



Make 2016 Your Sales Turnaround Year!

With the Virtanza™ Sales Training, Sales Management Coaching, Sales Development and Certification Program

Virtanza™ Sales Training and Certification program is a modern approach to revenue and client growth with a proven track record of success across markets of all sizes and in all business climates. The comprehensive, trademarked Virtanza™ curriculum and process sets itself apart by truly transforming your company into the premier sales organization in your market over 4 to 9 months.

Utilizing highly interactive hands-on training in your market, this highly-effective, consultative program delivers immediate short-term results and long-term sustainable solutions. Like no other sales training program, **Virtanza™ is customized for your market and your product line** with a focus on interactive priority, cross-platform advertising investment solutions for your clients.

Virtanza™ methodology instills a “cultural change” in the way sellers approach business customers and establishes a truly effective long-term lifestyle of selling. As a result, both sellers and sales management are big fans of this program and the investment in their performance growth.

Most importantly, your advertising customers see results from educated recommendations that translate into incremental revenue, lower churn and an expanded base of customers.

The HDS process begins with executive buy-in. We confirm your market details, learn your desired growth goals then customize the program fully integrating your advertising portfolio.

HDS develops and facilitates the program to increase sales equal to 6 to 13 times the investment. We work with management and the sales team to ***prequalify 12-25 customer targets per seller*** using management chosen criteria and HDS tools.

Virtanza™ 4-Step Customer Selling Process

HDS will teach your sales team this proven and effective process and will work with management and seller team to consult and **sell at least 50%** of customer targets an incremental or **new** advertising and marketing program.

The program generates a pipeline of sales deals for your media company so by the end of each training program **it pays for itself!**

Customization is always key to what we do for you. We make this program to fit your needs and what you want to accomplish.



Sales Training and Certification Program-Module

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Students learn sales skills and accelerate revenue through pre-assignments & prep work, in classroom workshops—(including role playing and customer proposal development), and field call coaching. HDS has been training and coaching managers and sellers to effectively **utilize the following 4-steps to grow advertising investment revenue with new and existing customers, and apply value selling and negotiation methods through the 4-step customer consultative selling process:**

STEP 1

Using the **HDS Virtanza™ CUSTOMER BACKGROUND TOOL** and including your management objectives, sellers will investigate the background of customer targets, including current media spending habits, to validate the customer is a prime prospect and worth investment and time to cultivate and grow their campaign advertising investment.

STEP 2

Using the **HDS Virtanza™ NEEDS ASSESSMENT TOOL** sellers will develop and conduct needs assessment calls with their 12 prequalified customer prospects. Sellers will summarize, analyze customer needs and goal information for proposal development.

STEP 3

Using the **HDS Virtanza™ PROPOSAL TOOL** as a guide, sellers will create, present and close an advertising solution based on customer prospect needs assessment call. Sellers will include the **following elements into their proposal** and presentation to customer to gain their increased advertising commitment:

- a) **Recapping the Customer Needs:** sales goals, target audience, current media investment challenges and opportunities, online and website goals, primary and secondary advertising copy message, advertising budget and ROI (what success looks like for customer to make investment).
- b) **Describing the Media Company Advertising Opportunities,** features and how each advertising opportunity benefits the stated customer need. We use the **media company's portfolio of print and digital advertising capabilities** and the market research to describe the audience and market value **relevant to the advertiser's need.**
- c) **Advertising Plan Recommendation:** Ad placements, audience descriptions and statistics, cost, primary/secondary copy message.
- d) **Summarizing the Investment (top down first approach, getting to yes techniques) and the Return on Investment (ROI), and Restating the Reach, Frequency and Audience Value.** When relevant with customer, compare Investment, gross audience reach, and frequency of elements to current competitive media investment gross audience, frequency of elements.
- e) **Promise to Meet with Customer Regularly to Review Sales Results,** to make copy and placement modifications to help customer achieve the desired return on investment.
- f) **Ask for the Customer Investment Commitment, Close the Sale** and schedule the campaign placement and creative next steps. Or advance the customer proposal, develop customer and your own agreeable modifications, and set the proposal closing appointment. **Getting to the Yes techniques.**

STEP 4

Using “**Getting to Yes**” **negotiation methodology**, sellers will learn the steps to effective negotiating and applying techniques throughout the consultative selling customer process. They will learn how to negotiate customer agreements of their proposal elements without giving in to price discounts and without leaving money on the table.

Training Format

Our classroom workshop format and full-day field coaching maximizes your investment and emphasizes customer-face time. This highly interactive hands-on training delivers immediate short-term results, and builds into long-term sustainable solutions. We work with real prospects, replicate real-world selling in role-plays and other exercises to provide targeted and highly relevant feedback. Our approach, requires participants to be accountable in front of management, peers and customers--generates tangible results. Plus participants enjoy the experience!



A Typical Seller Training and Certification Program

format includes:

- Prequalifying a pipeline of customer *growth* targets.
- Conducting 12-30 customer needs assessment and proposal calls per seller with trainer and management coaching.
- Classroom Workshops I, and II with 2 half days of seller classroom training during each workshop and spread over 90-120 day time frame enabling sellers to:
 - Learn and demonstrate **consultative and advertising print and digital value selling skills** and techniques with customer targets.
 - Apply best practice **advertising creative campaign strategies** to help customers generate sales results.
 - Adopt negotiation techniques throughout the consultative selling process helping sellers get to yes with their customers.
- **Video taped customer proposal role-play exercise**, practicing real time customer proposal delivery.
- **Closing at least 50%** of customer advertising campaign proposals.
- **Contributing increased revenue** to the media company.
- Helping customer target achieve a sales return on their advertising investment (ROI).
- **Certification program** with seller and manager performance benchmarks and a seller quiz to test retention and use of training.



Sales Training and Certification Program-Management Module

Sales MANAGEMENT Training and Certification Program

HDS trains your sales managers and leaders how to coach their seller teams to effectively **utilize** the **4-steps to growing advertising investment revenue with new and existing customers using the 4-step customer consultative selling process**. Your sales managers are taught the following:



- 1) Managers will learn **Coaching Techniques, Tips**, and **how to conduct effective coaching conversations**, and coaching plans to help their sellers fully develop their consultative selling techniques with their customer base.
- 2) Using **HDS Virtanza™ CUSTOMER NEEDS ASSESSMENT COACHING TOOL** managers will learn how to construct coaching conversations with sellers to help them develop and conduct effective needs assessment calls with their 12 prequalified customer prospects.
- 3) Using **HDS Virtanza™ CUSTOMER PROPOSAL COACHING TOOL** managers will learn how to observe and coach sellers to create, present and close an advertising solution based on customer prospect needs assessment call.

- 4) Managers will participate in two 4 hour management training session in addition to the seller training program to learn and apply coaching tools and techniques.

HDS becomes your experienced, performance focused, sales training and coaching team and the Virtanza™ Sales Training and Certification program is like having a full time training resource without paying for full time benefits.

In today’s highly competitive marketplace, it is vital that a company’s sales force maximize its time and resources. Sales executives need to know how to get a fundamental understanding of the needs of their advertisers and how best to mix product offerings such as print, broadcast, digital and/or new media into an effective marketing solution for their clients.

Virtanza™ teaches them how to do this and keep the competition from siphoning revenues.

The HDS Professionals Can Help Your Company Grow In Many More Ways!

Sales Training

- ✓ Negotiation Training – based on “Getting to Yes with Yourself: And Other Worthy Opponents” by William Ury
- ✓ Advanced Social Media and Online Product and Selling Solutions
- ✓ Training Videos
- ✓ Digital Advertising Sales Training & Coaching-Programmatic, Native, Events
- ✓ Marketing 102-How to use the various marketing channels in today’s fragmented and challenging environment to achieve and ROI



Business Strategy

- ✓ Market Assessment and revenue strategy development, Sizing all opportunity in Market

- ✓ New Product Development, Training, Roll-Out
- ✓ Commission Plan Analysis and Redesign
- ✓ Territory Analysis, Organizational Design, Management Staffing and Recruiting
- ✓ Direct Mail, Insert, TMC and Opt-In Program Development
- ✓ A Variety of Custom Revenue Consulting Projects-(i.e. call center strategy)
- ✓ Local Business Seminars

References:

- **Dix Communications:** Chuck Dix-CEO gcdixii@dixcom.com, and Ron Waite-VP Sales and Marketing rwaite@dixcom.com
- **Pioneer News Group:** Mike Gugliotto, CEO mgugliotto@pioneernewsgroup.com, Matt Davison, Publisher, mdavison@idahopress.com, Eric Johnston COO, ejohnston@pioneernewsgroup.com
- **Digital First Media:** Jeannie Parent, SVP of Sales and Marketing for the Corporation jparent@digitalfirstmedia.com
- **Harris Enterprises Group:** Bruce Buchanan CEO, Group, Inc. buchanan@dailynews.net, John Montgomery, VP of Harris, mailto:mont@hutchnews.com
- **Tulsa World/Warren Buffet/BH Media Group:** Jennifer Carthel VP, Jennifer.Carthel@tulsaworld.com, Amanda Boyaci Amanda.Boyaci@tulsaworld.com
- **Small Newspaper Group:** Rob Small (owner), rob@fastmail.us, and Cordell Overgaard Chairman, trottime@cox.net
- **Milwaukee Journal Sentinel Group/Gannett:** Pam Henson, SVP Sales and Marketing phenson@jrn.com
- **Seattle Times Regional Group:** Sharon Prill Publisher, sprill@yakimaherald.com, Rob Blethen Publisher/Owner, robblethen@wwub.com
- **Brehm Communications Inc.:** Bill Brehm Jr Pres and Owner, BillJr@BrehmMail.com, Tom Taylor VP & GM, TomT@BrehmMail.com
- **Detroit Media Partnership/Gannett:** Rebecca Steckler-SVP sales rsteckler@dnps.com and Joyce Jenereaux – President jjenereaux@dnps.com
- **Oregonian/Advance:** Chris Anderson-Publisher canderson@oregonian.com, Barbara Swanson-VP of Sales & Marketing bswanson@oregonian.com, Denice Williams-Retail Sales Director dwilliams@oregonian.com

FOR MORE INFORMATION:



714-932-2284

hdspremierconsulting.com



Debbie Holzkamp
Founder and President