

Business**NOW!**

A FRESH APPROACH TO ADVERTISER ACQUISITION

- + CONCENTRATED SALES TRAINING
- + REVENUE GENERATION INITIATIVES
- + NON-DISRUPTIVE TO YOUR ORGANIZATION

ADVANTAGE
NEWSPAPER CONSULTANTS

CORE PRODUCT REVENUE
SOLUTIONS

BusinessNOW! Summary

BusinessNOW! is a concentrated sales training and revenue generation initiative specifically designed for local, community newspapers. This approach to advertiser acquisition enables newspapers to attract new advertisers as well as those advertisers who have left the newspaper in the past.

Unlike other revenue generation programs, **BusinessNOW!** enables the newspaper to maintain day-to-day operations and maintain regular sales during the time frame of the initiative.



BusinessNOW! has training modules formulated to increase a sales staff's performance in both prospecting new business as well as closing business in a timely fashion.

Understanding the need for flexibility for today's advertisers, **BusinessNOW!** has the ability to attract advertisers with frequency packages which gives the newspaper an opportunity to grow these advertisers into high end accounts within the core product.

BusinessNOW! Components

- ▶ Advertising packages ranging in length from 3 months to 12 months are offered.
- ▶ Packages range in discounts from the 3 month to 12 months with the greater discounts coming on the multiple months.
- ▶ Combines image and call-to-action advertising.
- ▶ Typically there are three packages offered at varying levels of size and consistency.
- ▶ Creative is included on all packages (following newspapers own templates).
- ▶ Ad Packages are ROP unless otherwise noted by client and newspaper.
- ▶ Special Section 12 month packages can be part of the offer.
- ▶ Color options should be available.



How **BusinessNOW!** Works

- ▶ A qualified database is built (or purchased) to meet the needs of the newspaper over a 6 to 8 week period. The database is divided into potential customers new to the newspaper in advertising as well as those clients who have left the newspaper.
- ▶ **BusinessNOW!** Director is working with sales staff through personal training sessions, email and video conferencing. Training sessions are built around sales staff and newspaper scheduling.
- ▶ Potential advertisers are invited to group presentations to be educated about effective ways to advertise their business with emphasis on newspaper advertising.
- ▶ Potential advertisers will receive several “touch points” throughout the process. Electronic, mailed and personal invitations to the presentations will be given to potential advertisers.
- ▶ Sales staff receives training sessions geared specifically for prospecting and closing business.
- ▶ Presentations are 30 minutes in length with advertising packages offered. Sales staff is on hand to close business. Presentations are held typically over a 3 day period (Tuesday, Wednesday and Thursday).
- ▶ Advertisers are typically started within two weeks of presentations and are billed according to newspapers’ system.
- ▶ Advertisers who do not purchase **BusinessNOW!** become solid leads for future business.
- ▶ Revenue generated is agreed upon and closed within 14 days of presentations or sooner.



The Benefits of Business**NOW!**

Benefits for Newspaper

- New advertisers bring new revenue.
- Past advertisers are revitalized.
- ROP control will develop even spread and demand for newspaper.
- Flexible scheduling gives newspaper options for upsell.
- Revenue is guaranteed for newspaper.
- Sales staff receives substantial training for improved forward sales.
- Newspaper builds new base of advertising dollars for future growth.
- New client pool created for other sales initiatives throughout the year.



Benefits for Advertisers

- Packages are designed for advertiser flexibility.
- Advertisers reach total circulation for potential new customers.
- Advertisers have the ability to adjust content .
- All creative elements are included with packages.
- Upgrades are included with packages.

ADVANTAGE NEWSPAPER CONSULTANTS

Over 200 newspaper publishers use Advantage Newspaper Consultants' selling approach to generate new revenue without incremental fulfillment cost. In less staff time than goes into a special section, Advantage delivers you new annually-contracted business that publishes in your core newspaper and website without adding newsprint cost or reducing banner ad availability.

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