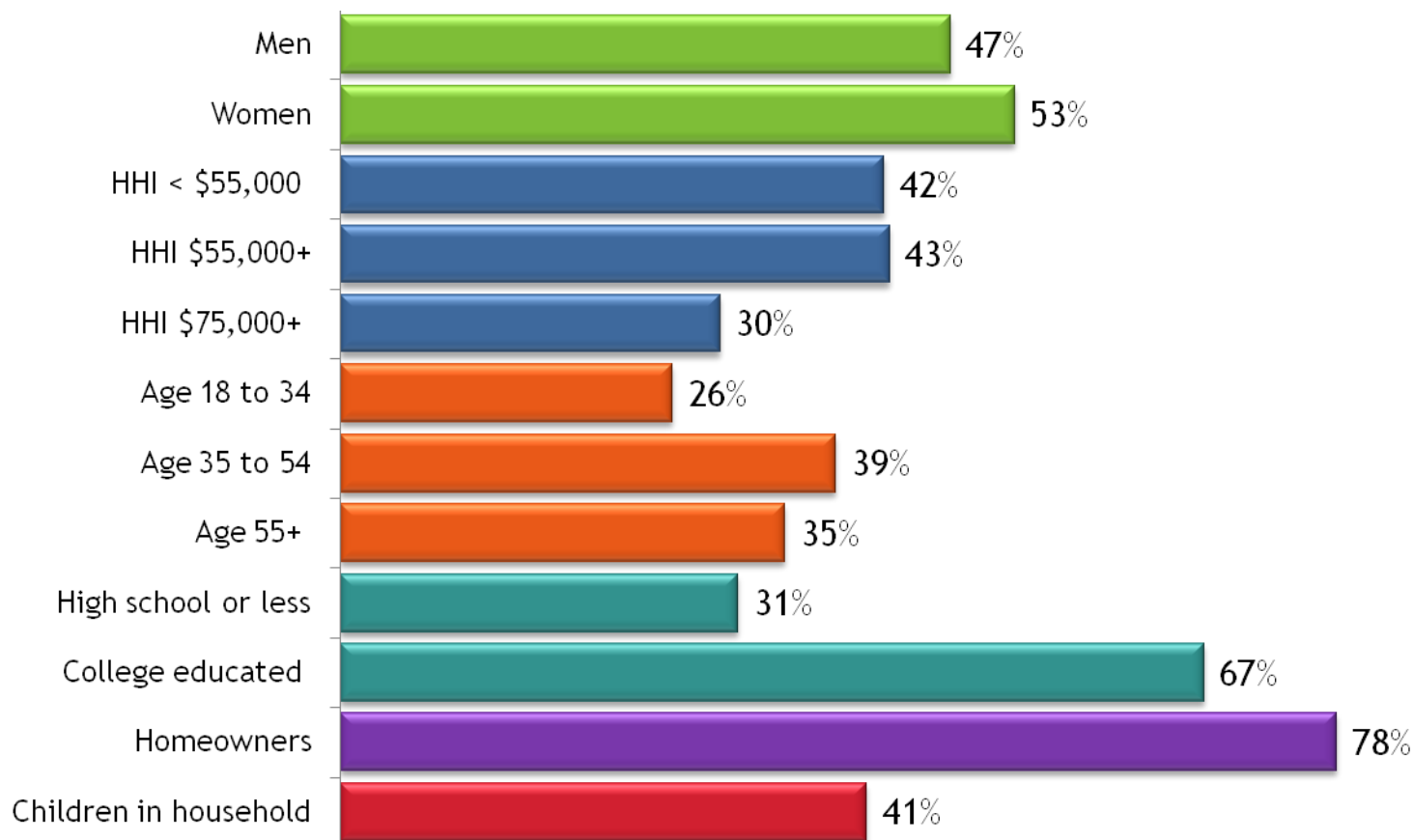


Caller.com Overview

Average Monthly Page Views	5,707,556
Average Monthly Visits	1,040,525
Average Monthly Unique Visitors	575,970

Source: Hitwise, December 2010

Source: Omniture, Q4, 2010 Averages



Lifestyles



Home & Garden

[Garden Tips](#) [More](#)

Stories

Media

- **Much to be thankful for with gardening**
Published 11/18/2011 at 12:00 p.m. 0 comments
- **Coastal Bend garden calendar: 11.18.11**
Published 11/18/2011 at 11:59 a.m. 0 comments
- **Ask the Garden Pro: Plumeria**
Published 11/18/2011 at 11:58 a.m. 0 comments

Family

[More](#)

Stories

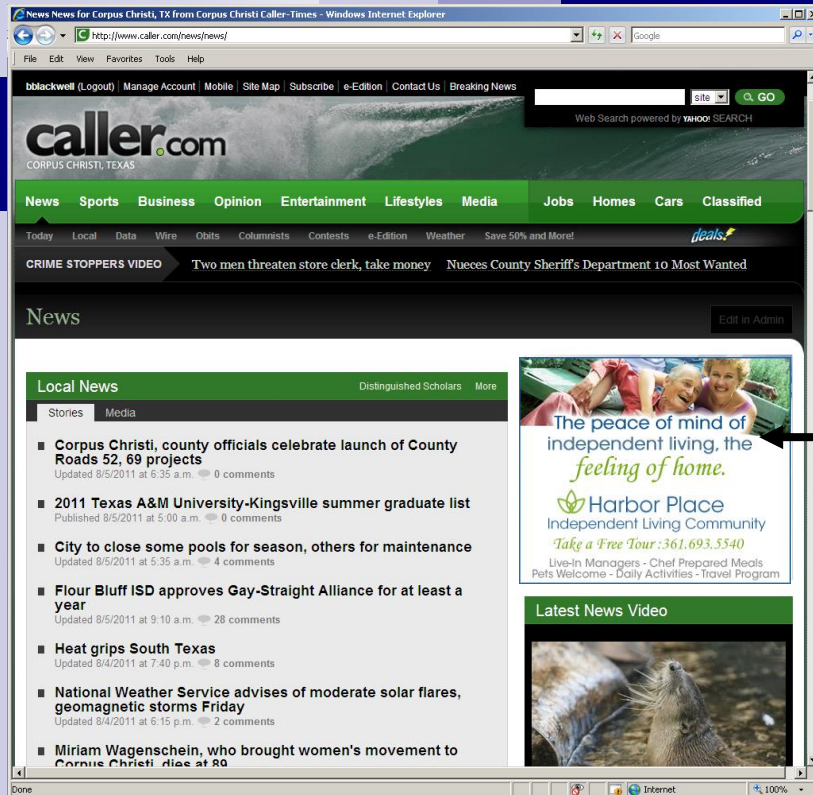
Media

 **Harbor Place**
Independent Living Community
Your Family is Our Family.
Live-In Managers - Chef Prepared Meals
Pets Welcome - Daily Activities - Travel Program
Free Tour + 1 Free Night Stay
361.693.5540 | 5518 Lipis Boulevard



Local Lifestyles Video

caller.com



An advertisement for Harbor Place Independent Living Community. The top half features a photograph of an elderly couple smiling and sitting on a green bench outdoors. Below the photo, the text reads 'The peace of mind of independent living, the feeling of home.' in a mix of blue and green fonts. The 'feeling of home.' part is in a cursive script. Below this is the Harbor Place logo, a green stylized leaf, followed by the text 'Harbor Place Independent Living Community' in blue. Underneath is the phone number 'Take a Free Tour: 361.693.5540' in green. At the bottom, in a smaller blue font, are the details: 'Live-In Managers - Chef Prepared Meals' and 'Pets Welcome - Daily Activities - Travel Program'.

Halo

How many people use Google to look for an Independent Living Facility?

Google

independent living facilities corpus christi tx

Web Maps News Shopping Images More Search tools

About 888,000 results (0.45 seconds)

Harbor Place-Welcome Home - holidaytouch.com/our-communities/harbor-place
Ad www.holidaytouch.com/our-communities/harbor-place
At Harbor Place Independent Living-You're Family. Stop by for a tour!
Corpus Christi, Texas - (361) 693-5540
Rooms - Amenities - Activities - Virtual Tour

Independent Senior Living - SunriseSeniorLiving.com
Ad www.sunriseseniorliving.com/
Full-Service Communities Providing Quality, Customized Living Options!

Independent Living - Compare Prices, Pictures, Amenities
Ad www.seniorhomes.com/Corpus_Christi
15 Facilities in Corpus Christi, TX
Ft Worth Independent Liv - San Antonio Independent Liv - Texas Independent Living

Corpus Christi TX Independent Living Retirement ...
www.aplaceformom.com » Independent Living » Texas
Your guide to Corpus Christi TX independent living retirement communities. Talk to an advisor to get detailed information about local Corpus Christi senior ...

Independent Living Facilities
www.whittenheights.com/
(562) 265-9300
Providing Amazing Personal Care For California's Elderly-Call For Tour

Senior Independent Living
www.senioradvisor.com/CorpusChristi
Corpus Christi Independent Living.
Compare Reviews, Photos, & Costs

Senior Living Communities
www.seniorhousingnet.com/Los_Angeles
273 Communities in Los Angeles!
Compare Prices, Pictures & More.

Senior Living Communities
www.belmontvillage.com/SeniorLiving
True Community & Expert Senior Care

Campaign Summary:



Newspaper Ad – 2x weekly + Sunday
for two months

Harbor Place-Welcome Home - holidaytouch.com/our-communities/harbor-place

Ad www.www.holidaytouch.com/our-communities/harbor-place

At Harbor Place Independent Living-You're Family. Stop by for a tour!

Corpus Christi, Texas - 361-693-5540

Rooms - Amenities - Activities - Virtual Tour



Caller.com Display Ads
- 4x weekly for two months

Search Engine Marketing Campaign
- Paced out over three months

Your goal was to get closer to filling the additional 30 units you currently have available which would be worth \$60,000 more per month....how well do you think this program would work to get you closer to this number?

Campaign Investment = \$4,900/mo

What was the final outcome?

From: "Blackwell, Benjamin" <BlackwellB@caller.com>
Date: Wed, 9 Nov 2011 06:53:43 -0800
To: Mike Centorani<mcentorani@gmail.com>
Subject: Harbor Place

Had their first ad run today in the A section of the newspaper!

Rick is spending all \$9800 he has with us for his 2011 budget. \$2k is online!

What a great process!

Benjamin D. Blackwell

Product Specialist

Display + Search + Social + Email Marketing

Certified Sales Representative : Google AdWords

E.W. Scripps | Caller-Times

[361.886.3625](tel:361.886.3625)

[361.429.1644](tel:361.429.1644) (cell)

benjamin.blackwell@caller.com

By following his sales call process we were able to put together an advertising campaign that was not only a larger spend, but incorporated more of our products.

Mike's sales call process also gave us the ability to create more effective advertising messages, in fact the very first day his ad published he called to thank us, and let us know his phone was already ringing."

Benjamin D. Blackwell

Product Specialist

Display + Search + Social + Email Marketing

Certified Sales Representative : Google AdWords

E.W. Scripps | Caller-Times

[361.886.3625](tel:361.886.3625)

[361.429.1644](tel:361.429.1644) (cell)

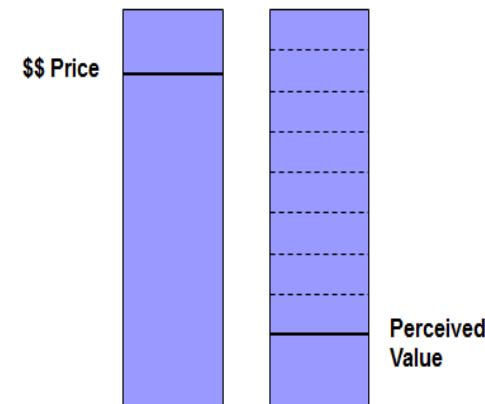
benjamin.blackwell@caller.com

Gaining Agreement in Principle before Gaining Agreement in Price

Question: How many of your sales reps make sure they gain agreement in principle **before** gaining agreement in price?

Let's properly define what "Agreement in Principle" means:

- It does not mean simply asking the SMB,
"So, what do you think of these ideas?"
- It also means asking the SMB,
"How well do you think these ideas will work?"
- It means setting realistic expectations with the SMB **BEFORE** discussing the total investment price!
- By discussing how well you think the ideas and solutions will work before discussing price it will keep the guard down, allow you to determine the SMB's perceived value of the ideas...and if you don't set realistic expectations now...they will on their own later!



In Summary, to be successful selling media to SMB's in 2016 ...and retaining their business in the long term?

- Your Sales Reps will need to become “Mini-Ad Agencies”
- It starts with your sales reps becoming experts on the SMB's business (by doing the right homework first)
- Asking the right questions and customizing the right solutions
- Staying disciplined to the Sales Call Process
- Make the Right Sale and become the SMB's Trusted Advisor!

Best of success the rest of 2016!



Mike Centorani – Co-Founder
www.salestransformationnow.com
mike@salestransformationnow.com