



# SJ-R.COM

The State Journal-Register • Springfield, IL • The Oldest Newspaper in Illinois

## Suggested Deliverables and Timelines for Upcoming Deployment Blinder “Blitz” Week Scheduled for: Monday – Friday, October 18-22, 2010

### A. Offsite consultation and sales program development

Timeline: **Scheduled for 11:00am (EST), Thursday September 2nd, 2010**

The Blinder Group will assess media company’s online and print offerings; and, based on best practices, offer guidance on pricing, “packaging” and sales deployment strategy for a limited availability sales program.

The Blinder Group will also offer advise on the execution and hosting of effective Advertiser Workshops in order to be able to present the above sales program in mass, to a large number of attending business owners from new advertiser categories (see below).

### B. Sales Support Material Creation

Timeline: **Once the above sales program is developed and agreed upon**

The Blinder Group will assist in the development of the sales support collateral material necessary to effectively launch the sales program developed during the above process. It will be submitted to newspaper management for final approval.

**Our Online Audience is worth talking to!**

- 290,000 Unique Visitors each month!
- 7 million Page Views each month!
- 53 percent increase in total readership in 1 year!
- 83 percent are 18-34 years of age
- 86 percent attended college
- 51 percent are professional managers!
- 59 percent are homeowners
- 63 percent earn \$30,000 or more/year
- 79 percent log on at work

The Forum's online readership is young, afflu...

**Forum Multimedia 2008**

**Local News Multimedia**

Your Online ad appears 50,000\* month INSIDE all local news stories!

You also receive a featured listing in our **Local Business** section.

- Our readers will find you as they search for local businesses.
- Your listing will come to the top of all relevant results.

**Forum Multimedia 2008**

The Business Profile Page is listed throughout the World Wide Web on Search Engines and Internet Directories.

Since the Business Profile Page comes from in-Forum.com you will be leveraging our Web site popularity to get ranked higher on most Internet Search Engines with your own keywords!

You'll receive 50,000 "Large Format" in-Story ads appearing within all local news stories.

Business Profile Page assisting with Search Engine optimization for Google, Yahoo!, and others.

You'll receive "Enhanced Status" in our **Workplace** section.

**\$149/ week investment**  
Limited to 25 print advertisers only!

(Sample copy of sales support materials as crafted by the Blinder Group for a client media company)

### C. Pre- Workshop Sales Team “Psyche Session!”

Timeline: Suggested for Thursday September 23<sup>rd</sup> or Friday September 24<sup>th</sup>



The Blinder group will conduct a pre-visit, Video Based/Webinar with the local sales force to gain “buy in” and generate local sales team excitement about the upcoming Advertiser Workshops. The Blinder Group will explain what the workshop will be like and emphasize to the team the benefit to them in inviting their likely prospects to the event. Content will be reviewed and sales methods will be explained.

Sales people will be issued a script that will assist in their prospecting new advertisers for attendance as well as help them explain to the business owner why they will want to attend.

## **D. Sales Team Training**

Timeline: **Scheduled for 8:30am – 11am (CST), Monday October 18<sup>th</sup>, 2010**

Mike Blinder will conduct a sales training program for the entire sales team. This training session entitled: **Multimedia Street Fighting** will include topics on:



### **Prospecting New Internet Marketplace Revenue from New Advertiser Categories**

Ways to find new customers  
“Best bets” on who to target

### **Getting to the “Yes Person” and Establishing Instant Rapport**

Making sure that you see the right people  
Getting by the infamous “gate keeper.”

### **Selling Advertising Solutions.. Not Media!**

The Blinder Group will review the effective methods used in a solution based” sales process. Plus, guidance will be provide din conducting a proper advertiser “ascertainment.”

### **Putting Together the Right Solution From Your Product Choices**

The media mix, and how to blend the Yahoo! BT solution with local “legacy” product offerings

### **The Local Website Product Offering**

Features/ benefits of product  
How to best offer them to local advertisers  
How to **CLOSE THESE DEALS!!!!**  
**And, overcome the “objections!”**

The Multimedia Street Fighting Workshop will blend in content and tactics as gleaned from Mike Blinder’s book: Survival Selling Even in the Toughest Times (comp. copies will be offered as well).

## E. Advertiser Workshops

Timeline: Suggested as:

**2pm & 4:30pm on Monday October 18<sup>th</sup>**

**8:30am & 10:30 on Tuesday October 19<sup>th</sup>**



“The Advertiser Workshops” will be highly educational in nature, as well as feature compelling information on the Yahoo! Behavioral Targeting (BT) solution, offered by the media company. Attendees will learn how this can assist them in finding new customers. The attendees will leave with powerful knowledge and good ideas (including the new sales program developed with local management) for using the Web to grow their own business. The audience will receive detailed information on the exact features and benefits of the program. And, will be urged and encouraged to learn more on how their individual business can benefit from taking advantage from such a program, quickly! Meetings can take place with the advertiser, directly after the workshop. Or during subsequent, sales calls scheduled at the event.

A screenshot of a workshop evaluation questionnaire. The header includes 'The Observer' and 'YourObserver.com Workshop Evaluation'. The form contains several numbered questions with radio button options for 'Yes', 'No', and 'Other'. The questions are:  
1) How well did you understand the information presented?  
2) Did you find the length of the session was just about right, or too short?  
3) The number of the session met my expectations and offered information I found valuable?  
4) What if anything did you feel was missing in the presentation and what have had to have included in the session?  
5) Overall, how satisfied were you with the conference/workshop?  
6) We hope we will be contacting you again in the future. How likely are you to be contacted by us?  
7) In today's economy, The Observer is proud to offer the innovative Online marketing programs we are offering to our advertisers. Would you like to receive more information about how we can help you grow your business?  
The form also includes a section for 'Comments'.

At the end of the Workshop, a questionnaire will be distributed to all in order to for them to offer feedback on the program. They will be asked if they wish to be contacted by the local media company to learn more about the new product offerings displayed during the presentation. On average, over 70% of attendees request to have a meeting with the media company to learn more about how they can purchase the local online solutions featured.

**F. Assisted “4-legged” sales training/ closing calls with local ad reps**

Timeline: **Tuesday – Friday, October 19 – 22, 2010.**

Barbara Wickman of the Blinder Group will work in the market, to accompany the local sales staff on "four-legged" closing calls to present the new multimedia sales program developed during the strategic planning session.

During the week that the sales calls are being performed, daily reports are issued to senior sales management. These reports will detail whether the call was made in-front of a “qualified decision-maker.” The result of the call. The amount of revenue generated. The amount of “pending” revenue that may require follow-up. And, the “odds-to-close” as predicted by the Blinder Group Associate (should the sale not be “closed” during this initial call).

The Blinder Group		East Valley Tribune							
Program		Search Engine Marketing							
Synopsis:									
34 total advertiser calls made									
29 calls w/ qualified decision maker									
19 Closed business:				\$	246,972.00				
13 Pending Business				\$	143,856.00				
2 Refusal of program (see notes)									
closed/pending				\$	390,828.00				
Advertiser	Qualified Decision Maker	Rep	Status	Monthly Revenue	Annual Revenue	Odds to "close"	Pending Revenue		
<b>Monday, July 17, 2006</b>									
Discount Card	Y	Laura	SOLD	\$1,099	\$13,188				
Mountain View Memorial Gardens	Y	Lucille	No						
Tolivers	Y	Bob	SOLD	\$1,099	\$13,188				
Ashley Furniture	Y	Kathy	Pending- likes program but wants to use TV commercial instead of having an ad	\$1,099		50%	\$13,188		
The Maytag Store	Y	Roberta	Pending- likes program but wants to use TV commercial instead of having an ad	\$1,099		50%	\$13,188		
<b>SOLD BY REPS</b>									
Mesa TV	Y	Rosie	SOLD	\$1,099	\$13,188				
Rio Salado College	Y	Lucille	SOLD	\$1,099	\$13,188				
<b>Tuesday, July 18, 2006</b>									
Sleep Savvy	Y	Kathy	SOLD	\$1,099	\$13,188				
Dillards	Y	Tarina	Pending- can't sign contract because of corporate limitations, needs to know size of ad, Dillards is changing their online strategy which is coming from corporate	\$600		50%	\$7,200		
Purcell Tires	Y	Rosie	Pending- wants to see report from an advertiser in Orange County, has not had any successful results from online campaigns in the past...may only be interested in SEM	\$499		50%	\$5,988		
Realty Executives	Y	April	SOLD	\$1,099	\$13,188				
Roll A Shield	Y	Marty	Pending- will not make decision on the spot wants to review material...call back Thursday	\$1,099		70%	\$13,188		
Papagalos	N - Ad Agency	Pam	Pending- will pitch client next week- likes concept	\$499		50%	\$5,988		
<b>Wednesday, July 19, 2006</b>									
Tuesday Morning	N	Roberta	Likes concept but only buys print..will need to share information with ad agency						
Stone Creek Furniture	Y	Rosie	SOLD	\$1,099	\$13,188				
New Beginnings	Y	Shannon	SOLD	\$1,099	\$13,188				

(Example of daily report on sales calls, issued to senior sales management)

## About Mike Blinder



Mike Blinder started fresh out of college as a disc jockey who eventually became a sales manager for a group of radio stations. Afterwards, he went on to manage television and radio groups until Guy Gannett Communications asked him to help launch their online division for their Media and TV holdings. From there Mike's career blossomed moving on to consult companies of all sizes, all over the world on multimedia sales strategies.

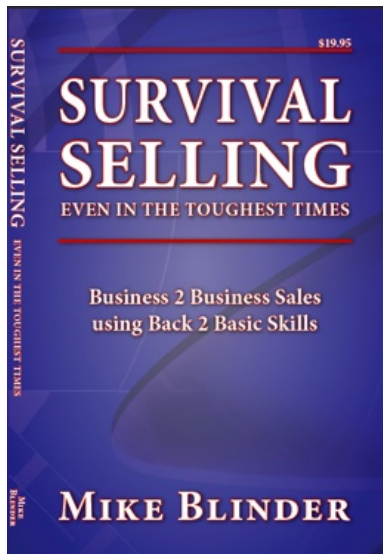
Today over 350 media companies are clients of Mike's company. The Blinder Group, a Florida based firm that assists in maximizing revenues for their clients, through effective on-site sales training programs. Gannett, Hearst, Media General, Morris Communications, CanWest, Quebecor, Media News Group, Scripps and the New York Times are just a few of the companies that avail themselves of Mike and his team of "street fighting" multimedia specialists, who are experts at training traditional sales people on how to embrace new media sales.

One of Mike's mottos is "train in the car as well as the classroom," which means that Mike's company has made thousands of sales calls on small, medium and large advertisers in a 4-legged sales call setting with traditional ad reps, closing millions of dollars of new business for client media companies, all over the world! Learn more about some of the Blinder Group's client success stories at:

<http://www.blindergroup.com/articles/index.shtml>

Mike's latest book: Survival Selling is receiving critical acclaim as a must read guide to assist sales reps on how to garner more revenue in tough economic times.

Mike currently resides in Florida, with his wife Robin, 6-year old daughter Haven and "Golden Doodle" named Ginger. He is an avid boater living on the Gulf of Mexico.



**About Barbara Wickman**



Barbara Wickman is a passionate marketer who brings to the Sales Opportunities Network over 30 years of sales and marketing experience.

Barbara's background includes working with hundreds of small businesses coast-to-coast – consulting in their marketing strategies, and assisting Fortune 500 companies with their virtual multi-million dollar transactions. She has years of experience working with media company clients as a business consultant for CMGI's "Zip2" initiative. In that capacity she met with thousands of small, medium sized businesses – in markets all over North America – as she helped them find new customers from the Internet.

Today Barbara is an Internet multi-media specialist in advertising, e-learning and business communications. She assists businesses in taking advantage of new interactive services to improve their bottom line. Barbara resides in San Diego.

She also is bi-lingual in German and travels frequently to Europe to work with our international clients. She has recently fulfilled her position as President for the local chapter of "Toastmasters International" and remains very active in the organization.