



# "SMB advertisers consistently report that they buy and judge media based on performance"

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## **Focused Sales Effort**

Teach your reps to sell based on a solution that is will deliver a positive ROI for the client.

 Requires formal needs analysis – focused on the the client's market, how they engage their customers, and how they will hold us accountable for results. Incentives should focus on the Sales Process as well as revenue: cold calls, needs analysis, sales presentations, presenting the results, grow the client's budget

**Incentives** 

Strong Digital Media Expertise, as Resource for Sales Teams Sales people need be experts at listening to client's needs and servicing that client well.

Make digital media experts available.

Sales Process Training Digital
Product Daily
Webinars

Provide sales team access to more product specific training by breaking it into consumable small intervals of information, that ties back to the value proposition to the client

## **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 digitalonly 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