


Howdy! I'm Rufus.
Welcome to
**"The Silver Sales Bullets
of 2020's First Six Months."**
We'll start at the top of the hour.
In the meantime,
you may bask in my
handsomeness.
And fyi, you're muted!



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RDR REVENUE
DEVELOPMENT
RESOURCES

**From Influence to Impact:
The Silver Sales Bullets of 2020's First Six
Months**
Courtesy of
America's  **Newspapers**

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Who We Are



Married 36 years
(34 years have been great)

Mark Levy
President
36+ years in sales, management
& consulting



Holly Levy, Esq.
Vice President
17+ years in customer service



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MAKING DOLLARS AND SENSE FOR MEDIA

America's  Newspapers

CERTIFICATE OF COMPLETION



AWARDED TO

FOR SUCCESSFULLY COMPLETING

The Silver Sales Bullets of 2020's First Six Months

Mark A. Levy
PRESIDENT, RDR

JUNE 17TH, 2020

Patty Slusher
DIRECTOR OF PROGRAMMING



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So We Are Looking For...



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Silver Bullets!



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Truth:

**The further away from the problem,
the easier it is to give advice...
Today I'm in Texas so depending upon
where you are...**

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In some ways,
we've been here
before:

From 2008:



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Consumer Credit-Card Pinch Leads Consumers To January Worst on Record for Retailers

Lowest rate in 8 activity.

Toyota Opens L

Industry Association: Sales Up a Mere 0.5% Over Last Year

By [Natalie Zmuda](#)

By JOHN D. STOLL and NORI
February 8, 2008

[Toyota Motor Corp.](#) has begun offe
downturn in the U.S. auto industry i

The seven-year loans are unusually !

The move reflects the lengths to whi
relied on in the past. Over time, big
practice. Chrysler recently began of

George Borst, chief executive of To
started offering seven-year car loans:
represent 4% of all cars Toyota Fin

company us

Oil and natu
publicly trad
output also
from signific
barrel earlier this year.

Chevron Corp., the No. 2 U.S. oil company, also reported Broddingnagian
profits. ...

economic activity wa
were struggling with
credit squeeze which
standards.

Published: February 07, 2008

NEW YORK (AdAge.com) -- For retailers across the country,
January will be one for the record books, although not in the
way they had hoped.



Wal-Mart, which touted steep
promotions throughout the month,
reported a weak 0.2% rise in
same-store sales.
tracking same-store sales among U.S. retailers in 1969. The
industry association said sales across the U.S. grew a meager

Following an [already dismal
holiday season](#), discounters
and specialty chains alike
reported worse-than-expected
results for the four-week
period ended Feb. 2. The
month goes down in history as
the worst January on record
for retailers since the
International Council of
Shopping Centers began

ride out the most severe

y cash rebates that they have
are now trying to curtail the
sts to tempt buyers.

rancisco that the company
month deals, have risen to

e
redit report
nline.

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Silver Bullets!



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Learn What Today's Reality Is

Learn Business and You Will Have An Advantage Over Your Competitors

Learn Curiosity and You Will Increase Your Advantage

Learn Empathy and You Increase Your Advantage Even More

Learn To Think and You Become Unstoppable

Resolve to ...

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Be in Tune With Today's Reality

The Movie "Mr. Mom" really speaks to this, and here's the important clip:

<https://www.youtube.com/watch?v=C9zdNHPECyE>.

Ask EVERY Client (Congrats to David Dallon as he caught the omission, done on purpose to see who was paying attention):

"What are 2 things we can do to better serve you today that we were not doing before?"

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Learn Business and You Will Have An Advantage Over Your Competitors

"We The Economy"

<https://wetheeconomy.com/topics/>

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What is a Recession?

- 6 straight months of downturn in the GNP* with average 3% decline
- Typically last about 10 months
- 29 recessions since 1854 - one every 4 to 5 years

*Gross National Product (GNP) is an estimate of total value of all the final products and services turned out in a given period by the means of production owned by a country's residents. GNP is commonly calculated by taking the sum of [personal consumption expenditures](#), private domestic investment, government expenditure, [net exports](#) and any income earned by residents from overseas investments, minus income earned within the domestic economy by foreign residents.

Bureau of Economic Research

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Many Recessions? Yep!

Recession	Duration
Nov 1948 - Oct 1949	11 months
July 1953 - May 1954	10 months
August 1957 - April 1958	8 months
April 1960 - February 1961	10 months
December 1969 - November 1970	11 months
November 1973 - March 1975	16 months
January 1980 - July 1980	6 months
July 1981 - November 1982	16 months
July 1990 - March 1991	8 months
March 2001 - November 2001	8 months

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The Great Recession 2007-2009

It lasted for about 18 months starting from December 2007 to June 2009. It was the longest recession and was worse than the 1929 Depression. The economic decline started when the housing market in the US went from boom to bust and massive amounts of mortgage-backed securities and derivatives lost value. There was an **increase in housing prices and mortgages**. In the early part of a decade, home prices skyrocketed and thousands of loan **borrowers could not repay their debt**. Wall Street sold financial instruments that were tied to loans that were of little value.

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Survey of 1,600 Consumers

How America Shops (From 2008)

- American shoppers want *what* they want, *where* they want it, and *when* they want it.
- Shoppers are cutting back on their shopping trips and the categories that they buy.
- Middle class shopping is becoming more like lower income shopping.
- Shoppers have become comfortable with their choices to buy less and only what they can afford.
- They will not be buying more of what they already have - it must be new and exciting to justify purchase.

How America Shops, WLS Strategic Retail, Retail Merchandise 1/15/08

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Recession and Consumer Confidence

- Ballooning mortgage payments Not yet
- Threats of foreclosure Not yet
- Rising unemployment Yes
- Tightening credit Not yet
- Potential for job loss Yes
- Shrinking returns on investments Yes
- Fear of inflation Yes
- Cutbacks in discretionary spending Yes
- Lack of confidence ??
- Recession ??

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Yes, Per CNN, Forbes, and The National Bureau of Economic Research

- The standard definition of a recession is "a decline in economic activity that lasts more than a few months." The committee decided this downturn is so severe it earns the recessionary title, even if the recovery begins quickly.
- The bureau's Business Cycle Dating Committee said the expansion peaked in February after a record 128 months, and we've been sliding into a pandemic-driven recession since.
- "Unprecedented magnitude of the decline in employment and production, and its broad reach across the entire economy."

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At the same time, the committee noted the recession could be short-lived. The U.S. added 2.5 million jobs last month after losing more than 22 million in March and April. Many forecasters said they expect economic output to begin growing again in the third quarter.

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Major differences from that last one and today:

- Credit still being offered
- Interest rates are still pretty low
- Gas prices low
- Concerns about what game-changing ramifications Covid 19 / Social Unrest / Supreme Court decisions will have on the world as we knew it.

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Past Recessions: Consumer spending went UP!

DDB Needham Worldwide. "Advertising in Recessionary Times," October 8, 1990

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What will it take for us to learn our diversification lesson?

- Recessions are selective, impacting some industries, products and regions of the country hard and bypassing others almost entirely.
- The Strategic Planning Institute (SPI): "Industry Recession" are those times in which short-term growth lags behind long-term growth by at least four percentage points.
- Industries & products most affected are automobiles, home furnishings, appliances, travel and airlines & **convenience foods**.



Advertising in a Recession, American Association of Advertising Agencies (AAAA) 1999

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Learn from the Winners & Losers

- In 1976, Schlitz beer's media expenditures totaled \$30 million, compared to \$28 million for rival Miller.
- Miller upped its advertising from \$32 million in 1977 to \$50 million in 1978 and \$59 million in 1979.
- When Schlitz finally increased its ad budget to \$41 million in 1979, it was still spending about 25% less than Miller.
- How many people even remember that Schlitz was once the number two brewery in America?



Advertising in a Recession, American Association of Advertising Agencies (AAAA) 1999

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Learn from the Winners & Losers



During the recession of 2001-2002

- Proctor and Gamble expanded advertising and sales of products increased.
- K-mart severely cut back ad spend in Sep and Oct 2001. It saved 5%, but by late Fall, sales had fallen much farther than the money saved on advertising.

Small Market Radio Newsletter, January 31, 2008

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Advice to Advertisers

- Gain market share by taking it away from competitors unable to adjust to shifting market conditions...TOMA 3-7 players
- Keep advertising. Studies have shown that those maintaining or increasing ad outlays during slowdowns wind up outselling rivals who cut back.
- Be aggressive and imaginative.



Survival Tips for Managing During Economic Downturns, Small Business Administration 4/1/95

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Advice to Advertisers

- Make existing products and customers more profitable.
- Don't wait for the market to rebound - failure to take action will accelerate losses.
- Companies that rest on their laurels will end up losing.
- **The best companies don't add new products in a recession, they play with the mix to get more profitable products into the marketplace.**
- Spend more time training and developing staff
- Add additional services
- Remain upbeat and ready to make a sale

Don Ziccardi, President / CEO Ziccardi & Partners, Brandweek Magazine 6/25/01, Investor's Business Daily 3/25/02

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Advice to Advertisers

- People don't quit buying, they get more selective.
- Shoppers look harder for **value and convenience**.
- People generally buy from someone they know and like.
- The more you remind them your there, the more confident they'll be in giving you a chance to meet their wants and needs.
- Define and focus on the core values of your business and reflect them in your merchandising, advertising, and PR.

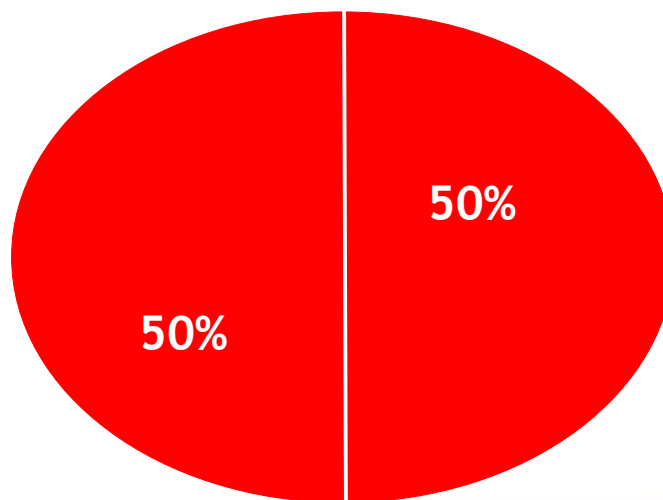
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Advice to Advertisers: What's REALLY important

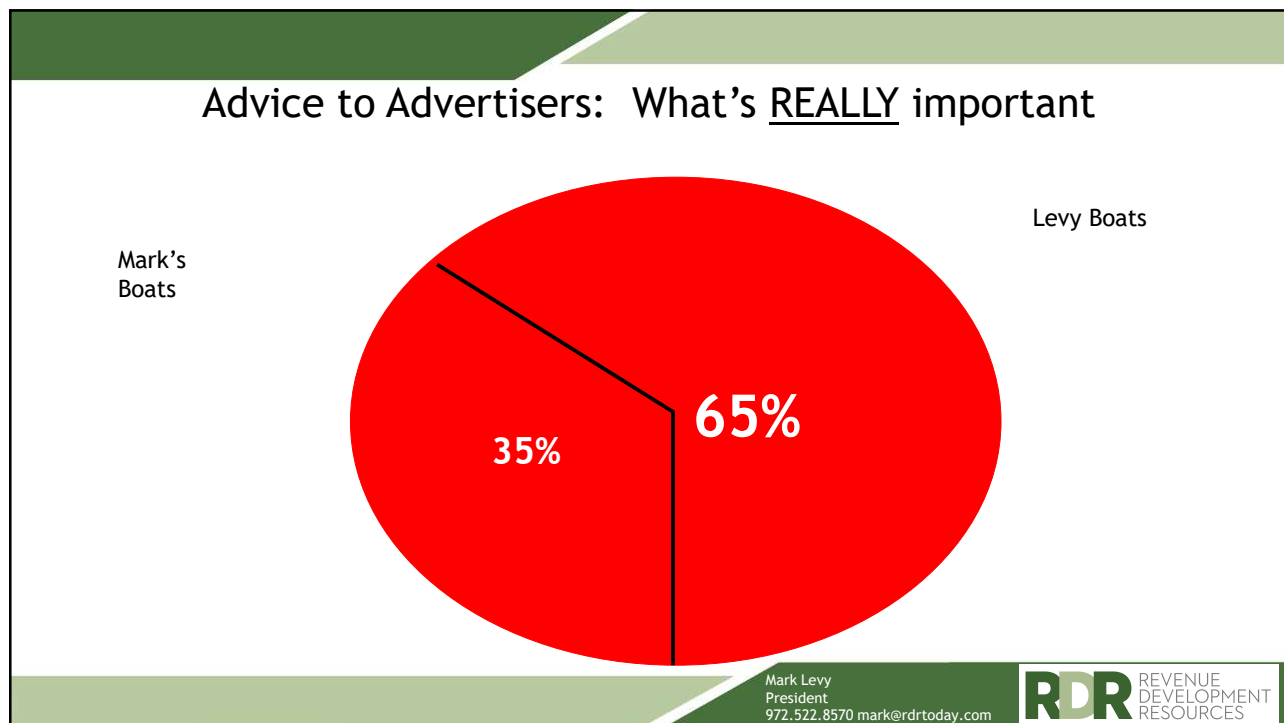
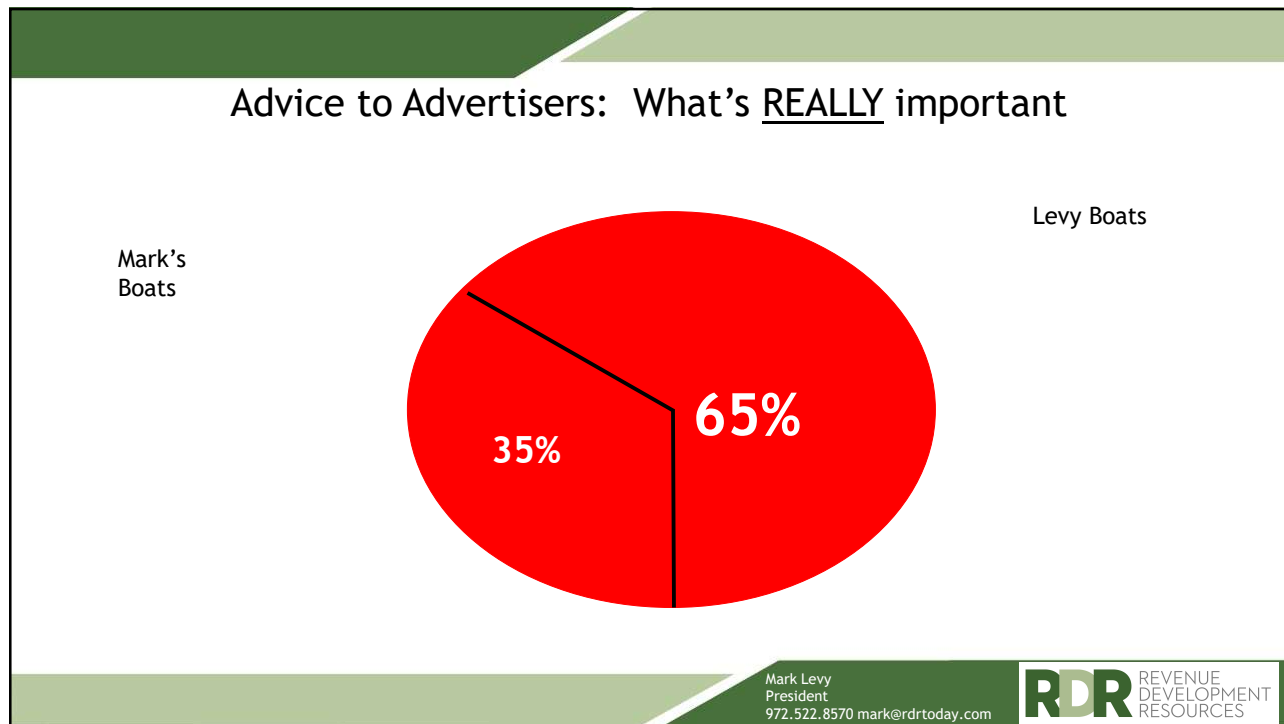
Mark's
Boats

Levy Boats




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Do you really have clients who relate to the Post/Kellogs who's on the 30's. Some 80 years ago?



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- 3600 stores closing...who locally can/will pick up the slack?

<https://www.msn.com/en-us/money/companies/more-than-3600-stores-are-closing-as-the-retail-apocalypse-drags-on/ss-BB13V2cJ?ocid=se2>

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For the love of Pete,

Find Local Advertisers Who Can Tell The Story!

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Remember This:
Our Clients Are Reading About
OUR

Business Too:
Furloughs
Layoffs

“We Are Not Doing Well”
How Will That Effect What They Will Pay When
This Is Over?

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Learn Curiosity and You Will Increase Your Advantage

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Why Should Anyone Run With You?

Tell Your Media and Newspaper Story With Benefits!

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Features or Benefits?

- We've been here since _____.
- People in the _____ community trust us.
- Our print and digital subscribers are willing to pay a premium price for access to our content and why being aligned with our brand is a powerful way to share your own story
- We've been a leader in media, marketing, and technology for 175 years.
- Our print and digital publications offer targeted marketing solutions to reach your audience where they are.
- Not only do we have the largest audience in North Texas, but we can also reach your customers regionally and nationally.

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“Make A Little Plan Stan: Phone Questions”

The phone is not a matter of "smiling and dialing," plowing through the names, hoping that you'll stumble into someone ready to buy. Numbers are important but it's just as much a quality game!

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“Make A Little Plan Stan”

1. Caring call or clear cut objective with valid (not phony) VBR
2. Planned opening?
3. One of the benefits of meeting with me NOW is...
4. Ready with a voice mail message?
5. Role played? Recorded?
6. Plan if things went south? Ask for referral on a bad call?

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Getting Through To The Grand Pooba

- XXXX List
- Store traffic
- “Ups”
- Customer or patient acquisition / retention
- Lead generation
- Billable hours
- Service calls
- Credit hours /tuition
- Average ticket
- Table turn
- Profitability
- Advertising

Good morning. My name is _____. Can you please tell me who I'm speaking with? Thanks! As I said (name) my name is _____ and I'm with Company Name. I wonder if you can **help me please?** Can you please tell me who is in charge of increasing **xxxx**? Thanks! Can you please put me through to (name)?

Once you get through, you need to confirm you are speaking the right person:

Name, my name is _____ and I am a media marketing specialist with Company Name. I asked the person who answered the phone (give the Gatekeeper's Name) who it was that was in charge of **xxxx** and they told me that you were. Is that correct?

(If not, find out who is, thank the person, ask to be transferred and start again. If so, move on to the next page.)

Who? Internet?

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Purpose of the call

Alternative A: Name, I know you weren't expecting my call but I'm calling because I have some information on buying patterns, shopping habits and trends for the ____ industry and I'd welcome the opportunity to drop buy and share them with you.

Ask for appointment

Would you have a few moments on for us to get together, say on (date) at (10 til or 10 after the hour)?

Be ready with even more benefits of meeting with you!

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Purpose of the call

Alternative B: Name, I know you weren't expecting my call but I'm calling to arrange a time for us to meet to determine if I can be of benefit to you and your business as we have been for ____, ____ and _____. When we get together, I promise to bring some information on buying patterns, shopping habits and trends for the ____ industry.

Ask for appointment

Would you have a few moments on for us to get together, say on (date) at (10 til or 10 after the hour)?

Be ready with even more benefits of meeting with you!

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Reality: 30 Ways Shopping Will Never Be the Same After the Coronavirus: Highlights

- Young Children Not Allowed in Stores
- Mandatory Face Masks
- 6-Foot Spacing
- Buying Limits on In-Demand Items
- Online Shopping Becomes the Preferred Form
- Plexiglass at Cash Registers
- Temperature Checks for Everyone
- Limited Number of People Allowed in Stores
- More People Opt For Grocery Delivery
- More Support for Small Businesses
- Less Leisurely Browsing
- Mandatory Hand Sanitizer
- Increased Buy Online, Pick Up at Store Offerings
- Fewer Services
- Less Assistance From Associates
- Reduced Hours
- Fitting Room Closures
- No Food Sampling
- Special Hours for Seniors
- No Reusable Shopping Bags
- More Touch-Free Payments
- Stricter Return Policies
- Fewer Cash Payments
- No Self-Serve Stations
- Limited Brand Selection
- Shopping Won't Be a Social Activity
- Fewer Cashiers
- No Major In-Store Promotions
- Mostly a Business Transaction
- No Makeup Testers

Laura Woods MSN Money 5/14/20

<https://finance.yahoo.com/news/30-ways-shopping-never-same-190000662.html>

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“Nobody Puts Baby In The Corner!”

And You Shouldn't Either!

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We Need To Ask **Enough** of the **Right** Questions

Clients **MAY** have more time for a conversational deep CNA than ever before

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Clients are looking for help. We can help best when we know

How and Why

We have to help them understand **“Now!”**

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Check Your CNA:

1. Are questions still valid?
2. Are there too many/not enough questions?
3. What have we read /seen that is important to business that we don't currently ask about?
4. If dropping questions, why?

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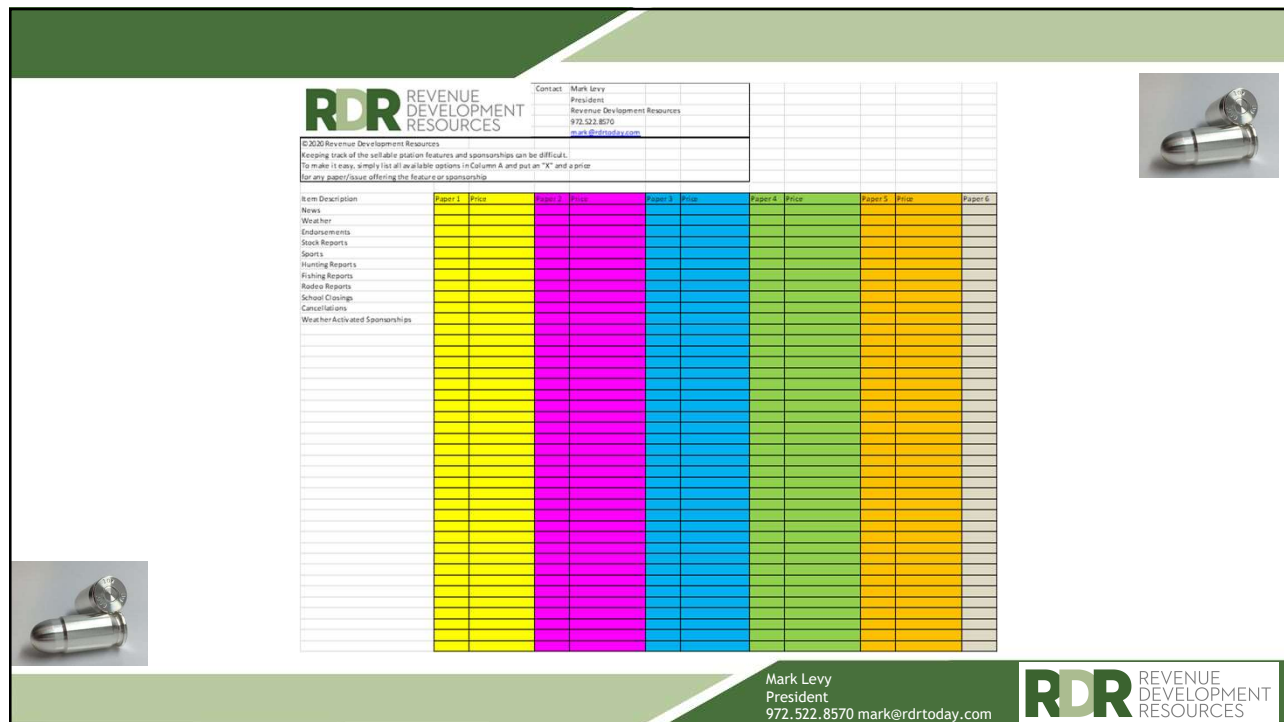


Check Your CNA:

1. Are we skilled in HOW to ask questions?
2. Are we asking them clearly and succinctly?

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Keeping track of the available position features and sponsorships can be difficult.
To make it easy, simply list all available options in Column A and put an "X" and a price
for any paper/issue offering the feature or sponsorship.

Item Description	Paper 1 Price	Paper 2 Price	Paper 3 Price	Paper 4 Price	Paper 5 Price	Paper 6 Price
News						
Weather						
Endorsements						
Stock Reports						
Sports						
Hunting Reports						
Fishing Reports						
Rodeo Reports						
School Closings						
Cancellations						
Weather-Activated Sponsorships						

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The Steps

1. Relax!
2. Late night DJ voice
3. Make sure you heard what you thought you did
4. Repeat key words inquisitively (label the concern)
5. Dig deep
6. Silence (at least 5 seconds)
7. Repeat
8. Script

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Objections: Acknowledge & Review

Acknowledge	"It sounds/seems/looks like you have a concern about..." or "If I understand you correctly..."
Repeat key words	"So your concern is_____?"
Probe	"Can you tell me why you feel/think that way?"
Amplify	"Anything else?" Ask <i>lots</i> of questions
Collaborate	"I can appreciate your concerns..."
Review	"You'll recall that we've agreed .."
Ask	"With your signature..."

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Objections: Acknowledge & Respond

Acknowledge	"It sounds/seems/looks like you <u>still</u> have a concern about..." or "If I understand you correctly..."
Repeat key words	"So your concern is <u>still</u> _____?"
Probe	"Can you tell me <u>again</u> why you feel/think that way?"
Amplify	"Anything else?" Ask <i>lots</i> of questions
Collaborate	"I really can appreciate your concerns..."
Respond	" _____ "
Ask	"It's right for you...let's do it."

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Let me think it over...

- There is one personality type who really does need to think it over.
- Why concede “now buyers” to competitors?
- The Thin Market
- If someone told one of your salespeople that, what would you suggest they tell their reluctant prospect?
- We’ve been thinking about this for some time. We agree on the theme, copy, dates, schedule and investment. Let’s do it!

Think
It
Over



- I understand. You don’t want to make a rash decision. But, level with me—what exactly is it that you need to think about?
- I can see that. Tell me something - is it money?
- What questions have I not answered for you?
- Why? Is it me? Or the integrity of my paper?
- When I leave, you’ll probably think of all the reasons NOT to buy. You’ll think of all the negatives and I won’t be here to address them so can we talk about it now? Do you need to think about the price? The flight? The copy?
- When could I have a definite yes or no? Why don’t I wait in the lobby until you decide??
- I know that you are as busy as I am. Let’s decide now, save time, and have this decision out of your way.
- You impress me as a proactive thinker. Let’s roll up our sleeves and get to work!
- I understand. Please remember that I can only offer this program until (deadline). Where are we missing each other?
- Great! Think it over, and I’ll call you in one hour.
- You’re not just saying that to get rid of me, are you?
- Obviously somewhere I have failed to completely explain this program to you, because if I had, there would be nothing for you to “think about,” so what specific questions do you have?

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But What About “Celebrity Service?”

Jennifer Aniston

Jennifer Lopez

Oprah

Clint Eastwood

Morgan Freeman

Elton John

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- Will you please rate your last experience with us on a scale of 1 to 5?
- What should we have done but didn't do that would have made it better?
- What did we do but shouldn't have done that would have made it better?

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- What should we offer to make you want to do business with us more often?
- If we make a mistake the first time, what do you think we should do to make it right?
- Can you think of anyone who might be a good fit for us to hire?

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Learn Empathy and You Increase Your Advantage
Even More



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“I can understand why you might think/feel that way, but the evidence suggests something else. May I share it with you?”

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Client: _____
Account Type: _____ Claim Date: _____
Salesperson: _____

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Thank You note												
Follow up phone call												
Send article or factoid about his/her business												
Tour of my facility(perhaps lunch, brainstorming)												
Social interaction												
Send cartoon or article about his/her hobby												
Send letter from top management												
Follow up phone call #2												
Top management visit's client's business												
Relative team member visits his/her business												
Provide 24 hour hotline for questions/problems												
Link to Client's website												
Birthday Card												
Other holiday remembrances												
Donation to his/her favorite charity												
Gift of business book												
Gift of logo wear												
Gift of specialty item												
Seminar for Advertisers												
Copy changes and/or strategy meetings												

After the projected date of the event. Circle the date when you've accomplished your Platinum Service touch.

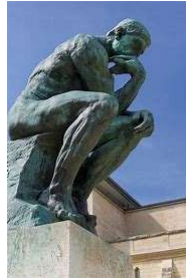
Your Best Customers Deserve This!



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Learn To Think and You Become Unstoppable



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Revenue



- Nordstrom's
 - “Of course we’ll cancel/postpone your flight, but would you mind if I ask you a couple questions first?”
 - Explore shorter hours/days with clients
 - All advertising being cancelled? Can we enhance with our newspaper, digital, OTT?
 - Post/Kellogg's era? Really?



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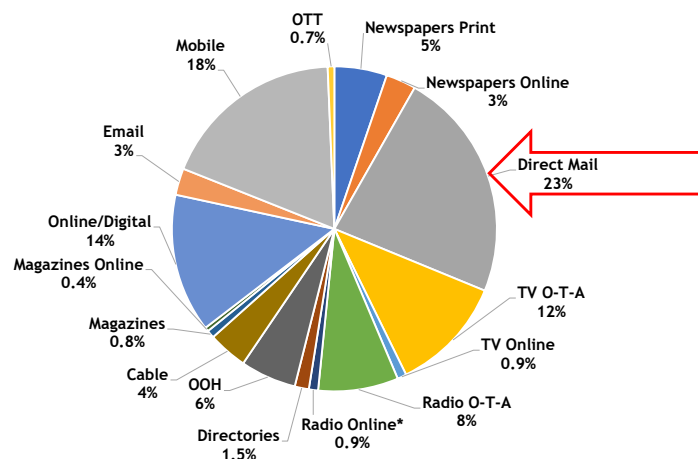
- Reallocation of resources: know who is getting your \$\$ & why

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BIA 2020 Prediction

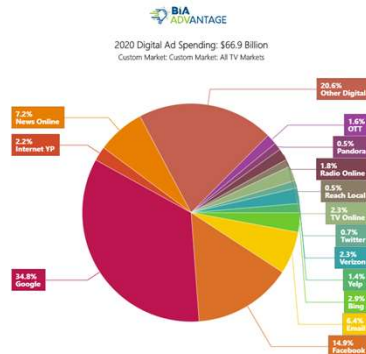
Media Type	Amount (\$000)	%
Direct Mail	37,011,878	22.9%
Mobile	29,508,917	18.3%
Online	22,189,472	13.8%
TV OTA	18,766,118	11.6%
Radio OTA	12,828,446	8.0%
Out of home	8,930,448	5.5%
News Print	8,452,550	5.2%
Cable TV	6,368,073	3.9%
News Online	4,806,102	3.0%
Email	4,267,857	2.6%
Directories	2,250,076	1.4%
TV Online	1,504,262	0.9%
Radio Online	1,493,537	0.9%
Mags Print	1,226,096	0.8%
OTT	1,061,400	0.7%
Mags Online	670,899	0.4%
Total	\$ 161,336,131	



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BIA Estimated 2020 U.S. Local Digital Advertising



Media Type	Amount (\$000)	%
Google	23,178,305	34.6%
Other Digital	13,743,660	20.5%
Facebook	9,931,108	14.8%
News Online	4,806,102	7.2%
Email	4,267,857	6.4%
Bing	1,961,354	2.9%
Verizon	1,558,510	2.3%
TV Online	1,504,262	2.2%
Internet YP	1,436,018	2.1%
Radio Online	1,183,932	1.8%
OTT	1,061,400	1.6%
Yelp	907,513	1.4%
Twitter	445,221	0.7%
Reach Local	334,012	0.5%
Pandora	309,605	0.5%
Total	\$ 66,628,859	

68%

2019:

- ❑ 1st time drop in Google & FB's combined share of digital ad market (still largest U.S. digital sellers - nearly \$76.57 billion/60%)
- ❑ Amazon's ad business grew - \$11.33 billion

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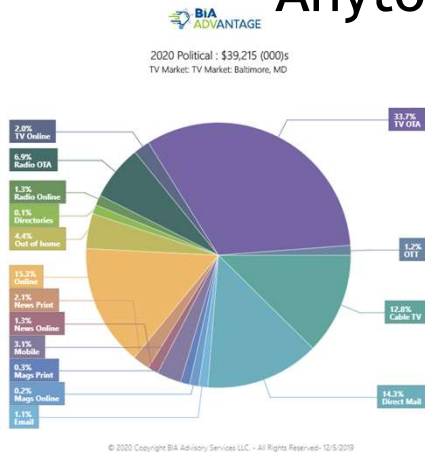
Local Legal Advertising of \$3.0 Million in 2020



Key Vertical Sales Insights

- There is a growing market for law firm apps, as firms seek to educate about their legal services and connect. Gen Z and Millennials are hooked on mobile devices. Mobile should be sold as part of the digital offering of any seller. All digital advertising, including social and video, needs to be mobile friendly.
- Millennials are more likely to hire a lawyer who has online reviews. Young people are more likely to consider online reviews when selecting a lawyer, as are consumers who earn more than \$150,000 annually. Consider selling digital marketing management services and marketing tools like reputation monitoring, which can provide good cross-selling opportunities.
- Approximately 78% of millennials (ages 18-36) do not have a will, neither do 64% percent of Generation X (ages 37 to 52) nor 40% of Boomers (53 to 71). Make sure they are marketing to ideal segments with the right messages. Millennials, Gen-Z and Boomers have different needs.

Estimated 2020 Political Advertising in Anytown, USA



Available for
your
community...
Ask!

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Revenue



- ✓Where on your website is your “Advertising Info?”
- ✓Team know what it has to sell?
- ✓Features or benefits?
- ✓Search out client social media messages



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We'd Love To Help You With

1. Seller and Manager Skill Set Growth
2. Revenue Growth
3. Subscriber Engagement
4. Relationships



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