

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

### Customized Local Cable Advertising Sales Training

...two days to improved productivity and increased sales...

### About the Workshop

No doubt—this is one of the toughest retail environments our industry has ever had to face. It's hard to sell now. It's also hard to keep your salespeople psyched and on top of their game in the midst of the gloom-and-doom.

We all agree that marketers who continue to invest in advertising during a downturn will come out of it with increased market share. Doesn't the same go for investing in your staff? How will your team emerge from this downturn? Will you seize this opportunity to steal permanent market share from your competition?

Boost the effectiveness of your staff with the results-oriented training provided by Barry Marketing & Media. Every aspect of your team's training process will focus on giving them the necessary tools to succeed in an increasingly tough and competitive marketplace.

Sessions are fully customized to a context of relevant local market conditions.

The training is presented in a workshop format that is fun and fast-paced. We believe that successful training fully engages the participants. Workshop sessions are entertaining and interactive.

### About the Presenter

Kevin Barry has been a leader in the cable 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.



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.
- ◆ “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!”

## On Change

The workshop is fun, entertaining, and, we hope, memorable. However, its real value starts just after its conclusion. In establishing a framework for realistic goal-setting to be shared with a trusted manager and/or mentor, it's our sincere hope that this will become a springboard for improved performance for rookies and veterans alike.

## The Curriculum

1. **Cable Advertising-Right Place, Right Time.** An overview of our medium that leaves no doubt your staff is in an industry with a winning hand.
2. **The Psychology of Selling in Tough Times:** Building business and confidence in your advertisers in a challenging environment.
3. **Cable Programming-Resources and Positioning.** Cable audiences are growing as subscribers turn to the superior value of cable entertainment.
4. **Competitive Media**-Newspapers, Broadcast TV and Radio as well as emerging media. You think YOU have it tough? Boost your business as you eliminate the competition.
5. **Ratings 101:** Creating Schedules That Work
6. **Handling Objections.** Eliminate your prospect's fear and indecision while you build a case for boosting his business.
7. **Negotiation**-You don't get what you deserve—you get what you negotiate. Increase your confidence as a negotiator as you employ 12 key tactics.
8. **Prospecting:** In a business downturn, every client is up for grabs. It's eat or be eaten. Identify new business, build your phone techniques and eliminate the mistakes that can doom that first call.
9. **Becoming a True Consultant to Your Accounts:** What most sales reps don't know about marketing and positioning, and how you can use this to separate yourself from the herd.
10. **Proposal Writing and Presentation Skills.** Incorporate all the work you've done into a powerful summary of sales logic. Boost your ability to project

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authority and confidence.

11. **Closing.** 5 steps to building agreement and eliminating indecision with your customer.
12. **Reducing Churn.** When retail is soft and your clients are skittish, it is more important than ever that you provide superior customer service to put the lid on churn.
13. **New Media.** How can you be a complete consultant to your clients if you don't understand new advertising platforms like online, video on demand, and interactive TV? The focus here is on providing a strong background so salespeople can truly be consultative with accounts. Even if your system isn't offering this now, clients have questions. Your salespeople will want to stand out from the media crowd by having intelligent answers.
15. **Goal-setting.** A goal is just a wish till you write it down. The workshop culminates in the preparation of a plan that will be shared with each salesperson's manager and which will turn the ideas and exercises of the two days into actions.

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