

THE CENTRAL NERVOUS SYSTEM

Presented by,

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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





central nervous system



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cen·tral nerv·ous sys·tem

noun ANATOMY

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 ▾ Wikipedia ▾

The **central nervous system** (CNS) is the part of the **nervous system** consisting of the brain and spinal cord.

[Structure](#) - [Development](#) - [Clinical significance](#) - [References](#)



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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
- ▶ 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 call
- ▶ One 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?



HOW?- THE PROCESS

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 appropriate 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

- ▶ People-
- ▶ Training
- ▶ More training
- ▶ Commitment and Accountability
- ▶ Adoption rate
- ▶ Remain nimble and unafraid to change
- ▶ Keep the CUSTOMER as your primary focus



RESULTS

- ▶ Up double digits in local actives-year over year
- ▶ Up double digits in local revenue-year over year



QUESTIONS?



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