



Community Papers of Michigan

INFORMER

January 2018
mifreeads.com

CIRCULATION
VERIFICATION
COUNCIL

OUR DATA
SPEAKS VOLUMES

Congratulations...

Deanna Ladd *of Bellevue, MI*

Auction Survey Winner of a \$100 MasterCard!



From Left: CPM Executive Director Jack Guza, Deanna Ladd with her Granddaughter, Zariah Ladd, Battle Creek Shopper News Owner and Publisher Fred Jacobs.



Executive Director Updates

By Jack Guza
CPM Executive Director

I continue to prioritize sales into our members' publications. Last November I sent out a request for our members to reply if they would like me to represent them in a proposal to NSA Media for the Meijer Stores preprint business. The immediate response from our membership was incredible! Thank you to those of you who informed me you already have the Meijer business. As I mentioned, I will not interfere with anything you already have in place. For our members who welcomed me to represent their companies for this business, I have informed those who are under current consideration by NSA Media, who will present their publication to Meijer to either move their insert completely to a CPM member publication, or at least augment current circulation in a competing publication with the addition of several key zip codes.

NSA Media has also informed me that they have not yet had a chance to review everything I provided to them, however they intend to. I believe many of our member publications will be added to the Meijer Stores buy - I just don't know which ones and when that will happen. I will keep all participating publications updated as I learn more.

As I previously mentioned, I will be attending the Michigan Auctioneer Association (MAA) Conference once again this year on Jan. 31 - Feb. 2 in Frankenmuth, MI.

MAA is one of the largest and most active auctioneer associations in the country, and I have forged many wonderful business relationships from being involved with this great group of auctioneers. For the seventh consecutive year, I will man our CPM booth to encourage auctioneers to continue to advertise in their hometown and surrounding community newspapers and shopping guides, and to also consider one of CPM's advertising networks for an extended reach.

This year, MAA asked me to be a judge in their scholarship program, which I agreed to participate in. In the past, I have served as a judge for their advertising contest as well. Each vendor also has the opportunity to speak during the vendor appreciation luncheon which is attended by the large group of auctioneers from around the state. I always look forward to this portion of the conference as it allows me to address all attendees to share the value and reach of our members' publications and CPM's many advertising network opportunities.

Thank you to our members who featured the Auction Survey Ads on behalf of CPM and our Members. According to Tim Bingaman, President and CEO of Circulation Verification Council (CVC), who conducted the online survey on our behalf, we had an excellent response from your readers, which has yielded very valuable insight!

The reader survey for Michigan's Auction Industry is something we wanted to provide to MAA conference attendees, as it is the most recent information from readers of community publications across the state that was concluded on Jan. 22,

2018. CPM Board President Don Rush, and Board Member Wes Smith, are featured speakers at this year's MAA conference and have prepared an informative program that will include our survey results. I will have printed copies of the survey at the CPM booth for conference attendees as well.



Take a short **AUCTION SURVEY** online by January 22, 2018 and you will be entered to **WIN a \$100 Mastercard**
www.research.net/r/2018CPM
 Proud Member: 

The winner of the \$100.00 MasterCard randomly drawn by eve from qualified survey entries is Deanna Ladd of Bellevue, MI. The Publication Ms. Ladd saw our promo ad in was the Battle Creek Shopper News. The Battle Creek Shopper News has also won a \$100.00 prize from CPM for featuring the promo ad the winner responded to and completed the survey.

A big thank you to Tim Bingaman and the CVC staff for putting this survey together for us on relatively short notice!

I have attached a pdf of the auction survey results with this email for your review. Feel free to share the results with your local auction professionals.

Good Selling!
Jack

Checklist for the New Year



Kevin Slimp
kevin@kevinslimp.com

I suppose any time is the right time to look over your newspaper operation and search for ways to make improvements., but the beginning of the year seems especially appropriate for such a task.

As I sat at my trusted keyboard to begin, I sent a note out to newspaper friends throughout North America to ask for their suggestions. Let me share a few of those first:

Tom in Mississippi

Tom writes, "Do what you do best the most. Fulfill your purpose to your community."

Tom makes a great point. In study after study, we've learned it's all about community. Successful community papers remain focused on local stories.

Look over your newspaper with the rest of your staff. How did you do in 2017? How can you be even more involved in your community in 2018?



Earl Goodman Goodman, Tennessee Press Service, looks over his January calendar.

Karen from Tennessee

Karen writes, "Why not try something new this coming year or replace an outdated tradition?"

Tradition is a good thing. Sociologists tell us it's an important factor in binding families and groups together.

Author Frank Sonnenberg wrote, "Tradition contributes a sense of comfort and belonging. It brings families together and enables people to reconnect with friends."

When I speak on the topic of "Getting People to Pick Up Your Paper," I remind listeners of the importance of building

trust in our communities. One of the ways we build trust is by creating traditions in our newspapers.

However, Karen is right. The new year is the perfect time to look over our papers and ask ourselves which traditions build trust with our communities and which ones would be best left behind.

My son and I have taken an annual "Walk across Knoxville" each year on Labor Day. As he has grown into a young adult, it's become obvious the tradition doesn't fit neatly into his schedule due to changing obligations, as well as a greater number of options available to a young adult. So this year, I let it go. He went to DragonCon, dressed as the Joker, and had the time of his life.

We'll walk across the city again, but it doesn't have to be on Labor Day. Much like a newspaper, we'll adjust to better fit our current lifestyles.

Gary in Missouri

Gary added the new year is a good time to take a look at your online presence. Find ways, we wrote, "to turn your website into a revenue stream rather than a revenue drain."

When's the last time you took a good look at your website? Does it represent your newspaper in a positive way? I would suggest you gather a group together once a year, and the start of the year is as good a time as any, and look over your digital presence.

Mark from South Carolina

Mark wrote the beginning of the year is a good time to go through old newspapers and find great stories to reprint. "Great stories are still great stories!" Mark added.

Amanda from Tennessee

"My dad always suggested we go through papers from the previous year and pick out certain events that are re-occurring and mark them on calendar. We tend to get so busy sometimes that we miss things."

That's a great checklist item, Amanda. Go through your pages from 2017. What are some events you want to be sure and cover in 2018? Put those down on a calendar.

Did you cover any stories that would make good follow-up stories in 2018? Put

those on the calendar. Who are advertisers that were running in early 2017 that aren't in your most recent issues? Make a point to give them a call. We can garner a wealth of information by looking through pages from the past year.

Christina from Missouri

"Delete files. I do that at the beginning of every year. I often go back and find files five or more years old I don't need anymore."

That's a great idea, Christina. Bulky hard drives really slow down a computer's performance. Let's take it a step further, though. In addition to outdated files, go through your computer and uninstall applications you no longer use.

I did this on my desktop last week and found more than 20 applications to throw away. They add up quickly.

Okay, now for my list

My friends made my job easy, leaving just a little space for my checklist of to-do items as we kick off 2018 at our newspapers:

- Create focus groups by inviting readers and non-readers to look over your newspaper as a group and make suggestions.
- Strategize staff training. Everyone needs training from time to time to improve skills and provide motivation. The first of the year is a good time to look through your newspaper staff and see what types of training would be most beneficial.
- Go through your list of advertisers. Who hasn't run an ad in six months? Studies indicate it's 20 times as easy to bring back an old customer than to recruit a new one.
- Go through your list of subscribers. Your efforts may be more fruitful if you focus on getting former readers to return before gaining new subscribers.
- Do an equipment inventory. Do you have computers, software or other equipment that is slowing down your production process. Now is a good time to begin planning to replace outdated equipment.

It's a short list, but if you accomplish just one or two of these checklist items you'll be well on your way to improving your newspaper's outlook for 2018 and beyond.



Michael Angelo Caruso

Tips for **Selling** *Anything to Anyone*

Tips are important, especially tips for helping people.

Selling is the art and science of helping folks solve problems.

People say that selling is a science because it's been thoroughly studied and we have lots of information about what works, such as the AIDA model (Awareness, Interest, Decision, Action) to pull prospects into the sales funnel.

“Art” is also a key component of the selling process because people who have problems often don't want to pay a fair price for the solution. Sometimes they don't want to pay any price.

When you get right down to it, some folks aren't even aware that they have a problem. That's why when selling, it's good to educate prospects and share tips with them.



After all, it's a lot easier to sell a roof to a man who knows that its time to replace the shingles.

Whatever you sell should make that person's life better. Salespeople often help solve problems that have already occurred. Really good salespeople help solve problems before they happen. Tweet This

If you're in sales, you can constantly improve your craft if you engage in lifelong learning. If tips are constantly flowing toward you, you're more likely to pass tips along to others.

Here are ideas for selling to anybody, originally published in the book, *Work Hacks: 300+ Cool Ideas to SPEED Career Success*. *Continued on page 4.*

Tips for Selling Anything to Anyone *(Continued from page 4)*

How to sell anything to anyone

1 Helping people is noble and necessary.

Successful salespeople believe that their goods and services have value. You can achieve this mindset by differentiating your offering from the competition. If you sell a commodity that does not enjoy differentiation, then the difference is you. Believe that your offering will benefit people and you'll always feel good about selling.

2 Sell to people who want your stuff.

Try to find prospects that already purchase the kinds of things you offer. If the prospect is not pre-disposed to buying your product, you must execute the "two-step sale" of first educating and then selling.

3 Let them tell you what's important to them.

To quote my father, "I never learn anything while I'm talking." Most sales people talk too much. Get to know people before trying to sell them.

Try to identify the person's personality. Is he a micro-manager that will want to dictate terms of the sale or a person who is easily influenced? Ask open-ended questions to get the prospect involved. Always stay positive. If the prospect keeps trying to talk about the negative side of things, only agree when the issues are inconsequential.

For example, you might agree that the



weather has been bad, but not necessarily agree that all salespeople are crooks.

4 Link what they're saying to what you're selling.

Use the prospect's verbiage, tone, pitch, and energy as clues. Link what's important to them to what you offer. You might say, "I'm so glad to hear you say that you like quality because my product is the best on the market." Be assertive, not aggressive.

Once, a man seated next to me on an airplane was lamenting about how difficult it was to travel ten days a month while leaving three small children at home with his wife. I inquired about the kids and he gave me their names and ages. He said travel was an unfortunate requirement of his job. I asked what he did for a living and he told me he was a sales manager.

I asked, "What's the hardest part about being a sales manager?" and he responded, "Getting people to work a full day."

Finally, the man asked me what I did for a living. I said, "I teach sales managers how to get their people to work a full day." He laughed and asked for my business card.

5 Be gracious and be grateful.

Always be grateful for a customer's time and patronage. Find consistent and creative ways to say "thank you."

Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker."

Mr. Caruso teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry.

Mr. Caruso has spoken in South America, Africa, Australia, Asia, the Middle East, and 49 of the 50 states. He spends lots of time working and playing in California, Texas, Florida, and New York.



By John Foust
Raleigh, NC

Amateur vs. Professional

What sets advertising amateurs apart from professionals? Let's examine some key skill areas.

1. Amateurs do most of the talking in sales appointments. Professionals do most of the listening. When they meet with prospective advertisers, they work to learn marketing goals. They concentrate on discovering "pain points." And they learn about the results of previous campaigns. That's accomplished with questions – along with attentive listening.

2. Amateurs use puffery in ad copy. Professionals use relevant information. They stay away from empty claims and exaggerations like "unbelievable," "fantastic" and "incredible." Instead, they focus on specific features and benefits that mean something to readers.

3. Amateurs sell one ad at a time. Professionals sell campaigns. The best ads are not stand-alone sales, they are elements of bigger marketing campaigns. By taking the time to develop an overall strategy, professionals have a guideline to follow. There's no mystery about what to do next. They simply follow the plan.

4. Amateurs create spec ads before learning the prospect's needs and developing a marketing strategy. Professionals believe it's important to diagnose the patient before writing a prescription. I cringe when I hear

stories of ad ideas that have been created without doing any homework first. Most of those ads are laughably off target.

5. Amateurs don't know the difference between image ads and response ads. Professionals know that distinction can make or break advertisers' expectations. Image ads are designed to create and strengthen brand identities, while response ads are designed to motivate consumers to "buy now."

6. Amateurs see print and digital as separate entities. Professionals know that print and digital work together to project a cohesive brand image for their clients. In today's multi-media environment, the companies with strong marketplace identities understand that everything must work together. Logos, type fonts, benefit statements, theme colors – they all play important roles.

7. Amateurs run anything their advertisers request, because they don't want to risk offending paying customers. Professionals know they're obligated to stand up for solid advertising principles (with diplomacy, of course). I've never seen a sales person's

business card that listed "Order Taker" as a job title.

8. Amateurs wing their way through appointments. Professionals provide prospects with a printed agenda and follow it carefully. They know how to keep things on track. They stay away from running down rabbit trails that can derail a presentation. It's a matter of respecting the other person's time and making a professional impression.

9. Amateurs don't care about typography. Professionals understand that type has been called "the voice of print" for a good reason. They know that all upper-case type should be used sparingly in headlines – and almost never in body copy. They understand the nuances of serif and sans serif fonts. And they know how to use line-breaks to create readable headlines.

10. Amateurs think they know everything. Professionals are not complacent. They strive to learn more about their prospects, their market, their competitors, and advertising in general. There's truth in the old saying, "The biggest room in the house is room for improvement."



(c) Copyright 2017 by John Foust. All rights reserved. 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



By Peter Wagner
Founder and Publisher,
The N'West Iowa REVIEW

GET REAL
THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

The challenge ahead for newspapers and the community.

It's no secret America's newspapers are struggling to find their place in today's social media society.

Many major metro dailies now only offer home delivery on Thursdays, Fridays and Sundays, the days they carry an exceptional number of high-revenue inserts. The balance of the week interested readers have to buy the paper at a convenience store or other dealer.

In smaller markets that were once five or six-day-a-week dailies, publication has been cut to three times, twice or just once a week.

Community news always has been important to society. The earliest humans recorded their experiences and challenges on cave walls in France as far back as 17,000 BC.

Newspapers have survived competition from radio, television and even early forms of the internet. So why the difficulty today?

For one thing society has become more diverse. There is more desire to be different and separate than to be of one mind and purpose. Where a community newspaper once brought a group of people together, many residents would just as soon see it torn apart.

For another, some publishers became arrogant. High profits and soaring circulation gains blinded them

to the possibility of serious competition created in the form of shared information networks such as Facebook and Snapchat.

In many communities the passion for publishing, once driven by a local owner, has been lost to directives from upper management located in distant states. Many of those chains have no knowledge or understanding of the local community's needs, motivation or history.

And worse, too many industry and community leaders have "drunk the Kool-Aid" and believed social media promoters are correct when they claim that freely shared individual social commentary is going to produce free, independent thinking and offer a cost-free way to advertise local businesses and create community consensus.

But nothing is free. Those same social media promoters have found ways to maximize their growing, international revenue by controlling who actually sees the message and by selling small company e-mail lists passing through their system to like larger online retailers like Amazon and Walmart. Small businesses, believing they are creating their own market are simply helping increase the prospect list of their greatest competition.

Cont. on page 8)





The challenge ahead for newspapers and the community.

Continued from page 7

Additionally, local and national blogs and social messaging does little to create a united community. Such one-sided voices often broadcast unchecked and even fake news. Many of those sources cannot be trusted as balanced or even intending to share the truth. As former President Barack Obama stated on “CBS This Morning” on Wednesday, Dec. 27, those who depend on social media for their news can be “cocooned in information that (only) reinforces their current biases.”

Interestingly, the outside media that most often reports the “falling” numbers in newspaper circulation are the over-the-air non-cable television networks that have problems of their own. The large and ever-growing selection of cable channels and live-streaming networks and the consumer’s ability to watch programs commercial free on Hulu or other servers has cut deeply into the local television station’s audience and revenue.

Are all newspaper dead or dying? Not necessarily. Some groups and many independent family-owned papers are

taking steps to remain an important part of the community.

A recent comScore readership study reported 18- to 34-year-olds, long thought forever lost to print media, are spending more time reading printed newspapers than checking out the news online.

But publishing companies are going to have to work diligently at keeping their subscriber base.

That effort may include investing in a larger newsroom to write more original content. It may require investing in more computer programs and equipment. It will demand an expanded creative team capable of producing a more attractive, interesting design.

Keeping up with the future will surely require new forms of delivery to assure the subscriber gets dependable on-time “to the door service” as the post office’s delivery days and times diminish. That printed paper will have to be augmented with new, innovative online services and breaking news updates.

Finally, newspapers will need to offer an increased local presence in

everything from being more visible reporting about all things important to the reader — the city council, college concerts, high school sports and local successes — to the sponsorship of both educational and simply enjoyable community events.

Newspapers will make it through the current storm to brighter days ahead. They are the heart of every community. They are the cheerleaders, fact checkers, community watchdogs and creators of community consensus and commitment.

Thankfully, that’s the kind of challenge we committed journalists can get excited about.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW. He is a regular presenter at State Press Association Conventions and Group Seminars. You can contact him with questions regarding your newspaper at pww@iowainformation.com or (cell) 712-348-3550.



Learn how to **PROFIT** from selling websites to your advertisers at: **SiteSwan.com**

I am going to start working with Adobe Creative Cloud this year...but another year begins and I still need ideas that will better fit the information that you are looking for. Email to the address below. In the meantime...

Details...details

Ad Talk with Ellen Hanrahan

Best wishes for a great 2018!



Holey Moley—it's a brand new year and I am still three weeks behind—at least! Went to Mexico at the beginning of December for two weeks (Yea!) and came back with bronchitis (Boo!) and on top of that, it was the holidays!

So pardon me while I try to make up for some lost time. I went to breakfast recently to celebrate a birthday of my old boss (brother) and other coworkers from the Booster. Some are in other jobs and a few still work at the Booster, but we got to talking about "the old days," and what has changed. Well, a lot, but the bottom line is that more clients can create ads, but there is no understanding of the process and how to make ad creation easier, especially if we had to go back and fix or add information to the ads that they supplied us with. For example, using tabs can help so much in alignment or a paragraph style sheet can often make working with a lot of text so much faster.

Design or Decorate?

Anyway, let's get back to the idea of client-created ads. It also comes down to design... or decorate. There is a huge difference between these two applications. **Design**—to conceive, invent, contrive... to form a plan for. Compare that to **decorate**—to furnish or adorn... embellish, ornament.

Basic understanding of the fundamentals of elements and principles of design are lacking. Not just in client-based ads, but I am constantly aware of the distinction between the two as I look at a number of publications... free papers, newspapers, special tabloids, magazines, etc. Many of the ads are merely embellished—artwork or photos added wherever there may be room. Add to this mix some elaborate border and a few fanciful dingbats and you "decorate." The possibility that the message is unclear, even lost in this mix, defeats the purpose of the message.

Graphic design is the art of creating a visual communication and generating a positive response from your reader. Creating original, workable design solutions can be achieved...armed with the knowledge of the elements and principles of design. Design happens, whether planned or unplanned. Design by default or decoration will not generate the planned positive response needed from your audience.

Design elements and principles don't just fall into place; it takes work and dedication to find the information you need about becoming better and more skilled as a designer...about being visually literate and better able to understand and control the nuances that occur within the design. **Step one: be able to tell the difference between design and decorate.**

Subtle Changes are Important

Take a look at **Donna's Hair Nook**. In the top ad, the large floral-shaped graphic is out of place. It doesn't highlight anything important and actually interferes with the logo of the business. Use a floral shape but have it be a part of the presentation. I gave the floral shape more substance as well to anchor the hairstyle graphic. Underneath, in the 2nd ad, it helps to "punch up" the graphic. There was also more text added to the 2nd ad and using that floral shape (and moving the address from centered to a right-aligned position, we were able to carve out space and still have it unified with the rest of the information.

There were some minor changes in the text sizes as well to keep a more consistent look. Too many changes in text sizes can also create an inconsistency in the overall "readability" of the info as the eye will "bounce" from line to line rather than read the text as a unified block.

"Donna's Hair Nook" has also been centered over the discount information and we moved the graphic closer to the top with the floral shape. The coupon border has been given a slightly "bolder" feel to set it off from other ads on the page.

I created the color ad to show how I would position the color. The first ad didn't really leave me a lot of choices, and would only add to distracting

Celebrating 30 Years of Doing Your Hair Your Way!

Donna's Hair Nook

\$5 OFF
PERM OR HAIR COLOR
WITH COUPON*
*OFF REGULAR PRICE

\$10 Senior Citizen Haircuts
MEN & WOMEN—EVERYDAY!

5555 Washington Street West Bend 555-555-1234
(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)

CUSTOMER APPRECIATION SPECIAL!

Donna's Hair Nook

\$5 OFF
PERM OR HAIR COLOR
WITH COUPON*
*OFF REGULAR PRICE

\$10 Senior Citizen Haircuts
MEN & WOMEN—EVERYDAY!

New customers always welcome

5555 Washington Street West Bend 555-555-1234
(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)

CUSTOMER APPRECIATION SPECIAL!

Donna's Hair Nook

\$5 OFF
PERM OR HAIR COLOR
WITH COUPON*
*OFF REGULAR PRICE

\$10 Senior Citizen Haircuts
MEN & WOMEN—EVERYDAY!

New customers always welcome

5555 Washington Street West Bend 555-555-1234
(located inside Studio 33 Family Hair Care next to Hankerson's Bakery)

the reader. The difference between design and decoration can be subtle, but the impact on the reader can make it more memorable.

Final Notes...

Sometimes it just seems easier to fill a space with a graphic without questioning "What is the purpose of the art?" When I first started as a graphic designer, my brother would question why I added the art and if all I could come up with was to fill the space, I knew I had to look at my choice. I miss those days of honest feedback... a little bit.

Until next month!

I started as an art teacher many years ago, and changed to a graphic design career in the 1980s. I now write for IFPA TIP, SAPAToday and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2018



By Ryan Dohrn
*President/Founder,
 Brain Swell Media LLC*

Seven Negotiating Skills of the Ad Sales Superstars

superstars use to rack up outstanding sales figures.

Here's an admission; my wife tells me I'm a terrible negotiator. Not because I'm not good at it but because I do it all the time, everywhere; looking to get a good deal at a restaurant, selling a car, whatever; I'm constantly looking to improve the deal. How do I do it? Here's the list: **Seven Negotiating Skills of the Ad Sales Superstars:**

chance to say anything. There's a term for that; it's called 'negotiating against yourself', and clever it isn't. Once I've presented my deal I simply say, "What do you think?" That's it. Then I wait for the client to respond.

Of course, there's more to it than that. Your attitude is also a factor here. Consider this; I've often thought about writing a book I would call, "Sell Less, Sell More!" Great title huh? No, it isn't, it

Negotiate! For some ad sales people it's a dirty word. It's the point at which their brains freeze and they start spouting garbage, either talking their potential profit down or, worse, talking themselves out of the sale altogether. Well, from an ad sales training perspective, I'm here to tell you that negotiating is absolutely all right, that your customer is expecting it in one form or another, and that you should welcome it as an accepted step on the way to making a mutually beneficial deal.

NOTE: You can listen to podcast on this topic at this link: <http://360adsales.com/ad-sales-training-podcast>



Negotiating is a skill that can be learned just like any other. Unfortunately, many ad sales training courses, and employers, either ignore it or gloss over the subject as if it was something everyone should already know how to do. And when you're out on the road, not knowing how to negotiate (and an awful lot of people don't) can be a killer. So, in this blog we're going to take a look seven of the negotiating skills ad sales

1. Shut up! Okay, okay, I know it's a media sales person's job to talk, to explain the deal in the most persuasive way. But here's the thing; make your pitch, present the terms of your deal and ... shut up. Let the client speak first, let them start the conversation. We've probably all done it – that thing where you make your pitch and then immediately offer a discount or an adjustment before the client has a

doesn't work. Why would anyone buy a book that tells them to sell less? The point I am making here, and the point of the book too, is that if you slip into 'sales person mode' you are not going to do well. People like to negotiate with other normal people, not someone hell bent on selling them something. So don't do it. Stay out of sales person mode, and don't negotiate against yourself. *(Continued on page 11)*

Seven Negotiating Skills of the Ad Sales Superstars

(Continued from page 10)

At the end of your pitch simply say, "So, what do you think?" And zip your lip! Remember, price is usually the deciding factor when two products seem to be similar, so your prospect will likely say something like it's too expensive, or this isn't right, or that isn't right. This is when you look back over your pitch. Have you done a good job in showing how different your product is, or how well it will solve the client's problem? The bottom line is that you never make the objection for your prospect, let them bring it up first.

2. Don't give a 'range'. Top ad sales people don't so why should you. Having listened to the prospect's objection, which will probably be connected to price, don't jump in with your size tens and offer to reduce it by say, fifteen, twenty, even thirty percent. Think about that for a second. If you were the prospective buyer, which percentage figure would you leap on? Always, always, quote one specific figure and leave yourself room to increase the discount if you need to.

If my prospect tells me it's too expensive I'll get the conversation off money for a moment. I'll come back with, "Okay, I understand, but do you like the solution? Does it solve your problem?" Getting agreement on this point is obviously a positive step. Then come back to money. "So where would you like the price to be?" Give the prospect time to speak, let them give you a figure. Whatever it is, you're going to negotiate. Say they want 25% off, your response should be something like, "I don't know if we could go to 25%. We monitor our business all

the time and I know that isn't something we could typically do. What if we could get to around 5% or so. Would that work for you?"

And then guess what? You got it - shut up! Give the prospect the time and the room to negotiate with you. Just remember, don't give your prospect a range, and don't give them hopes of securing a big number discount.

3. Negotiate with the decision maker.

How many of us get this one wrong. I know it is often impossible to meet with the decision maker. I get it. You must understand this, if you're gonna be a great negotiator you have to negotiate



with the decision maker or work with your liaison to closely negotiate with their boss. It is as straightforward as that. Yes, I know it's as obvious as a jumbo jet landing in your back yard, but folks still get it wrong.

So, you are meeting with the liaison to the decision maker, what do you say?

For example: "Hey, I'm happy to talk prices with you but what often happens is that I negotiate with you, you then go negotiate with your boss, and then you both come back to me with a different number. Could we either talk directly with your boss, or could we work together to negotiate with that person?"

It's polite, non-threatening, and kind. It's an easier, more pleasant way to phrase what you need to say. And you never know, the person you are talking to might well have the authority to seal the deal themselves. The point is, you will find out, either way, before you get too deeply into the negotiating phase.

4. Get something if you give something.

If you are going to make concessions, you need to make sure you get something in return. Let's face it, healthy customer/sales executive relationships are born out of mutual respect; an element of trust has to exist. Keeping that tenet firmly in mind, you should never simply accept all a customer's demands without requesting a quid pro quo from him. A 'good' deal is usually a 'win win' for both sides.

When I'm selling advertising, I often offer a compromise solution which will leave both parties feeling they've done well. For example, if my prospect has told me the price is too high, I will, perhaps, offer something like a 15% discount if they will agree to up the contract term from three to six months.

(Continued on page 12)

Seven Negotiating Skills of the Ad Sales Superstars

(Continued from page 11)

In essence, what you're doing is making it clear to the prospect that in return for reducing the price, something they really want in the deal is going to disappear. The fear of losing that element of the deal might just be enough to persuade the prospect to come up on the price.

The bottom line with this negotiating skill is that you always get something in return for what you're going to give.

5. Expand the conversation beyond money. In the course of your negotiations with your prospect, they might well become fixated, to the exclusion of everything else, on price. If you don't know already, this is not unusual. So fixated, in fact, they lose sight of the proverbial forest through the trees. How do you counter this? You take the negotiating conversation beyond only money. The gambit ad sales superstars move into at this stage, is to stay on the subject but shift the focus. They ask a series of questions to which they usually know the answers will be, simply, "Yes."

"I know you're looking for a price reduction on this, but let me first clarify – do you believe this product is going to solve your problem?"

"Yeah." (That's a yes).

"And do you think this is all going to happen within the sort of short time-frame that's going to make you happy?"

"Yeah, maybe." (That's a qualified yes).

"So where would the price need to be, knowing this product is going to fix your problem – and fix it fast?"

Then shut up. Remember skill number one of our seven and say no more. Let the prospect give you a number. Don't

negotiate against yourself. Expanding the conversation will remind the prospect of some of the benefits of the deal they may have forgotten in their apparent fixation with price. You can talk about value, solutions, problem solving, the differentiation your company brings to the equation; in fact, whatever is appropriate to your product and circumstance.

What you should not do is waffle, raise a different subject, or spout garbage, because that makes no sense. Yes, I know many widely acclaimed ad sales training "experts" tell you to do just that, distract your prospect, but they're wrong on at least two counts. First, many of these so-called media sales training "gurus" haven't sold a thing in the last 15 years – except maybe their own books. I sell advertising every day. Second, being distracted is not something most professional people enjoy. They will know what you're attempting to do, and they will also know you're going to have to come back to that price pain point anyway. Your job is to fix the pain. If you know the source of the pain, and you know how to fix it, what would that be worth to your prospect?

And that's where expanding the conversation beyond money is the skill you need to use.

6. Keep the conversation light. Now, that doesn't mean you should launch into a stand-up comedy routine, though that might be marginally better than a turgid, dirge-like meeting which leaves both parties depressed and deal-less. The fact is you want to 'partner' with the person you are talking to – even though you may be approaching the deal from different directions. You certainly don't want your prospect to sign a deal under duress, or have him feel stressed, so

keep the conversation light.

Again, drawing from my own experience, I try to maintain the tempo of my speech at a high level. I keep my charisma high. I focus on the things the prospect has said to me. As we're speaking I go back and review my notes. I avoid trying to tell a lot of jokes – humor is, after all, deeply personal, and this guy is here to talk business anyway.

Don't slump back in your chair; don't get heavy and quiet; don't be weird or over-intense; don't 'eye-lock' the prospect too often.

Do sit forward, in your chair, and do keep the conversation light and flowing. Even when it comes to that huge mental hurdle – asking for the sale – still keep it light. Use language like, "I know you really love this. We know you guys have the money so let's make it happen."

As an aside, I recently heard someone recommending an old used-car salesman tactic to sell software. You know the one, write the price on a scrap of paper and shove it back and forth between you. My first thought was to wonder if that person had sold a single thing in the last 20 years. My second thought was that 1996 was calling – they want him back!

7. In negotiations, be prepared to walk away. There will be times when you just have to walk away from the table. Sometimes you have no option but to say the deal simply isn't going to happen, that you and the prospect are too far away from each other, that he doesn't like the compromise you are proposing and you cannot accept his.

(Continued on page 13)

Seven Negotiating Skills of the Ad Sales Superstars

(Continued from page 12)

Here's the sort of thing I say. "You know, I really wanted you as a client. I really wanted to help you solve your problems. I really wanted to make this work, but, as I look at it, I don't think it's going to work. So, on this occasion, I'm going to say we'll have to pass."

Interestingly, when you tell a prospect a deal isn't going to work, or that the two of you aren't a good fit, the prospect will often suddenly about turn and become more accommodating. Don't be bluffing when you say you will walk away from the deal; professional buyers will spot a fake move before you even get out of your chair. Be serious about it, and be prepared to walk away if necessary.

Although walking away may kill the deal, it is still part of negotiating, and certainly being prepared to do so is a skill ad sales superstars use. As ad sales people, negotiating is an integral part of our everyday life. If you're not negotiating you're not in a lot of meetings and, more, I'd say you're not really in the game.

Okay, so those are the seven negotiating skills ad sales superstars use every day. They're not the only skills you need in your selling armoury, there are probably another fifty, but they are skills that will serve you well when you are sitting in

front of a prospective client. Don't just read them here and say, "Yeah, that's a good one, I'll use that," and then forget it. Practise these skills and use them all. The more you use them, like any skill, the better you will get at using them in real situations – and the more, and better, sales you will make.

Finally, let's just run through them again; Seven Negotiating Skills of the Ad Sales Superstars:

1. Present your pitch and let the prospect speak first. Never negotiate against yourself.
2. Never give a range. Instead, give a number you can be flexible with if necessary.
3. Always try to make sure you are negotiating with the decision maker.
4. If you have to give something, make sure you get something in return.
5. Expand the conversation beyond money. Draw the prospect into talking about benefits and value.
6. Keep the conversation light; as light as you can without being silly.
7. If you need to – walk away.

Remember, if ad sales was easy, everyone would be doing it.

- Ryan

Listen to Ryan's ad sales podcast, Ad Sales Nation, on iTunes or on Soundcloud. Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/brainswell/>

Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, Selling Backwards. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of Sales Training World.

Contact information:
Ryan R. Dohrn, President/Founder
360 Ad Sales Training and Strategy
Brain Swell Media LLC

Ryan@BrainSwellMedia.com
<http://www.BrainSwellMedia.com>
<http://RyanDohrn.com>
<http://360adsales.com>
<http://sellingbackwards.com>
<http://SalesTrainingWorld.com>
<http://AdSalesNation.com>

Follow him on [Twitter.com/ryandohrn](https://twitter.com/ryandohrn) for daily tips and advice.

<http://www.linkedin.com/in/ryandohrn>

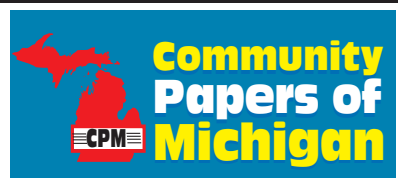


**Reach More Customers With
ONE PHONE CALL**
Reach over 1.3 million households with a
Michigan MegaMarket State-wide classified network ad!

- Auctions • Fairs • Festivals • Events • Concerts • Races
- Online Businesses or Businesses with Multiple Locations or state-wide draw!

Ask about our
Buy 3...Get 1 FREE Special!

Contact
Jack Guza
1-800-783-0267
jackguza@cpapersmi.com





By **Bob Berting**
Berting Communications

The Trust Factor



If building relationships is the key to advertising sales success, then trust is the foundation. Ask any top advertising sales performer what is their success and you'll hear that building trust is absolutely vital in their relationship with customers. But how do you build trust? Trust is built over time and is all the little things you do that makes a difference. When it comes to earning a customer's trust, actions speak louder than words. Sometimes it takes a little more time and effort to forge that bond, but trust is the most important factor in developing long range relationships. The 4 elements of trust are: competence, reliability, intentions, and appearance.

Competence

When you know advertising and your publication well, you will inspire the customer's confidence. They will look to you for answers to their problems, so make yourself a well read resource. Take constant responsibility for your own career growth and sales expertise. Do the things necessary to encourage your customers to have faith in you.

Reliability

Your reliability will be the most important factor in their decision to trust you. Position yourself as a problem solver in correcting problems quickly and efficiently.

Like it or not, your reliability may suffer due to a careless sales secretary or absent minded service

person, so insist on a high level of performance from everyone who comes in contact with your customers.

Intentions

At certain times, your relationship may get off track due to some glitch in communication. But if the customer knows your intentions are good. You usually will have a good chance to redeem yourself. Emphasize that their needs come first and you'll do whatever it takes to earn their complete trust and satisfaction.

Appearance

Though appearances can be deceiving, sometimes you can judge a book by its cover. If you drive a clean, late model car,

and have a well-groomed, professional appearance, customers will be more than likely to view you as the representative of a reliable, well established publication. Enhance your image further with good posture, a broad vocabulary, a clear voice, and frequent eye contact. The latter says to the customer "you can trust me".

The bottom line for trust

Placing an ad campaign with a publication salesperson involves a certain amount of risk for many customers. They don't know if the salesperson will deliver everything that was promised or whether the salesperson is motivated by financial gain or truly wants to help. When you put your customer's mind at ease (trust), you have made yourself a valuable asset to them. The more your

customers trust you, the greater the odds that your profitable relationships with them will last a long time.

Bob Berting is a professional speaker, advertising sales trainer and publisher marketing consultant who has conducted over 1500 live seminars, tele-seminars and webinars for newspaper sales staffs, their customers, and print media associations in the U.S. and Canada. His newest offer for the newspaper industry is a package of his two e-books "Dynamic Advertising Sales and Image Power" and "Advanced Selling Skills For The Advertising Sales Pro". Both books can be ordered on his website www.bobberting.com individually for 19.95 or both for 35.00. Contact Bob at bob@bobberting.com or 800-536-5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250.



Don Rush
 President
 Sherman Publications
 666 S. Lapeer Rd.
 Oxford, MI 48371
 Phone: (248)628-4801
 Fax: (248)628-9750
 Cell: (810)636-3798
 don@shermanpublications.org



Bettie Watson
 Director
 Salesman Publications
 102 N. Main Street - P.O. Box 205
 Concord, MI 49237-0205
 Phone: (517)524-8540
 Fax: (517)524-8570
 Cell: (517)740-9461
 ads@salesmanpublications.com



Marty Bennett
 Vice President
 Community Shoppers Guide
 117 N. Farmer - P.O. Box 168
 Otsego, MI 49078
 Phone: (269)694-9431
 Fax: (269)694-9145
 Cell: (269)370-9469
 shoppersguide@sbcglobal.net



Elaine S. Myers
 Director
 C&G Newspapers
 13650 11 Mile Road
 Warren, MI 48089
 Phone: (586)218-5012
 Fax: (586)498-9631
 Cell: (248)672-0998
 emyers@candgnews.com



Jon Jacobs
 Past President
 Buyers Guide
 P.O. Box 128
 Lowell, MI 49331
 Phone: (616)897-9555
 Cell: (269)208-9223
 Fax: (616)897-4809
 Jon@lowellbuyersguide.com



George Moses
 Director
 The Marketeer
 110 E. North St., Suite A
 Brighton, MI 48116
 Phone: (810)227-1575
 Fax: (810)227-8189
 Cell: (517)404-7807
 gmoses@georgemosesco.com



Fred Jacobs
 Sec./Treasurer
 J-Ad Graphics
 1351 North M-43 Highway
 Hastings, MI 49058-0188
 Phone: (269)945-9554
 Fax: (269)945-5522
 Cell: (269)838-0881
 fred@j-adgraphics.com



Wes Smith
 Director
 View Newspaper Group
 1521 Imlay City Rd.
 Lapeer, MI 48446
 Phone: (810)664-0811
 Fax: (810)667-6309
 Cell: (810)338-7888
 wsmith@mihomepaper.com



Jack Guza, Executive Director
 EMAIL jackguza@cpapersmi.com



1451 East Lansing Drive – Suite 213 B
 East Lansing, MI 48823
 Phone: (800)783-0267
 Fax: (517)333-3322



Dana Risner, Office Manager
 EMAIL danarisner@cpapersmi.com