THE CENTRAL NERVOUS SYSTEM Presented by, Tony Bernados, Vice President of Revenue Savannah Morning News



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WHY?

- LOCAL advertisers represent our future
- Line drawn in the sand...Make it about our customer-NOT us
- We had little or no control over what was being presented
 The presentations, if any, were far from professional and were not great examples of solutions or our brand
- Increase amount of time reps are in the field
- To deliver superior customer service and better explain our best of breed solutions







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cen·tral nerv·ous sys·tem

NOUN ANATOMY

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the complex of nerve tissues that controls the activities of the body. In vertebrates it comprises the brain and spinal cord.

Translations, word origin, and more definitions

Central nervous system - Wikipedia, the free encyclopedia https://en.wikipedia.org/wiki/Central_nervous_system
Vikipedia
The central nervous system (CNS) is the part of the nervous system consisting of the brain and spinal cord. Structure - Development - Clinical significance - References



WHAT IS IT?

- Local proposal generator and think tank
 - You Said...We Listened



- Thoroughly assess needs analyses submitted by a sales rep and prescribe solutions
- Controls presentations and ensures consistency
- Leads with digital-every time

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Amazon-like LIBRARY of recommendations



WHAT IT IS?

In many ways this is a living organism than is constantly evolving

The needs analysis is modified as more customer centric – forward facing questions are determined

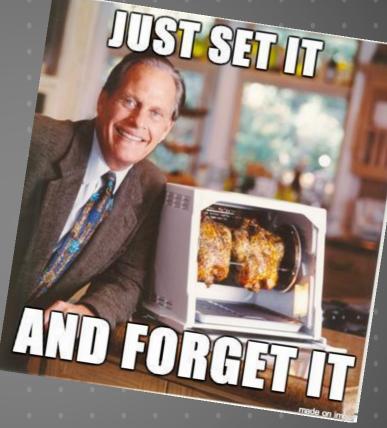
- The better the Needs Analysis, the better the presentation
- The deck or library of solutions is improved or updated
- Key data points are evaluated and adjusted accordingly



WHAT IT'S NOT?

Not a rotisserie chicken









WHAT IT'S NOT?

For every single sales callOne size fits all





WHO?

- A team of two Success Lab Technicians that serve as both Customer Service Managers for digital services and proposal creators
- Success Lab Technicians are highly trained and certified in all solutions
- Handle on-boarding of customers, fulfillment, customer service and upselling
- The WHO of 2020?









Central Nervous System Workflow

#1	PRE-NEEDS PREP	Sales rep researches, completes, and requests any necessary data in preparation for needs analysis
#2	NEEDS ANALYSIS	Sales Rep completes needs analysis with customer and assesses goals
#3	REQUEST FOR PROPOSAL	Sales rep completes and submits questionnaire/ request for proposal allowing for a minimum of 3-4 business days for completion by Success Lab Tech
#4	PROPOSAL BUILD	Success Lab Tech builds the proposal using appropri- ate products & packaging based on submission from the sales rep and best practices
#5	PROPOSAL FINALIZATION	Success Lab Tech sends proposal to both the sales rep and sales manager for final approval
#6	PRESENTATION	Sales rep presents proposal to customer
#7	CLOSE & AGREEMENT	Sales rep and customer agree on proposal terms and sign agreement

KEYS TO SUCCESS

PeopleTraining
More training
Commitment and Accountability
Adoption rate
Remain nimble and unafraid to change
Keep the CUSTOMER as your primary focus







year over year Up double digits in local revenueyear over year

Up double digits in local actives-

RESULTS





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TONY BERNADOS,VP OF REVENUE SAVANNAH MORNING NEWS																													
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