

# DIGITAL MEDIA DM TRAINING



## Reinforcement & Sustainable Behavior Change

*Behavior change occurs when people are clear on their role, understand expectations, have the skills to perform their job, and are motivated for results. Our reinforcement and on the job training approach is based on the concept of how elite athletes train. In order for them to be the best at their craft, they need to practice and be coached nearly every day. The training needs to be focused, on-going, and supported by a good coach. This approach supports achieving true behavior change and creates motivated and successful sellers.*

## Digital Media Training

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Digital Media Training provides a unique solution that will develop your team's sales and digital marketing skills. Participants focus on the best practices of their job one tip, skill, tactic and strategy at a time. This approach allows new hires, experienced sellers and remote employees across all verticals to become more successful without ever taking them away from their job. Media sellers, marketers and senior executives become more digitally savvy. ***The results - top performers and increased revenues.***

## 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. This model provides ongoing training five days a week in the form of video podcasts and emails. Here's how it works:

- **Video Pod-cast:** 5-minute "watch@work" video podcasts are pushed out to the learner and arrive on Mondays. They are accessible from any desktop or mobile device. Each brief video podcast focuses on an essential element of a selected topic then breaks it down into four core ideas, strategies, tactics or skills.
- **Follow-Up Application Email:** 4-emails are pushed out to the learner on the remaining weekdays that reinforce those four points and prompt them to apply what they learned to their specific job or task.
- **Managers Guide:** Managers will receive a 'Manager's Reinforcement Guide' just prior to distribution of each video pod-cast which provides helpful tips and techniques to coach your learners so that they are applying what they have learned and ensuring behavior change.
- **Measuring the Results:** Every month the learner will take an assessment test. Tracking reports include but are not limited to: number of attempts, page completion, time patterns, assessment scores, and progress of learning.
- **Additional Follow-Up:** DMT can evaluate and diagnose specific Key Performance Indicators (KPI's) and provide individual follow-up or coaching as necessary.

## DMT Solutions

### Training Workshop

- Live and tailored to the needs of each client

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

- Weekly video podcasts and daily email exercises for sellers as well as managers guides to support and reinforce the training

### Measuring Results

- Through 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

### E-learning Suite of Digital Media Courses

- Online media/ marketing training from SEO to SMM

### Getting Started

The first step is for your organization to select the appropriate topics that will be most beneficial. There are three separate tracks: Digital Media Training, Sales Training and Sales Management Training. Details of our topics and content are listed below.

**Digital Media Training Goals:** *promote confidence in understanding digital landscape, provide cross-platform expertise, leverage marketing channels, improve ability for investment decisions, increase revenues, and improve client relationships*

- Ad Serving for Publishers and Agencies
- Ad Supported Businesses: Networks and Sites
- Advertising Opportunities: Network Offerings
- Advertising Opportunities: Publisher Site Offerings
- Competing for agencies and direct advertiser's attention
- Conversation Path Optimization
- Converting Site Traffic into Leads and Sales
- Display Advertising – Strategies
- Display Advertising – Technology
- Foundation: LinkedIn, Facebook and Twitter
- Internet Math
- Mobile Marketing Opportunities
- Monetizing Website Traffic
- Overview of Ad Units
- Publisher Sites
- Rich Media Advertising Opportunities
- Search Engines – Paid Search
- Search Engines – Search Engine Optimization
- Social Media
- Targeting Options
- The Digital Landscape
- Types of Keywords
- Types of Networks
- Video
- WAP's vs. APP's



# Sales Training Goals: *Increase revenue, shorten sales cycle, increase sales activity, and improve forecasting accuracy*

## **Appointment Making**

*(Farmers) Penetrating Existing Accounts*  
*(Hunters) New Business Part I - Developing a Calling Approach*  
*(Hunters) New Business Part II - Turning Around Objections*  
*(Selling through "Resellers") 3rd Party Existing Accounts*

## **Closing**

*Closing*  
*Closing on Trials & Pilots*  
*Closing (Multiple Steps)*  
*Sales Negotiating*

## **Handing off New Accounts to the Service Team**

*Handing Off New Accounts to Service Team - The Account Manager*  
*Handing Off New Accounts to Service Team - The Hunter*  
*Handing Off New Accounts to the Service Team*

## **How to be Your Own Coach**

*How to be your own coach: Deadlines*  
*How to be your own coach: Goal Setting*  
*How to be your own coach: How do we know we're on Track?*  
*How to be your own coach: Uncovering Next Steps*  
*How to be your own coach: What are we willing to do?*

## **Moving the Sales Cycle Forward**

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

## **Securing Next Steps**

*Next Step Strategies*  
*Securing a Next Scheduled Step*  
*Suggesting Next Step Options*

## **Preparing for First Meetings**

*Establishing Credibility (Commercial)*  
*First Meeting Structure*  
*General Preparation (Answering 4 questions about your offering)*  
*Researching Your Prospect & Contact*  
*Pre-Meeting Strategies (Pre-call planning procedures)*  
*Positioning Yourself against the Competition*

## **Presenting**

*Demonstrating vs. Presenting*  
*Presenting - 1 on 1*  
*Presenting - Large Group*  
*Presenting - Small Group & Committee*  
*Presenting Proposals: Guiding Principles*  
*Presenting via Video Conference (Skype, Web-Ex, etc...)*  
*Presenting Your Proposal over the Phone*  
*How to Avoid Death by PowerPoint*

## **Prospecting**

*How to Write Effective Emails*  
*Objection Handling*  
*Phone Prospecting: Guiding Principles*  
*Phone Prospecting: Long Term Benefits*  
*Phone Prospecting: Strategic Mindset*  
*Phone Prospecting: The science of the Art of Prospecting*  
*Prospecting - Combining Phone and Email*  
*Prospecting for New Business*  
*Prospecting within Existing Accounts*

## **Selling as a Career**

*Selling as a Career - Experienced Selling, but in New Industry*  
*Selling as a Career - Experienced, but Handling New Territory, Same Industry*  
*Selling as a Career - Your First Sales Job*  
*Selling with Technical Experts*  
*Key Account Selling*  
*Small and Medium-sized Enterprise Selling*  
*The Real Role of the Seller*  
*Training Yourself*  
*What is selling?*

## **Telesales**

*Professional Telesales*  
*Openings*  
*How to Approach Each Call*  
*Selling by Video Conference*

## **Territory Management**

*Territory Management*  
*Prospect Management (How to Manage Your Pipeline)*  
*Forecasting Sales*  
*Inspecting Your Work - Sales Ratios*  
*Lead Generation*  
*Networking*

## **Work Habits**

*Time Management*  
*Sales Etiquette*

**Sales Management Training Goals:** *Increase coaching confidence, suggest appropriate guidance and counseling techniques, increase sales activity, and improve seller-manager relationship*

- Coaching
- Developing a Vision and Vision Statement for Team
- Diagnosing Pipelines
- Diagnosing Strengths & Weaknesses
- Eliminating Role Discrepancies
- Establishing a Coaching Culture
- How do you get your team to improve?
- How Managers Can Get the Most Mileage from this Program
- How to be an Effective Player-Coach
- Inspecting Your Team: Diagnosing Sales Ratios
- Inspecting Your Team: Implementing Prospecting Management
- Inspecting Yourself: 8-Week Coaching Plans
- Managing an Inside Sales Team (telephone)
- Managing Field Sellers
- Managing Sales Managers
- Managing the Sales Process
- One-on-One Sales Meetings
- Selling with your Account Executive's
- The Real Role of the Manager
- Training Your Team
- Understanding Why Some Sellers Excel - (Role, Skills, Implementation = Success)
- Weekly Team Sales Meetings



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