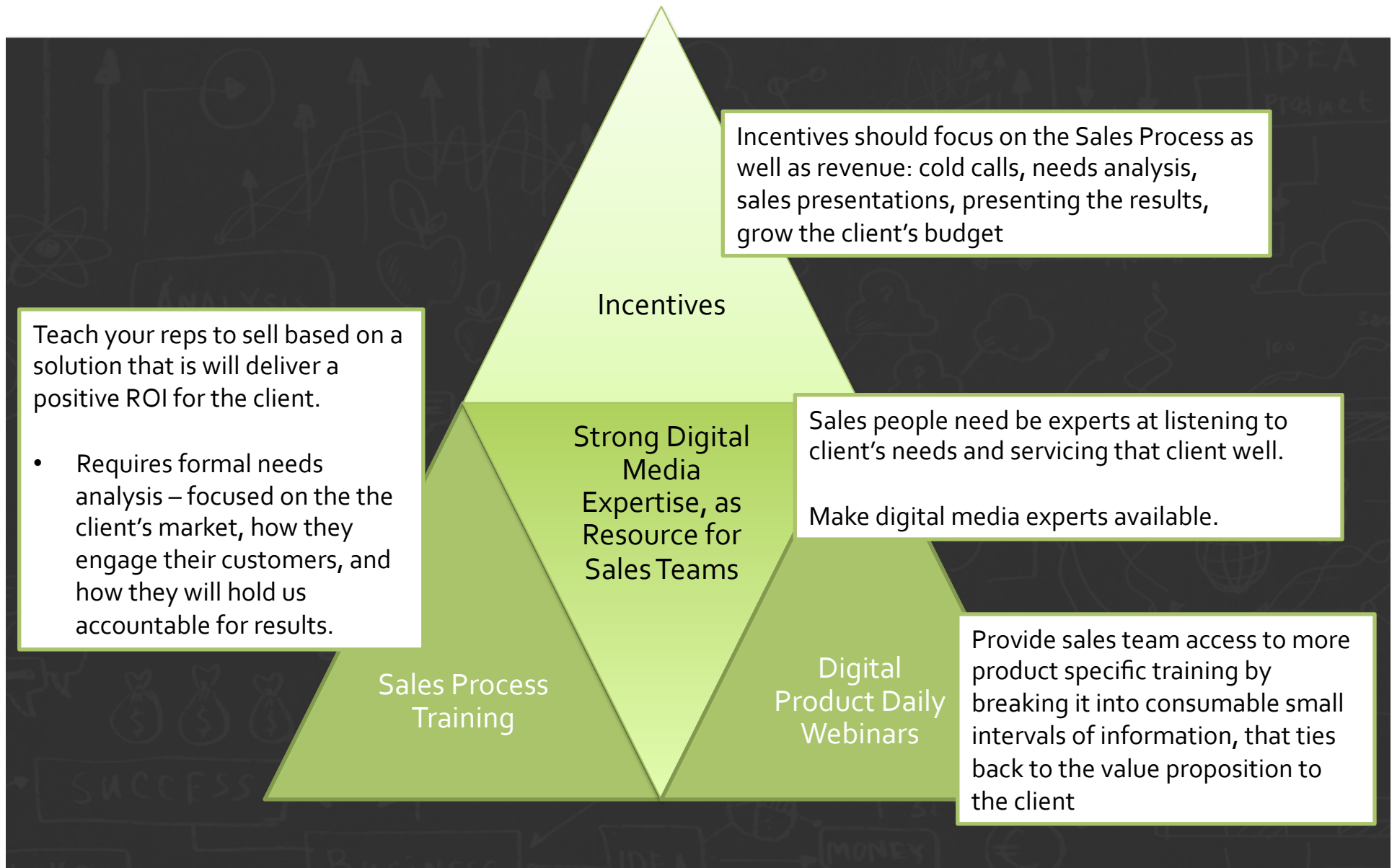




“SMB advertisers consistently report that they buy and judge media based on performance”

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Focused Sales Effort



Results Oriented

Tru Measure's Approach:

- Selling *results-oriented* ad programs; move away from individual product sales
 - Consultative sales approach
 - In-depth needs analysis training
- Focus on customer goals to lead to positive ROI
 - Fulfillment team actively manages and optimizes ad budgets across a suite of products to engage consumers against the goals of the client

Tru Measure Case Study:

Traditional Sales Team 100 Needs Analysis/Proposals Per Rep in 100 Days

Sales Process Training

- 2-day in-depth combined sales process and solution-set training for digital-only sellers and **proven** traditional sellers
- Condensed training for all other sellers: to build awareness of sales approach and how to ID potential targets

Daily Product Webinars

- Hosted by sales managers, media experts, product vendors
- Designed to keep program Top-of-Mind and provide continued education for the sales teams

Digital Media Expertise

- Support Sales in building the right proposals for their clients...including the right product solutions and asking for the right budget
- Post-sale monitor, manage and optimized ad product result to deliver on expected ROI

Incentives

- Reward quality needs analysis and proposal presentations
- Set team goals
- Stretch goals for new advertisers, contract value and renewals