

Media Sales Training for New Video Platforms

Marketers have used television as a marketing communications channel for over 50 years. In that time, they have learned how the medium works—creatively, they have learned its “language”.

Buyers and sellers of media are now faced with a brand new challenge—Advanced Video Platforms (On Demand TV, Online Video, Enhanced TV, Interactive TV). Media people who are waiting around to see what kind of communications language evolves in this new space are missing out on two opportunities: the chance to gain an early entrant’s deep understanding of how this new medium will work and the chance to be a trailblazer who uncovers some of the early learning in this space.

Standing in the way are two obstacles: a natural aversion to working in a chaotic environment and the human tendency to think that there are other smarter people somewhere else who really know what this is about.

Instead of focusing on the *technology* that underlies the viewer experience, isn’t it smart to deal only with the *viewer experience itself*? What does this look like from the viewer’s couch, and how can you best engage someone who is experiencing it?

The most important aspect of Barry Marketing & Media’s “Media Sales Training for New Video Platforms” is that products and concepts will be described in simple layman’s terms. There will be a strict adherence to a “no unexplained jargon” policy. For the duration of the workshop there will be a total moratorium on what might be deemed “dumb questions”.

Many otherwise smart people are cowed by the sense that they really don’t know as much about this as they should and the super-geniuses who are playing in this space are the only ones who can be trusted with its total execution. My contention is that intelligent, experienced sales reps and marketers can handle it just fine as long as we strip away the B.S.

Kevin Barry

...two days to greater understanding and increased productivity in selling advanced video platforms.

About the Workshop

“Media Sales Training for New Video Platforms” provides a solid grounding in new advertising forms and metrics with an incorporation of the fundamentals of effective selling.

To be successful in this space, salespeople and sales managers must remain Humble, Adaptable, Speedy, and Experimental, and must encourage the same outlook from their advertisers. At the same time, sales professionals who really understand what is happening and how it is relevant to today’s consumers are the ones who will be the winners as this business grows. They are the ones who will be able to partner effectively with those advertisers who aren’t afraid to explore this new space.

“Media Sales Training for New Video Platforms” brings all the new developments into clear focus. It combines an introduction and deep dive into advanced video platforms with an integration of solid media sales basics.

There is some old and some new in the program. The development of new video platforms introduces new advertising forms and new metrics. We are also now witness to the economics of “The Long Tail”. The Long Tail, as described in Chris Anderson’s book of the same name, is a way of looking at a new world of culture and commerce. New video platforms are both part of The Long Tail and a way of activating its selling power.

But although the new video platforms and The Long Tail are new realities and new ideas, the fundamentals of marketing and selling remain unchanged. The course, “Media Sales Training for New Video Platforms” introduces these new topics in a straightforward way that steers clear of jargon and posing while integrating sound selling and marketing practices.

Feedback from people we've worked with:

- ◆ "This was one of the most positive and exciting experiences I've had in the cable industry."
- ◆ "Loved it, valuable info re: networks, product knowledge. I now feel confident, positive, and ready to go!"
- ◆ "Very fast paced-upbeat-you never lost me once! Thank you!"
- ◆ "Straightforward presentation, enjoyable-learning made fun, great ideas, and positive reinforcement."
- ◆ "Excellent coverage of all material in a very short amount of time. Great job of explaining how to sell more, sell with purpose."
- ◆ "Having a great sense of humor keeps us listening; sales people have short attention spans and need it!"
- ◆ "Very solid info re: cable ad sales-wish I would have had this training in my first couple of months selling cable."
- ◆ "Excellent presenter, who created a comfortable learning environment, very valuable info and perspective."
- ◆ "I think every A/E should go through this, especially new ones!"
- ◆ "Fun and fast-paced, great format, easy to understand new concepts because the presentation is well planned."
- ◆ "This was the best training course I have ever taken! Fun, exciting, hitting the major points to get the job done and close a deal."

About the Presenter

Kevin Barry has been a leader in the media advertising industry for over 20 years, and has trained thousands of salespeople. Having been a local cable sales rep, a cable network executive, and a leader within Cable's National Trade Association, he has experienced the industry from all angles.



The Curriculum

History of Media: Today's new media are placed in context with other major media. We emphasize the essence of the communication and its value in communicating with an audience rather than the technology behind it.

The New Audience: The Greatest Generation, Boomers, Gen-X, Millennials. This section puts a sharp focus on the media and consumption habits across our multi-generational economy. Sure, 20-somethings are different from previous generations, but have all the rules for media been re-written? How are older generations responding to new media? Is print dead? Broadcast TV? What does the total, integrated new-and-"old" media landscape look like?

The New Forms: The rules of advertising and media sales haven't changed, but some of the forms have. We give a thorough review of new media forms, from online video to interactive television to VOD. Even though most media departments sell only one or two of these new forms, it's important to understand all the available types of new media since advertisers are looking at them side-by-side.

The Long Tail: Chris Anderson's ground-breaking book explores the far-reaching effects of consumers (and marketers) having better access to what they want. We explore the ramifications of Long Tail with respect to media, marketing, selling, and consuming.

Audience Metrics: With the ability to do census-based audience measures vs. those based exclusively on samples, the world has changed with respect to metrics. The Internet has introduced a new set of expectations on the part of advertisers. Learn what all the new types of measurement are,

- ◆ “In twenty years of sales training Xerox, Ziff-Davis, etc. this is among the top programs which I feel I walked away with the most.”
- ◆ “I have heard and learned techniques our Vets do not use. Thanks for the tools to get me on an excellent start.”
- ◆ “Great job. Thanks for keeping it interesting and motivating. I am a rookie, but with this knowledge, I feel it was the perfect way to start my career.”
- ◆ “Exactly what I needed as a new cable advertising sales person”
- ◆ “I only wish I had taken this course earlier!”
- ◆ “The timing of this training could not have been better because we have four new sales people that have never sold cable. Thanks!”
- ◆ “I have been to 100 programs like this! This was by far the best!”

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and what are the advantages and limitations of each of these seemingly “perfect” forms of measurement.

Prospecting: This is different from working a typical list or mining the local newspaper for leads, but it’s not rocket science either. Focusing on solving marketing problems for clients rather than “selling your new media”

Marketing & Positioning: If a salesperson is going to be a true marketing consultant and not just a rep, he or she is going to have to make recommendations to prospective advanced media users. While the advertiser is the expert on his business, no one is in a better position to understand the capabilities of your new media than your own sales execs. We cover marketing and positioning with an eye toward helping your advertisers gain full advantage from the new media forms you provide.

Proposal Writing and Presentation: What is often a somewhat rote procedure in traditional media becomes an essential part of the selling process with New Video Platforms. Successful presenters have to be Humble, Adaptable, Speedy, and Experimental and encourage the same outlook from their advertiser partners.

Negotiation: Negotiation is not to be shied away from, but rather, it’s an essential process of give-and-take. Given all the variables associated with these new media forms, we are about as far from a simple commodity sale as it is possible to be. Understanding the basics of negotiation will allow your salespeople to hammer out what is in your company’s best interest.

Closing: Session attendees learn how to continually move the process along toward “yes”. With so much uncharted ground and so many inexperienced practitioners in this space, it is essential to remain positive and upbeat while radiating confidence to your potential media partners. Emphasis on a “can-do” attitude that is always Humble, Adaptable, Speedy, and Experimental.

Call Today to Schedule a Consultation with Barry Marketing & Media. 631.935.4854