

## Specializing in Competitive Sales Development and Digital Marketing Education

**Digital Media Training** was formed to address the challenges of B2B selling and marketing in today's competitive world. We provide sales development and digital marketing education for clients across all industry verticals who want to create behavioral changes. Our unique training approach is modeled after elite athlete training: focused, on-going, and supported by a good coach. Our approach creates motivated and successful sellers and more knowledgeable marketers. *The results – top performers and increased revenues.*

Digital Media Training has delivered more than 3,000 workshops to over 30,000 sellers and managers across various industry verticals, globally. DMT is a training partner of the Interactive Advertising Bureau (IAB) as well as 6 major media trade organizations.

Our training supports all levels of the sales organization. It increases sales and improves the ROI for your current and previous investments in sales talent and sales resources. The best training should challenge participants to go beyond merely attending workshops and reading an occasional book. The best training should give participants the strategies, skills and tools they need to personally succeed and give our clients a system that will produce long lasting, measurable organizational behavioral changes.

DMT provides training that is accessible through Salesforce.com in order to provide "just-in-time" training with measurable improvements in prospecting activity, existing business penetration and forecasting accuracy. Our training and reinforcement can bring additional value to previous investments in training, Salesforce.com as well as other lead generation and presentation tools.

Digital Media Training clients have reported significant improvements after implementing our solutions. One of the world's leading sources of intelligent information for businesses and professionals has reported an increase in activity by over 40% and revenues over 50%.

### Our Clients



### DMT Solutions

#### M.O.S.T. m-Learning Platform

- Weekly video podcasts and daily action learning emails pushed out and accessible through Salesforce.com. Testing, activity reporting and coaching guides are provided to support and reinforce the training.

#### Training Workshops

- On-site live or virtual live training workshops built to the needs of each client

#### Training Reinforcement

- On site and virtual pipeline reviews, strategy and coaching sessions

#### Training Measurement

- Robust reports, field audits, and moderated team and individual pipeline reviews

#### Team and Private Coaching

- Scheduled team and one-on-one conference calls

#### Live and archived webinars

- IAB Certification preparation

#### Keynote Speeches

- Motivational
- Educational

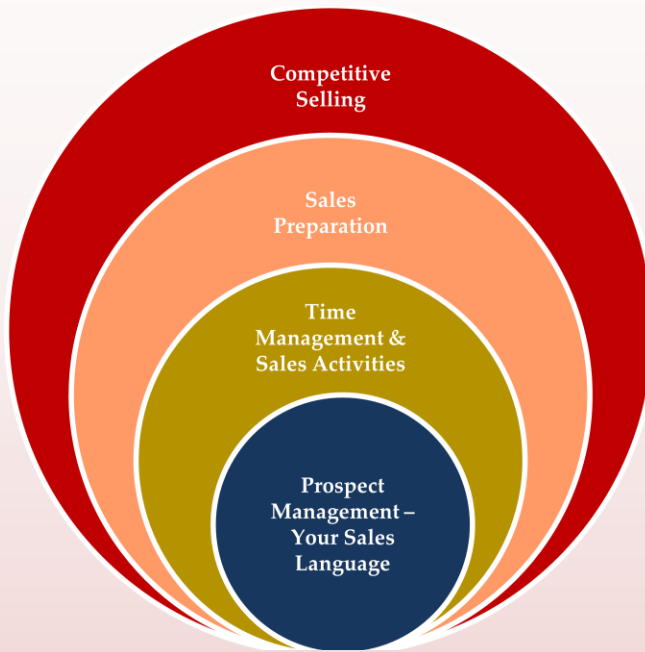


## Competitive Sales Development

Selling is a competitive sport. We offer 'The Competitive Selling System' training solution which changes our client's entire sales culture. It focuses on providing our clients with a competitive edge from prospecting through closing. This proven, field-tested training measurably increases sales activity, advances the sales process and improves sales forecasting.

### Customized Training

- Extensive due diligence process
- On-site live or virtual live training workshops built to the needs of each client
- Adjusted for a specific audience: Field Sellers, in & outbound Tele-sellers, Hunters, Farmers, hybrid sellers, player-coaches (selling managers).
- Reinforcement: Our M.O.S.T. program converts training into behavior change across an organization



<b>Competitive Selling</b> <ul style="list-style-type: none"><li>• Leading the sale</li><li>• Competitive differentiation</li><li>• Negotiation</li></ul>
<b>Sales Preparation</b> <ul style="list-style-type: none"><li>• Pre-call planning</li><li>• Meeting preparation</li><li>• Competitive research</li></ul>
<b>Time Management &amp; Activities</b> <ul style="list-style-type: none"><li>• Territory planning</li><li>• Sales cycle &amp; process</li><li>• Activity levels</li></ul>
<b>Prospect Management</b> <ul style="list-style-type: none"><li>• Core Language of Sales</li><li>• How you manage your business</li></ul>

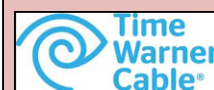
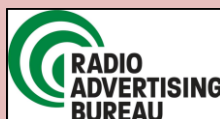
## Digital Marketing Education

Digital Media Training provides training to media sellers, marketers and senior executives who need to understand the latest developments in the digital world. Our content is continuously updated to reflect changes in the industry and currently includes:

- **IAB Digital Sales Certification** – for those who seek the IAB's prestigious certification, we offer virtual live or on-demand test preparation that follows the IAB's test blue-print and includes sample testing, study tools and self-directed resource guides.
- **Cross-platform (360 degree) advertising solutions** – sellers need to continuously increase their level of understanding and confidence in discussing their latest digital platforms and cross-platform advertising opportunities with savvy media buyers and marketers. This training is heavily customized to address each media client's unique offering and competitive position.
- **The Digital Landscape** – everyone is impacted by social media, search marketing, online publishing and display advertising across multiple devices. This course introduces the technologies and business models that are driving this industry

## Industries and Clients Who Benefit from Our Training

- Cable
- Broadcast
- Advertisers
- Agencies
- Print
- Publishing



## Truly Unique Approach

Recognizing that training budgets and training time is limited, we accomplish the goal of creating measureable improvement of skills and productivity by replacing “a training event” with a cost-effective multi-phase, multi-media training process where learning continues out of the classroom and “just in time” on the job. Training becomes part of the culture, learning is ongoing and training costs are significantly reduced.



DMT offers this unique training platform, Multimedia Ongoing Skills Training (M.O.S.T.), for both sellers and managers. Accessible through Salesforce.com, this model provides ongoing training and real-time measurement of the training impact. Here's how it works:

- **Video Podcast:** Each training week, 5-minute "watch@work" video podcasts are pushed out to the learners and their managers. Training is accessible from desktops and mobile devices as well as through Salesforce.com. Each podcast breaks down one essential and relevant topic into four core ideas, strategies, tactics or skills.
- **Follow-Up Application Emails:** These four core strategies are then pushed out through emails that contain best practices, activities and useful tools to apply the material to a specific job or task.
- **Relevant training through Salesforce.com:** Sellers can access a particular topic that's relevant to what they are currently working on as a way to get “just-in-time” and “on-the-job” training. Managers can connect their team's increased sales activity to our training.
- **Supported by Coaches:** Managers will receive a 'Manager's Reinforcement Guide' with helpful coaching tips and techniques just prior to distribution of each video podcast, which helps to effectively coach their teams, apply what they've learned and ensure behavior change.
- **Measuring the Results:** Managers receive robust comprehension and “attendance” reporting.
- **M.O.S.T. in Motion:** Teams receive live workshop & webinar training throughout the year to support their M.O.S.T. training and ensure proper behavior changes.

*In a competitive world, it's not only what  
you know, it's what you do*

[www.DMTraining.net](http://www.DMTraining.net)

## Sampling of Competitive Selling Topics

### Appointment Making

Appointment Making: Developing a Calling Approach  
Appointment Making: Handling Objections over the Phone  
Appointment Making: Penetrating Existing Accounts

### Prospecting

How to Approach Each Call  
Objection Handling  
Guiding Principles  
Long Term Benefits  
Strategic Mindset  
Prospecting for New Business  
Prospecting within Existing Accounts

### Moving the Sales Cycle Forward

Information Gathering  
Interviewing: Asking Obvious Questions  
Understanding Your Sales Cycle  
Sales Cycle  
Verifying Information  
Qualifying

### Prospect Management

Gaining a Competitive Advantage  
How to Manage Your Pipeline  
Importance of 4 Set Points  
Optimizing First Appointments

### Telesales

Improving Results  
Time Management  
Qualifying & Interviewing Strategies  
Handling Questions, Concerns & Objections

### Sales Strategy

Preparing for First Appointments  
Positioning Yourself against the Competition  
Pre-Call Planning Procedures  
First Meeting Structure  
Securing a Scheduled Next Step  
Next Step Strategies  
Selling with Technical Experts  
Handing Off New Accounts to the Service Team  
The Science of Selling: Leading the Sale  
The Science of Selling: Creating a Prospecting Persona

### Presenting

Small Group & Committee  
Demonstrating vs. Presenting  
Over the Phone  
The Starting Point  
Presenting 101

### Closing

### Negotiating

The Starting Point  
Developing Trade Currencies  
With Tough Customers

### How to be Your Own Coach

Deadlines  
Goal Setting  
How do we know we're on track?