

# Prospecting Strategies that Drive Ad Sales

Game changing ad sales strategies



**Workbook**

**Peter E. Ebner**



# Prospecting Strategies that Drive Ad Sales

*Game changing ad sales strategies that increase sales and earnings*

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### **About Peter**

As author of the best sellers **Grow Rich Selling Magazine Ads** and **Get the Insertion Order Now** Peter presents over 200 talks, seminars and in-house training programs each year. His articles on developing powerful selling skills are published regularly and thousands read his sales management newsletter. But what makes his webinars so effective is his extensive hands-on industry experience. His webinars not only reflect his personal experience, selling advertising for over 15 years, but also the experience of the thousands of successful account executives he has trained.



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## The Road to Ad Sales Success

There is a clearly defined road that leads to ad sales success.

### The Experience Theory

The Experience Theory is based on the misguided belief that sales will automatically grow over time. But the fact is, there are thousands of account executives, who have been selling magazine ads for over a decade, that are still struggling to make a living, while **some of the highest earners are new to the industry**. As a great coach once said, *“Practice does not make perfect, perfect practice makes perfect”*.

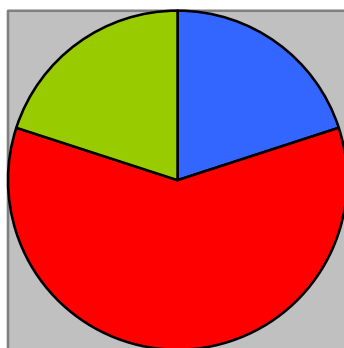
### The Hard Work Theory

Although in theory prospecting is a numbers game - if you make more calls you’ll get more sales – this numbers game only works on the low end of the income scale. While anyone can knock on enough doors to earn from 30 thousand dollars a year, you cannot take your earning from 30 to 130 thousand dollars unless you add one additional ingredient to this formula.

The sign that marks the road to success is not labelled with the words experience or hard work, instead it is clearly posted with the words **SELLING SKILLS**.

## Huge Income Opportunity

What are your chances of landing a new account?



- Ecstatic \_\_\_\_\_
- Happy \_\_\_\_\_
- Dissatisfied \_\_\_\_\_

\_\_\_\_\_ % of all prospects will consider advertising in your book



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## Rule #1 Stop sending media kits

2 reasons why sending a media kit will reduce your chances of landing an appointment.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_

When you must send a media kit do not include \_\_\_\_\_.



## 3 Ways to Grow Your Ad Sales

### 1. Existing accounts

Your existing accounts offer two opportunities to grow your sales.

1. The opportunity to up sell  
\_\_\_\_\_

You don't want to try to get all of your client's advertising budget because \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To make referral prospecting easy you must breakdown your client's \_\_\_\_\_.

When you contact the Referred Prospect

- Don't waste time introducing yourself
- Don't mention your \_\_\_\_\_ and
- Don't mention that you represent a magazine

Although asking your clients for a referral is an effective way to grow your ad sales, you can also increase your sales by asking your \_\_\_\_\_ for a referral.



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## 2. Expired accounts

The #1 reason that accounts stop advertising is not because they didn't get a response, but rather because of \_\_\_\_\_.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 3. New business

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



### Vertical marketing is the key to ad sales success

Vertical marketing means \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Prospects don't want to meet with an ad salesperson, they want to deal with an \_\_\_\_\_.

3 ways to create a list of vertical markets

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



### Rule #2 You must call on volume accounts

Your income is more affected by the size of your accounts than by the number of accounts that you have.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Calculate the size of accounts need to call on

I want to earn \$ \_\_\_\_\_ \$100,000 \_\_\_\_\_ annually.

My commission is \_\_\_\_\_ 15% \_\_\_\_\_ %.

I must generate \$ \_\_\_\_\_ \$700,000 \_\_\_\_\_ in annual sales.

I can manage \_\_\_\_\_ 50 \_\_\_\_\_ accounts.

I need to call on accounts that spend at least \$ \_\_\_\_\_ \$1,200 \_\_\_\_\_ a month.



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## Rule #3 You must make prospecting a habit

To reach the prospecting Tipping Point you must meet with \_\_\_\_\_ new prospect.



To fast track your sales you must meet with \_\_\_\_\_ new prospecting every \_\_\_\_\_.

To grow your sales in a 12-month period, you don't have 12 months to sell. You only have \_\_\_\_\_ months.

If you are too busy servicing your existing accounts, you can make time to prospect by \_\_\_\_\_



## Rule #4 Never tell the receptionist what you are selling

As soon as the receptionist discovers what you are selling she'll prejudge the value of your services.

To prevent the receptionist from prejudging the value of your call you should,

1. Drop the give-away words
2. Use an \_\_\_\_\_
3. \_\_\_\_\_



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You just called a new prospect and said “Good morning, it’s Peter from On Target Magazine. Can you please tell me who handles the advertising for your company?”. What 2 prospecting mistakes did you make?

1. \_\_\_\_\_
2. \_\_\_\_\_



## Rule #5 Sell the client, tell the agency

Why must you always call on the client before contacting the client’s advertising agency? \_\_\_\_\_

### Rules for calling on an ad agency

1. Don’t go client handing  
\_\_\_\_\_
2. Don’t tell them about your \_\_\_\_\_  
\_\_\_\_\_
3. Don’t repeat what’s in your \_\_\_\_\_  
\_\_\_\_\_
4. You must support your claims with \_\_\_\_\_  
\_\_\_\_\_
5. Don’t tell the agency what other magazines can’t do  
\_\_\_\_\_
6. Don’t try to sell an ad. Instead offer them \_\_\_\_\_  
\_\_\_\_\_



## Rule #6 Start at the top of the corporate ladder

If you don’t know who the decision maker is you must always \_\_\_\_\_.



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Four reasons why you must prospect at the top

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Script

### Getting the decision maker's name

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Most receptionists will ask \_\_\_\_\_ screening questions.



To prevent the receptionist of asking further screening questions, after answering a screening question you must immediately \_\_\_\_\_.

## Responses to screening questions

### May I ask who's calling?

Don't give her your full name, instead say \_\_\_\_\_

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### What company are you with?

Never let the receptionists know what you are selling so say \_\_\_\_\_

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### We don't have a marketing manager?

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## **What is this about?**

Again, don't let the receptionists know what you are selling so say \_\_\_\_\_

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## **What are you selling?**

Under no circumstance tell her that you represent a magazine, instead say \_\_\_\_\_

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## **We don't give out that information?**

\_\_\_\_\_

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## **Just mail it to my attention?**

Don't send the receptionist anything, instead say \_\_\_\_\_

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## **4 ways to get past a receptionist that screens your call**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. Ask for accounts receivable.
4. \_\_\_\_\_

## **How to handle the Call-Back**

If you've used the script and the receptionist has given you the prospect's name, you must immediately ask to speak with the prospect. She'll either put you in contact with the prospect or you'll need to call-back. When calling back you must;

1. Always give the receptionist \_\_\_\_\_. Doing this implies that she knows you.
2. Never mention \_\_\_\_\_.
3. Sound as if \_\_\_\_\_.



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## Responses to screening questions

### May I ask who's calling?

Don't give her your full name, instead say \_\_\_\_\_  
\_\_\_\_\_

### What company are you with?

Never let the receptionists know what you are selling so say \_\_\_\_\_  
\_\_\_\_\_

### Can he call you back?

Leaving your telephone number can be a costly mistake because \_\_\_\_\_  
\_\_\_\_\_

### What's this about?

\_\_\_\_\_  
\_\_\_\_\_

### He's in a meeting

\_\_\_\_\_  
\_\_\_\_\_



## Dealing with voice mail

1. Don't leave your office telephone number because \_\_\_\_\_  
\_\_\_\_\_
2. Leave your first name only
3. Don't leave your company name, instead \_\_\_\_\_
4. One way of getting your prospects to return your call is to pique their curiosity by telling them very little.

### Script Voice mail

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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5. You can often circumvent the prospect's voice mail by dialing \_\_\_\_\_

\_\_\_\_\_

6. **The most effective way to circumvent voice mail is to** \_\_\_\_\_

\_\_\_\_\_



## **Rule #7 Always offer benefits first**

Never mention your magazine or talk about advertising until after you've mentioned the benefits.

When first talking to a new prospect you should offer them \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## **Rule #8 Stop selling advertising**

Your prospects are not interested in your magazine; they are not interested in your merchandising offers nor are they interested in demographics, circulation or readership, in fact they are not interested in anything to do with advertising. Instead they are interested in \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## **Rule #9 You must instantly establish credibility**

Credibility accounts for 80% in the decision making process.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **Corralling**

What is Corralling? \_\_\_\_\_

\_\_\_\_\_

## **3 ways to create a Corralling effect**

1. Tell the prospect about other companies, in his industry, that are already on onboard. How many names should you mention? \_\_\_\_\_



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2. If you don't have any clients in his industry you can still create a corraling effect by saying \_\_\_\_\_

\_\_\_\_\_

3. As soon as you've landed an appointment with a new prospect you can create a corraling effect by

\_\_\_\_\_

\_\_\_\_\_

## Status matching

What is Status Matching? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Rule #10 Ask for 5 minutes of their time

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

When selling ads by phone, ask for \_\_\_\_\_ minutes of their time.



## Rule #11 Always ask for the appointment

Don't wait for the prospect to invite you to his or her office. Don't say "When would be convenient for you?". The only way to ask for the appointment is by using the \_\_\_\_\_ closing technique.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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## Rule #12 Offer a Universal Benefit

Universal Benefits stem from the prospect's job title so they are always the same, no matter what company you call on.

The are only 3 decision makers; Ted, Aim and \_\_\_\_\_.

**TED** is an acronym for \_\_\_\_\_  
There is only 1 Ted per company

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- Is Ted interested in advertising? \_\_\_\_\_
- Is Ted interested in your magazine? \_\_\_\_\_
- Is Ted interested in readership, circulation and demographics? \_\_\_\_\_
- Is Ted interested in CPM? \_\_\_\_\_

Ted is the president or owner.



Ted's Universal Benefit is \_\_\_\_\_

**AIM** is an acronym for \_\_\_\_\_  
There could be several Aims per company.

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- Is Aim interested in advertising? \_\_\_\_\_
- Is Aim interested in your magazine? \_\_\_\_\_
- Is Aim interested in readership, circulation and demographics? \_\_\_\_\_
- Is Aim interested in CPM? \_\_\_\_\_

Aim is usually the marketing manager but could also be the sales or brand manager.



Aim's Universal Benefits are \_\_\_\_\_

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**PAM** is an acronym for \_\_\_\_\_

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Why must you never call on Pam?

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## **Script** **To the marketing manager**

### **1. Introduction**

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### **2. Establish credibility**

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### **3. Universal Benefit**

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### **4. Peer matching**

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### **5. The offer**

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### **6. Close**

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## Turning objections into appointments

### What are you selling?

Don't think for a minute that someone will invite you to their office without know what you are selling. So here's how to respond to this delicate question.

*Ted, we publish Best Office Magazine but that's not what I sell. I work with clients like yourself, offering solutions that increase sales and improve their bottom line. All I'm asking is for 5 minutes of your time to quickly share some ideas that other companies like yours are already using to gain market share. You can then decide if you want to meet with me again. I can be at your office tomorrow morning at 9 or do you prefer Tuesday at 3?*

After responding to an objection you must always \_\_\_\_\_

### I'm happy with my marketing campaign

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### Business is slow

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### We're under contract

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## I'm not interested

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## Our ad agency handles all our advertising

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## I'm too busy

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## Send me a media kit first

*That's exactly what I would like to do. I'd like to send you a detailed report that shows you how to increase sales and gain market share, but to do so I need to know a bit about your company. Let me assure you this will only take 5 minutes of your time. I can be at your office tomorrow morning at 9 or do you prefer Tuesday at 3?*

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## **Rule #13** Ask qualifying questions after your prospect has agreed to an appointment

In order to increase your income, with the least amount of work, you must ensure that every prospect is qualified before going on the appointment. After your prospect has agreed to the appointment say,

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## Rule #14 Don't confirm your appointment

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## Rule #15 Preplan your telemarketing presentation

One of the greatest advantages of prospecting by phone is that you can have total control, if you preplan your script and the answers to common objections. So don't wing it. Instead, write out your script. You'll only need to read it over five or six times and it will begin to sound natural. Also write out the five most commonly heard objections and the best responses.

With this telemarketing tool in hand your presentation becomes unbeatable, because irrespective of what the prospect says, you'll have at your disposal the powerful responses that overcome resistance, so the odds are against the prospect winning at this game of wits.



## Rule #16 You must sound enthusiastic

Without doubt your prospect's decision, as to whether or not to grant you an appointment is swayed by what you say, but keep in mind that most prospects are terrible listeners, and the higher up you go, the worse the listening skills. Business owners are usually the worst listeners of all, because they are not used to listening; they're used to telling people what to do. Which means that even the most powerful presentation will not land an appointment unless you add one additional ingredient – enthusiasm. In fact, in many cases your prospect will be influenced as much by your enthusiasm as by what you say.



## Farm major accounts

Farming keeps you in the limelight and puts you in position for when the prospect is ready to make a change.

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1. Create a list of 25 major accounts
2. Contact everyone on the list once a month by \_\_\_\_\_, \_\_\_\_\_ or \_\_\_\_\_.
3. The contact must be for the prospect's benefit.



**Farming must be an uninterrupted activity for \_\_\_\_\_ consecutive months.**



## Cold calling door to door

### **Rule #17 Never hand the receptionist your business card**

### **Rule #18 Don't stand by the receptionist's desk**

### **Script**

#### **Getting the decision maker's name**



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**SALES**

## **18 Prospecting Rules**

1. Stop sending media kits
2. Make prospecting a habit
3. Call on volume accounts
4. When in doubt call on the boss
5. Sell the client, tell the agency
6. Never tell the receptionist what you are selling
7. Benefits first
8. Stop selling advertising
9. Establish credibility
10. Ensure the prospect that your appointment will only take 5 minutes
11. Ask for the appointment
12. Offer a Universal Benefit
13. Ask qualifying questions
14. Don't confirm your appointment
15. Preplan your scripts and common objections
16. You must sound enthusiastic
17. When cold calling never hand the receptionist your business card
18. Don't wait by the receptionist's desk