
INFORMER

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**Community
Papers of
Michigan**



Ad-Libs

One Way to Make Presentations More Memorable By John Foust, Raleigh, NC

Samuel, the ad manager at a community paper, told me about a simple technique his sales team uses at the end of meetings with prospects and clients.

"I once read that people remember only about 25 percent of what they hear," he said. "That's a harsh reality, because we focus our client conversations on things we think are memorable. It's painful to walk away from a meeting knowing that the person on the other side of the desk might forget three quarters of the discussion. Of course, we use ad examples, charts and coverage maps to add visual elements to presentations, but they still forget a large percentage of what we talk about.

"We've learned that one way to deal with this problem is to summarize at the end of a meeting," he said. "It's an easy way to repeat the important points in a conversation. And a lot of times, we find out the other person has completely missed a key fact. A summary helps us clarify things and make presentations a little easier to remember."

Samuel's process has three steps:

1. Restate briefly. For example, a member of Samuel's team might say, "Thank you for meeting with me today. To make sure we're on the same page, let me recap what we've talked about. First, we looked at the target audience for your new Widget product, then you gave me a list of the most important features and benefits, then we talked about some special offers that could appeal to your customers."

Notice how this brief statement hits the highlights in a logical sequence. There's no need to go into great depth about everything which was discussed.

2. Confirm the information and ask for input. After the summary, it helps to nail it down by asking, "Does this cover everything?"

Even though it's short, this is a crucial question. It is designed to give the other person permission to say they missed something which was covered – or even to say they would like to know something else. If something has been misunderstood, it's better to find out now.

3. Include an action item. For instance, "My next step is to start on that market report you want and get it to you by

Monday. Will that work?"

This is the time to get some kind of agreement and advance the sale. If the other person is not yet ready to finalize things and sign on the dotted line, this keeps the dialogue going in a helpful, low-key way.

"An action step can make a conversation stick in the mind," Samuel explained. "It gives the salesperson a specific reason to get back in touch. It lets the other person know to expect a call by a certain day. When someone is waiting for information, an action step reduces the chances that an email or a voice mail message will be ignored."

It's all about creating memorable presentations. When advertisers and prospects remember the key points, they are more likely to buy.

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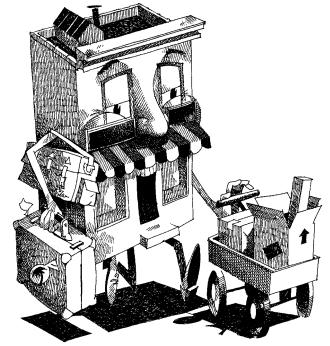
John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com





“Building Main Street, not Wall Street” Successful Business Strategies 101

– John A. Newby



Running a small or local business isn't for the faint of heart, it is never easy. There is no doubt that traditional retail, local restaurants, and the shop-local model are under attack. Consumer habits are rapidly shifting to the ease of online and their options are forever expanding. The methods of reaching consumers through advertising and marketing is becoming more fragmented each year. The odds of success in the hyper-local arena of locally owned and operated business are certainly decreasing.

Changing the consumer mindset toward local amidst the full-on Internet blitzkrieg being waged against local business is tough. Local businesses MUST become more consumer focused, friendly, provide new and unique experiences, and greater customer service to blunt this new competition. Equally important, they must come face to face with the realities of this ever-changing marketplace.

What are some these realities? Here are just a few:

- 1) **70% of all retail transactions occur after 6:00PM.** Additionally, most people with spendable income work. When a local business closes before 6:00PM, they are missing out on 70% of their potential business.
- 2) **Businesses must adopt and provide over-the-top customer service, something lacking in the cookie-cutter world of retail and online.**
- 3) **Businesses must have an inviting facade and appearance to lure potential consumers through their front doors.**
- 4) **Businesses must provide products consumers are seeking, understanding that product lines change from year to**

year, or even month to month. Consumers spend more on local products if provided what they want and need.

The United States has added retail space at 5X the rate of consumer spending. We have nearly 4X the amount of retail square footage per person than Europe. These numbers indicate the retail competition is fierce. This places hyper-local businesses under siege. Many in the big box and chain sectors are also taking on water just as badly and are at risk of implosion as well.

All the above aren't opinions, this is the reality facing the retail world and it won't get any easier. Knowing this, communities and hyper-local businesses wishing to thrive in lieu of simply surviving, need to be taking huge strides in turning around or slowing these trends. How might this happen?

Both community and local businesses must act as if time is of the essence, because it is. Both must stop taking mini steps and lengthen their strides as those relate to actions. While those strides will vary depending on the community or business, nonetheless, they must figure what those steps are and boldly move forward. Now isn't the time for communities to embark on more time-consuming focus groups and studies or withholding community and personal resources waiting for better days. Better days won't come with inaction.

Communities must create the uniqueness that brings high interest and awareness. They can do this by investing in their downtown, assuring that they are the heart and soul of their community. They must spend what it takes to attract those competitive tourism dollars. They must take on projects enhancing economic vitality such as gathering spaces, retail options,

bike paths, walking trails, roads, and attractions. Waiting shouldn't be an option. If local businesses want residents to spend more for items than they might otherwise spend with a national chain, they need to assure their places of business are attractive, inviting, and customer friendly. They need to instill a better sense of pride through over-the-top customer service. Groups of businesses need to adjust their hours of operation to match the shopping habits of their consumers. In conjunction with that, they need to work together creating events that drive traffic into their communities.

While there are many options and pathways forward for communities, there is one path sure to fail. If you keep courting outside businesses that bring more of the sea of sameness you can find anywhere, those communities will ultimately fail. To succeed, create the uniqueness locals and tourists yearn for. Create the heart, soul, and vibrancy visitors seek. This is the only viable and successful path forward. The sooner communities come to understand this, the sooner they can get on with the mission of changing their economic landscape and future. Let me close with a quote by Nikos Kazantzakis, he said, "In order to succeed, we must first believe that we can".

John Newby, Pineville, MO. is a nationally recognized Publisher, Speaker, Community, Chamber, Business & Media consultant. His "Building Main Street, not Wall Street," column runs in all areas of the County. The founder of Truly-Local, dedicated to assisting communities, businesses and media companies build synergies that build the foundation to more vibrant communities. He can be reached at: info@Truly-Localllc.com.

Want to Save Time?

Kevin hasn't been this excited about hardware in a long time



by Kevin Slimp
kevin@kevinslimp.com

If you've been around the newspaper business for 20 years or so, you might remember when a lot of folks referred to me as the "tech guru" of the newspaper world. For twenty years, I wrote a syndicated column related to newspaper technology. Quite a few software and hardware companies would send me their latest products, hoping I would include a favorable review in my column. It was often like Christmas when the FedEx or UPS delivery person arrived.

Packages from Adobe, Quark, and others were standard fare in those stacks of goodies. Printers, mice, and other hardware goodies were also common. I often would get to try out products before they were available to the public. An Ivy League school sent me the first (at least the first that I know of) trackpad long before they were available on laptop computers. I called my workmates to my office to watch in amazement as I slid two fingers down the pad while the monitor screen moved in tandem with my fingers.

It wasn't unusual to have a stack of goodies just waiting for me to dig into them. These days, I buy software and hardware like anyone else. So, if I mention something in a column, you know I liked it well enough to spend my own money on it, which brings me to this column.

My New Keyboard

Last month, I realized it was time to buy a new keyboard. My three Apple Magic keyboards were all showing their ages (two were less than a year old). I put a lot of wear and tear on keyboards.

I wondered if there might be a keyboard that would meet my needs better than the kind I had been using. I diligently searched through reviews, only to find that almost every review I read recommended the same keyboard – and it wasn't from Apple. It was the Logitech MX Keys for Mac. Take note; there is also a Logitech MX Keys for Windows machines.

After a month, what's my verdict? You've probably guessed that I wouldn't be writing about the MX Keys if I didn't love it, and you would be right. There are so many features that make the MX Keys an excellent keyboard, but the feature I love best is the ability to control up to three computers simultaneously. More about that later.

My New Mouse

I quickly fell in love with my new keyboard and wrote a Facebook post about my experience. Soon, I was hearing from designers worldwide who had fallen in love with the MX Keys in much the same way as I did. Soon I was getting comments from readers like, "If you love the MX Keys, you've got to get the MX Master 3 for Mac mouse!"

A quick look at Amazon made the decision easy, or so I thought. \$99 is a lot for a mouse. So, I passed.

However, I couldn't get that MX Master 3 mouse out of my thoughts. How could a mouse be so great? All you do is point and click, right?

Finally, last week, I couldn't stand the suspense any longer. I dug into my wallet and placed an order for the MX Master 3 for Mac, and – good heavens – am I ever glad I did.

"What could make a mouse so great?" you ask. This mouse has more features than I dare attempt to describe in 800 words, so let me share just a little about my favorite features of the Logi-



Even the box is fancy! Kevin's new Logitech MX Master 3 mouse and MX Keys keyboard sit on his desk. He was amazed when he began using the two devices simultaneously.

tech MX Master 3 for Mac.

- **I can move between monitors with ease.** "Big deal," you say. That wouldn't be such a big deal if you didn't know what was coming next. I can move my mouse between computers with ease. No, I don't mean I can switch Bluetooth settings or click a button on my mouse to change computers. I can slide my mouse from one computer monitor to the monitor of a different computer and control that computer. Yes, it's like magic.

- **The mouse has programmable buttons that are pre-programmed to work specifically with the application you are using.** So, if you're using InDesign, there are buttons that perform shortcuts in InDesign. If you're using Microsoft Word, Illustrator, Photoshop, or whatever, the MX Master 3 knows what application you are using and changes its settings (invisibly to you) to work with that application.

- **Ok, here's my favorite thing about this mouse.** And, I've got to tell you, I almost fell over when this worked for me. After setting up my keyboard and mouse, using Logitech's "Flow" application, I could not only move between computers, but I could copy and paste be-

tween computers! I kid you not. No more airdrops or emails or sending files over the network.

- **Finally, when using both the keyboard and the mouse, the "Flow" technology allows me to control the computer currently being used by the mouse.** That's right. No buttons to push...no settings to change. If I move my mouse from one computer to another, the keyboard automatically takes control of that computer. I'm now using one keyboard and one mouse instead of the three keyboards and three mice I was using before.

How much does all this cost? Logitech MX isn't cheap, but it's worth the price. The MX Master 3 mouse sells for \$99 (US), while the MX Keys keyboard sells for \$119.

Oh, by the way, the mouse is for right-handed users only. Yes, I know. Maybe it's time for my left-handed friends to start a social-media campaign to convince Logitech to create a left-handed mouse.

Now you know what I know.

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It's already May and I still haven't even looked at clearing out my Type 1 fonts (not to mention that color swatches from Pantone will be removed from Adobe products). Here's an update on my digital tools and a look into some simple...

Digital News



Normally I try to stay away from the "tool" aspect of graphic design, and just concentrate on the "design" part, but there are changes that will definitely impact my process. The Type 1 font issue has been the subject of change for a while now. However, I am still nowhere near clearing out (much less substituting) my older Type 1 fonts and that's where my April issue of *Creative Pro Magazine* comes in.

There is a section called *InFocus* which is a collection of tools, fonts, add ons and more. Knowing that, while I may be well-intentioned, time's not always on my side, and this section provided a simple and practical option for me.

I will purchase **Fontgear's** FontXChange, app that converts fonts from one format to another. It's a relatively inexpensive solution (\$99) that will let me keep my old PostScript fonts and convert them to OpenType. (<https://fontgear.com>)

I will let you know how that works out for me... plus it will be a nice Mother's Day gift!

Pantone... color standard gone?

I am actually not sure of what's going on with this bit of news, but **Adobe** has announced that color swatches from **Pantone**, a company established for its de facto-standard color matching systems, will be removed from a number of **Creative Suite** professional design products, leaving a lot of us confused about the consequences of that decision.

Pantone Vice President and General Manager Elley Cheng told *CreativePro* that the future of Pantone colors in Adobe products lies in add-on software, **Pantone Connect**, which will let the color systems company sell complete,

up-to-date color data directly to its own users.

Last November, if you checked Adobe's on-line documentation about color swatches, you saw an alert that warned of impending changes to **Adobe Photoshop, Illustrator, InDesign, Acrobat, Adobe Color, and Adobe Capture.**

In March, color definitions "will be removed from future software updates," the message read. "To minimize the impact of this change, we are working on an alternative solution for the affected products. Stay tuned for updates."

I have worked in printing and publishing for many years and relying on the Pantone system for consistency and accuracy in printed materials could be very problematic.

As I have read so far (on top of the usual Adobe Creative Cloud subscription plans), **Pantone Connect** will set you back \$7.99 per month or \$35.99 for a full year for the first year and \$59.99 annually thereafter.

My understanding so far is that Legacy Documents will be fine with existing documents—both native application documents and PDFs generated for publication or distribution—will be unaffected by any of the changes, with essential color information (though it might be from data that Pantone says is long outdated) remaining embedded in the documents that are created with current tools.

Marketing color access by subscription to **Pantone Connect** might be the future for Adobe users, but Cheng said that Pantone continues to license up-to-date Pantone color data to **Serif** (for its *Affinity* suite of applications), to **Quark**, and to **Corel**, as well as to "Pantone's many other software partners."

So not sure what the future will bring. Most of the time I work in RGB, but my basis has always been PMS (**Pantone Matching System**). If any readers know more, please drop me a line below for sharing. Thanks...

Options to consider...

All this reading about changes has made me realize that although I am comfortable using the programs that I do, are they actually the right choices for me, and *Creative Pro Magazine* has presented me with some interesting questions and options.

I have been very happy with the switch from *InDesign Magazine* to *Creative Pro Magazine*. The exposure to other programs (tools) and other software issues made me go back to the March issue with "*Alternatives to Adobe*," and "*Transitioning from InDesign to Publisher: First Steps*." That and the fact of what do I really do? I no longer work in the industry, other than pass on tips and design info that I have acquired over the years and publish a newsletter for a Camera Club (which, realistically will be passed on to someone else in the future and operates on a shoestring). So is the price I pay for the Adobe Creative Cloud worth my money and time? Or is it just a habit, in which case I should seriously review my choices.

Needless to say, I have some challenges ahead and I need to get serious. As I've stated before, I have a strong background in the print industry and feel it will be around for a good long while, but there are procedures and processes that I may need to look at to increase my efficiency and effectiveness.

Final Thoughts:

After going back through seven issues of *Creative Pro Magazine*, I realize that I need to go through many of the articles, with a new focus on changes and how to best use the tools that I have, starting with February's topic... "The Roots of Efficiency."

I was actually going to demonstrate how to give you some options to get better black and white photos, but got distracted by news of changes going on in the industry.

Rest assured that I will cover that topic next month. Believe it or not there are ways to improve the black and white version to create more dynamic and less destructive black and white images.

In the meantime, I have some books to order, an app for my fonts to order, reading to do and hopefully spring-like weather to finally enjoy in Wisconsin!

My homework for May is to explore *Affinity Publisher* and tell you what I've learned. It has been more than a year since my purchase and I have yet to find out more about it. If I expect you to practice, I should do the same...

In the meantime... Stay Safe until next time...

I was a student, an art teacher, a graphic designer, a writer and again a student. For info, PDFs of articles, or have ideas or comments, e-mail:
hanrahan.ln@att.net Ellen Hanrahan ©2022

A side-by-side comparison of those small one-column ads

The original ad, left, can get lost on a page of similar ads, but add contrast to areas within the ad space and you create more attention to the information.

The mortgage company name can get lost, so a reverse is a good way to give it a bit more impact.

The font changed from Helvetica to Myriad Pro, increased in size, and the word "Yes" now stands out. You can also emphasize words ("Then you can purchase...") and not change to upper case or underline—just contrast!

Using contrast, repetition, alignment and proximity, we keep all the information readable while punching up key points. One way to help content create interest—and readability.

LOANSTOP MORTGAGE CORP.
NO MONEY DOWN PROGRAM
If you can answer "YES!" to the following...
1. **Currently employed—YES!**
2. **No late payments in the past 12 months—YES!**
3. **No bankruptcy in the past 2 years —YES!**
Then you CAN purchase a home with no money down!
CALL TODAY!
555-555-LOAN (5626)
TOLL FREE 800-555-8888
www.loanstopwi.com

LOANSTOP MORTGAGE CORP.
NO MONEY DOWN PROGRAM
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www.loanstopwi.com



By
Mark W.
Rummel
Fenton, MI

YOU'D BETTER SHOP AROUND:
**Would you give away
this 1-column-inch ad to
skeptical advertisers ?**

My first Ad Manager boss showed me this possible display ad back in 1974. He offered to run it for any business owner or manager who would tell us his business wouldn't advertise in our daily paper because — as everyone knows — our ads don't always work.

I WILL GIVE \$50 CASH
TO THE FIRST 10 PEOPLE WHO CALL ME,
JIM SMITH, at xxx-xxx-xxxx AFTER 11 PM
TONIGHT (Monday, May 9) *Honest. No Strings Attached.*
This is real — to prove that running even tiny ads in "The Daily Planet" brings results!

"We'll run this one-inch display ad for you in Monday's issue," I was to tell any unhappy (but know-it-all) customer. "We're giving it to you for free. Of course, you'll have to pay the \$500 to the people who call you, but that shouldn't be a problem — because you are so sure this won't work."

"**GIVE ME** your home phone number," I would continue, "so we can include it with your own name in this free ad. Plus, here's a pad of paper and a pen, to write down the names of those 10 people who will call you," I'd say.

"After you answer those first 10 calls, you'd better keep your phone off the hook, because it will keep ringing for the rest of the night," our staff was to say.

NO, WE never had any "takers" for this free ad. Not one. That's not really a surprise, is it?

And while I realize it borders on being a type of joke or challenge, there is a lot of truth in this approach to advertising.

It doesn't matter as much if the ad size is a double-spread, or full page or even a half page: OFFERING A GOOD DEAL AT A REASONABLE PRICE **WILL WORK**. The customer needs to advertise a offer with value for best results.

This makes me think of another ad deal I've heard about recently. This interesting concept would increase your readership, too, to say the least.

SUPPOSE YOUR daily or weekly paper offers three ad spaces in every issue, at these very special rates:

- **A full page (with color, if available) on the back page of the issue's "A" section, at maybe \$599 per run;**
 - **A half page on the weather, comics or another special anchored page, at \$399, and**
 - **A quarter page on the first sports page, at \$199 per insertion.**
- LET'S INCLUDE** these guidelines: in today's desktop publishing world, each advertiser would have to submit their copy in a digital camera-ready form, two days before publication;
- Ads must be prepaid and are available first-come, first-served for every issue, on a calendar managed by your ad director. Each advertiser could run once per week (or other schedule you choose) and once reserved, payment for each ad space is expected.
- Content would still have to meet your stated guidelines, with your publication having normal control over content.

Would this work for you in your market?

What fascinates me about offering these special ads is how much new revenue these could produce, with virtually no work by you or any staff members. A five-day paper offering these ad rates — and selling every spot for a year — could generate more than \$311,000 annually.

That would help SO MANY bottom lines, plus it could generate much more readership due to readers and advertisers wanting to see who's running in each issue. This could restore something that has been missing in recent years in many hometown papers — that desire to learn new things about our communities through ads being run by your current customers as well as brand new advertisers.

ONE MORE thing: maybe any empty spots in your ad calendar could be filled the day before publication at "fire sale" rates like 33% off, for repeating an existing submitted (and paid-for) ad.

Of course, you could set any ad rates for your own market. But this truth exists: readers (and advertisers) formerly learned much more about what friends and competitors were selling than we do today. Plus, giving our sales staff special offers to sell provides good reasons to make more customer contacts.

And it all could start by giving away a one-column-inch ad. After all, we DO know our ads work. Keep telling that print story, at all hours of the day.

Mark worked at papers in Saginaw, Port Huron and the Thumb Area, plus served on the CPM Board. He and wife Sally even worked for The Walt Disney Company. He also opened and ran a successful restaurant for 17 years. He still does social media work from Fenton, Mich. MarkWRummel@gmail.com



Ryan Dohrn

President/Founder, Brain Swell Media LLC



Warming Up the Cold Call for Better Results

It's important to recognize that selling in a post-pandemic world or to pandemic-fatigued customers is a challenge in and of itself. Many of us are told that we have to make X number of phone calls every day to new clients. I get it. I need to do it every day, as well. But, cold calling without warming up a client is sort of like attempting to run a 5K race without any training or pre-race stretching. Your chances of winning will greatly increase when you do some training and you properly stretch before you attempt the race. Another example would be marriage. When you go on a first date with someone do you ask them to marry you immediately? In most cases, the answer is no. Both of these examples prove that warming up works. So, why would sales be any different?

As a person that sells every single day, I realize that we are dealing with limited time to get things done. As most of you know, I sell every single day. I feel like it makes me a better sales trainer and sales coach. When I wrote my recent sales book, *Selling Forward*, one of the areas that I focused on was the misunderstanding about cold calling prospective customers. There seems to be a pretty common misunderstanding that cold calling just doesn't work anymore. I've found that to be true, if you're actually cold calling potential

customers. Meaning, they don't know you and you don't know them so you're calling them completely blind ... completely cold. Why is it that cold calling no longer yields the best results? Is it the pandemic? Is it that people no longer work in a brick-and-mortar office with a desk phone? Or, is it because of stranger danger? I would suggest to you that stranger danger is real and it is one of the reasons that we need to warm up our prospects before we cold call them. We need to do this to increase our chances of connecting and getting a meeting.

First and foremost, stranger danger is not simply something that we teach children. Stranger danger is also real as adults. You'll see it all the time at a reception or a party. An individual or couple will walk in the front door and will immediately look around for people they know. Then, they move directly to those folks that are known to them to engage in conversation. It's completely normal. But for some reason in the business world, sales managers and oftentimes salespeople will underestimate how stranger danger impacts their sales process. Specifically, their cold calling sales process.

So, let me ask you this question: why would a person that does not know you reply to an email or answer a voicemail from you? Like you, they have been

trained to not engage or talk with strangers since birth. Because of this, I believe that we need to do a better job of warming up our prospects before we reach out to them with a phone call. With that said, many of you will now reply to me and say that is the marketing department's job. But is it? In many cases, the marketing department can be a big help. But, in the world of sales, you control yourself. If you wait for others to warm up your clients to make your cold calls more effective, you might be waiting quite a long time. Maybe even forever.

Let's look at six ways that you can warm up a prospective customer and increase your chances of booking a meeting or having a conversation as a part of your cold calling process. I think we can all agree that if we can get somebody on the phone, it's always easier to sell them.

1. Buyers buy when they are ready to buy, not when you are ready to sell. You have to plan in advance to be successful when cold calling. I believe it will take anywhere from 14 to 30 days of effort to warm up a client effectively. Sure, you can call people directly out of the blue. You might even have some success. But I have found that I am able to increase my chances of connecting by as much as 40% if I effectively warm up the client before I make that cold call. (Continued on page 8.)

Warming Up the Cold Call for Better Results *by Ryan Dohrn Continued from pg. 7*

2. Quick trust is something that has to be built before a cold call will be effective. Quick trust is those small nuggets of information that you can share via email or even with a voicemail that lets your prospective customer know that you are relevant, researched, and ready to talk to them. Most of the time I find nuggets of quick trust on LinkedIn or by looking at somebody's social posts online. I'll also visit the client's company website to look for anything that is relevant and interesting that I can help with. Deep trust will be built once you have a meeting with someone. Quick trust is that small point that proves that you are worth their time.

3. Not all outreaches should be about sales. If every time you contact someone you're trying to sell them something, you are a salesperson. If at least 50% of your communications with a prospective client offer helpful information, like industry trends or tips and advice, you are now seen as a helper. What can you share with a client that will warm them up and make them feel like having a meeting with you is of value to them? Every industry is different. But typically, information that you can share that will help them better run their business or impact their life in a positive way is the direction to go.

4. All digital all the time is not the best approach to warm someone up. What are you doing to be different? Every salesperson is sending a barrage of emails to prospective customers. What about sending a handwritten thank-you note with a \$5 Starbucks card inside?

What about sending somebody a small tin of popcorn that you can buy online for \$9? I had a very successful salesperson that would send plants in the mail to prospective clients. He was a moderately funny fellow and would often include cards that said things like ... "Looking for ways to grow your business? I have three ideas and will call you next Tuesday."

5. Do you effectively use LinkedIn to get yourself known to your prospects? Do you participate and post in groups that they're a part of on LinkedIn? Do you follow their company LinkedIn profile? Do you like the things that they share on the platform? Do you comment on the things that they share? Are you connected with them on LinkedIn? Do you share information through the LinkedIn platform that might be helpful to their business? Remember, in warming up customers, it's really about you becoming a known entity to them and not a stranger. Again, this is why it often will take 30 days to effectively warm up a prospective customer.

6. Once you are known to an individual it almost always makes it easier to connect. But, one final trick involves what time you are cold calling them. What time you call them is almost as important as what you say. Meaning, what time of day do you call them? Is it at a time that's good for you? Or, should it be at a time that's good for the client? I would say in all cases you should adapt your schedule to the buyer's schedule. In almost all business situations, the majority of meetings are typically hosted between 9 a.m. and 11

a.m. And, 2 p.m. to 4 p.m., after lunch. So, use your email technology to make sure that your emails hit outside of those times. And, make sure your cold calls are made outside of those times, as well. Never build your schedule around you. Always build your schedule around the buyer. Every industry is slightly different. So, adjust accordingly.

I completely understand that altering your sales process can dramatically impact your time management goals. But, if we alter our sales process to increase our chances of getting a meeting with someone, it should be time well spent as that alteration may bring you results.

If nothing else, I hope that this blog will cause you to think a little bit more deeply about what you can do to be successful with cold calling. Cold calling should really be called warm calling, if you're doing it correctly.

Friends, never forget ... if sales was easy everybody would be doing it. And they are not. We are the Chosen Few that have found a career that will feed our families for a lifetime.

I would love to speak at your national sales meetings or have you buy my new sales book for your sales team. You can find it online at Amazon.com or Barnes & Noble. The title is Selling Forward: Pandemic Tested Sales Strategies for Success.

*Ryan Dohrn is the creator of the 360 Ad Sales Training system and is a globally recognized media revenue consultant.
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