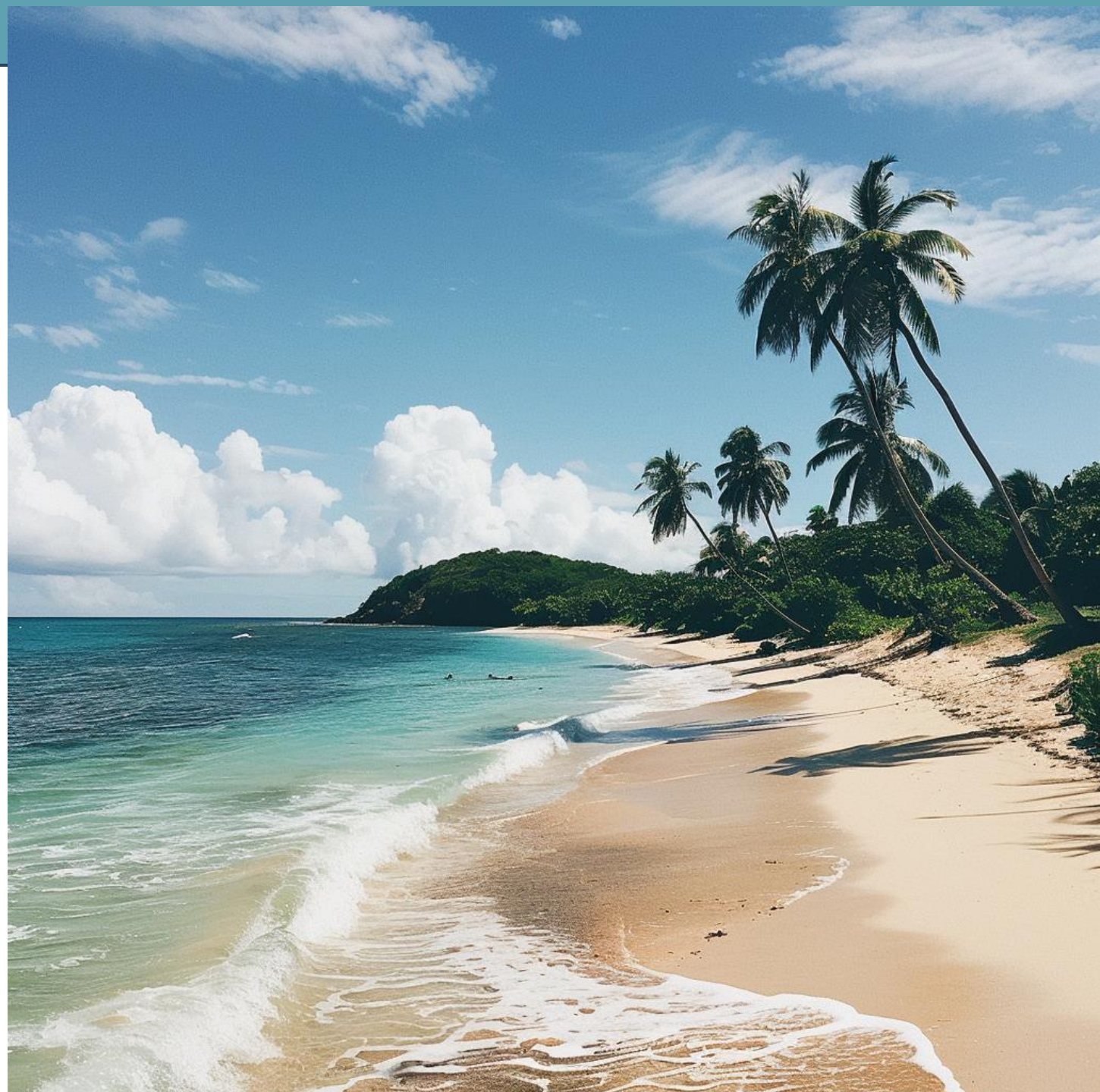




Training your
team for 2024

If I had a pipeline of seasoned sales professionals with digital experience

I would be here



Upskilling new or Legacy Sellers

Weekly Masterclass

Product Sheets

Sample Pitches

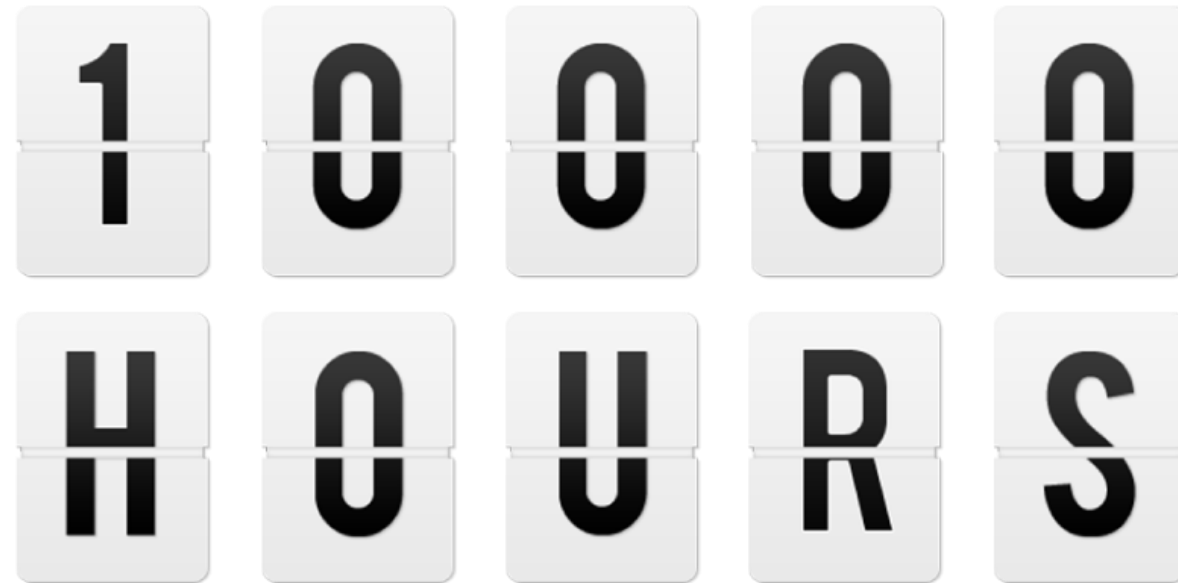
One-off Trainings

AI Helpers



Masterclass – 1 hour per week

- Ability Grouped
- 1 topic per class
 - No more than 30 minutes of product knowledge
- 100% cameras on
- Everyone Roleplays
- Don't make it easy
- Practice makes perfect- you can't learn by watching



Master Class Key Concepts

- The Google Taxi
- When does CTR matter
 - What does success look like for each product
- The Google Messy Middle
- Closing Skills
- Objection Handling

The Google Taxi – Who brought you the customer?

Did the rider ask to be brought to this diner based on marketing the diner had previously done?

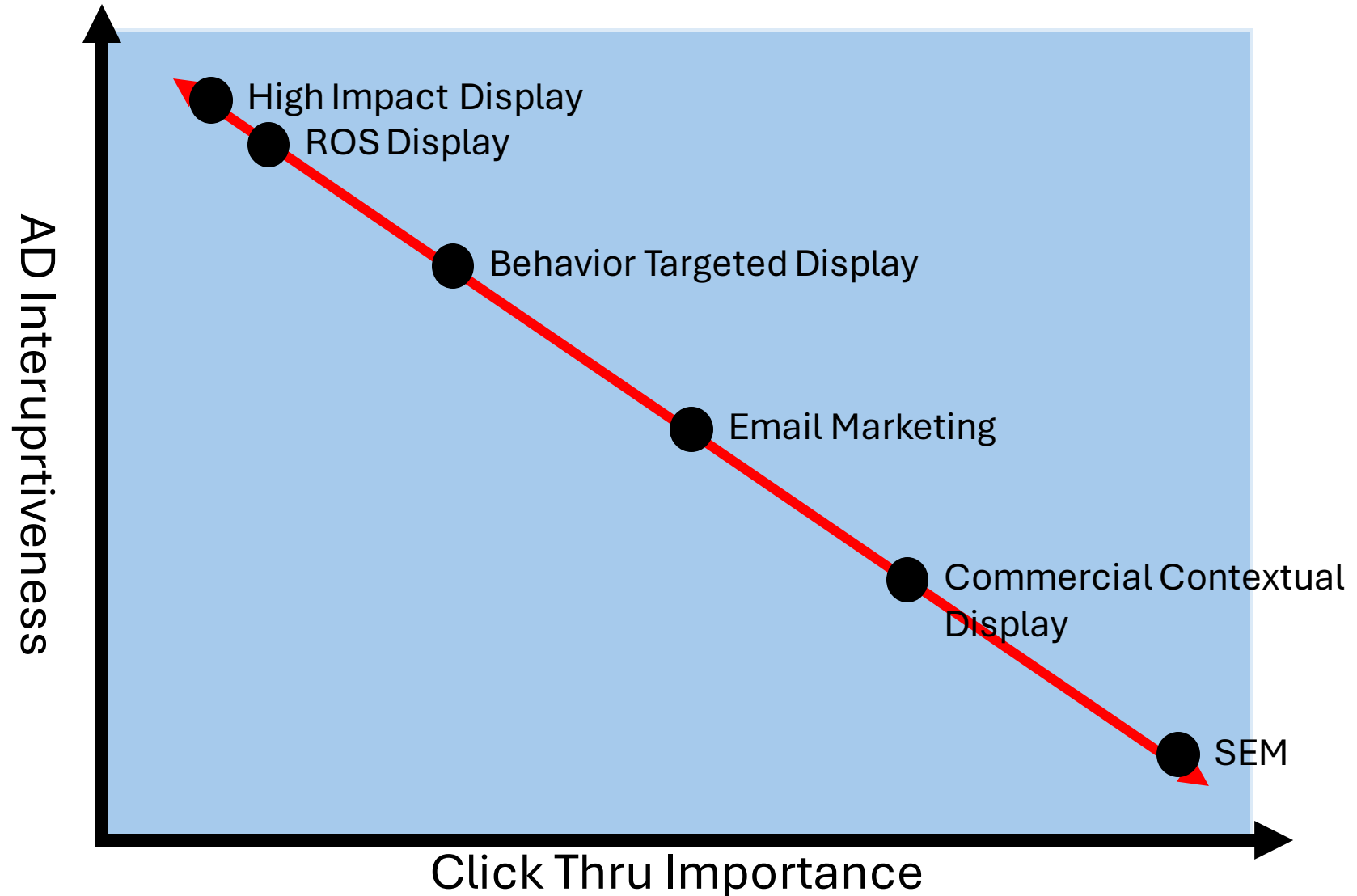
Did the driver make a recommendation?

- Either way Google analytics gives the credit to the Taxi

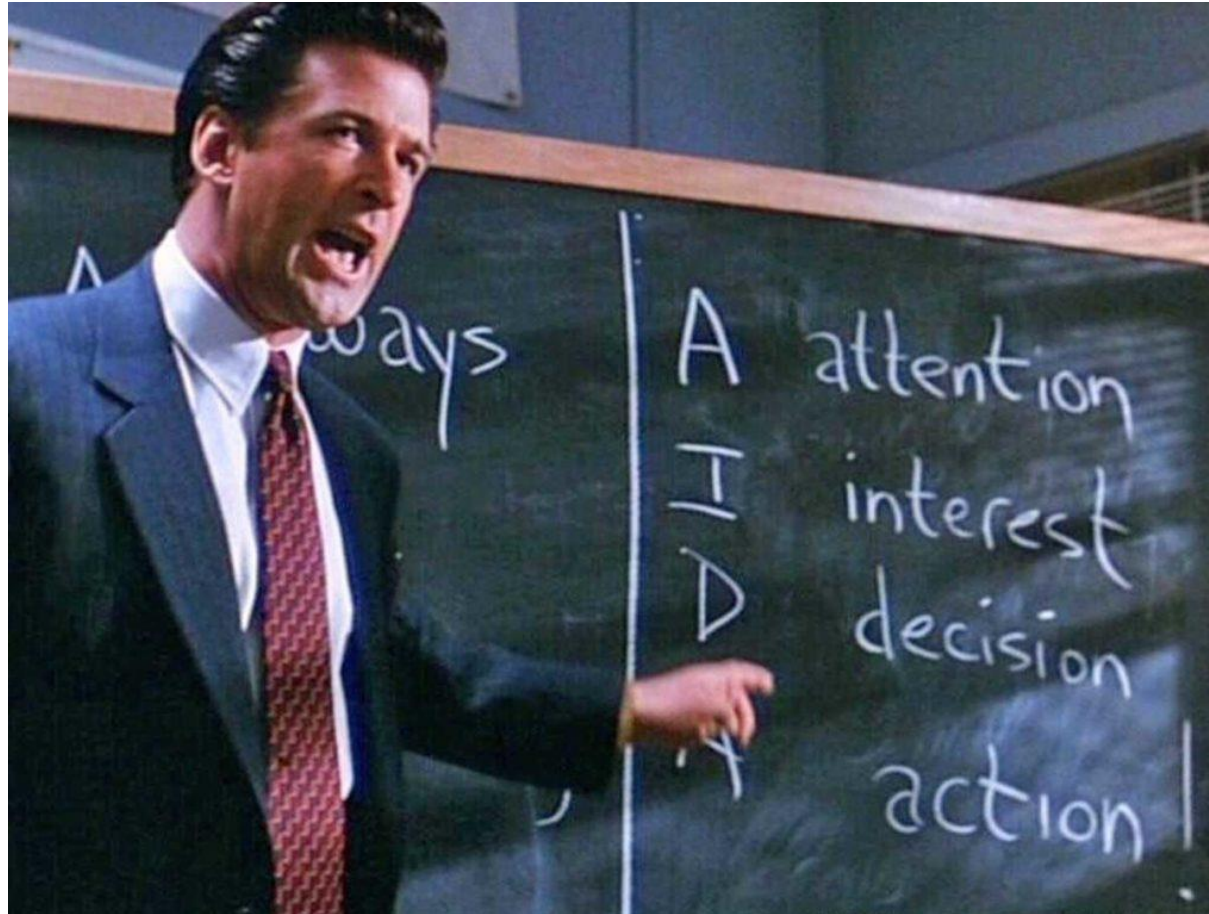
This is why last click attribution doesn't tell the full story.



The Interruptive Curve



The Sales Funnel & The Messy Middle



AIDA



1898

Elmo Lewis Conducted one of the first scientific marketing studies and formulated the 4 stages of purchase

BOND SALESMANSHIP

BY

WILLIAM W. TOWNSEND

Salesmanager, J. G. WHITE & COMPANY, Inc., New York

Instructor in Bond Values and Bond Salesmanship

COLUMBIA UNIVERSITY

Written at the request and published
under the direction of

**THE INVESTMENT BANKERS' ASSOCIATION
OF AMERICA**

1924

William Townsend first sets the AIDA stages withing a funnel framework

AIDA - Visualization



Visualize a shopping trip to main street USA in 1920

How many stores are there in any category? How many options on the shelves?

So what
Changed?



Social Media
Display (print or digital)
OTT/YouTube/Pre-Roll

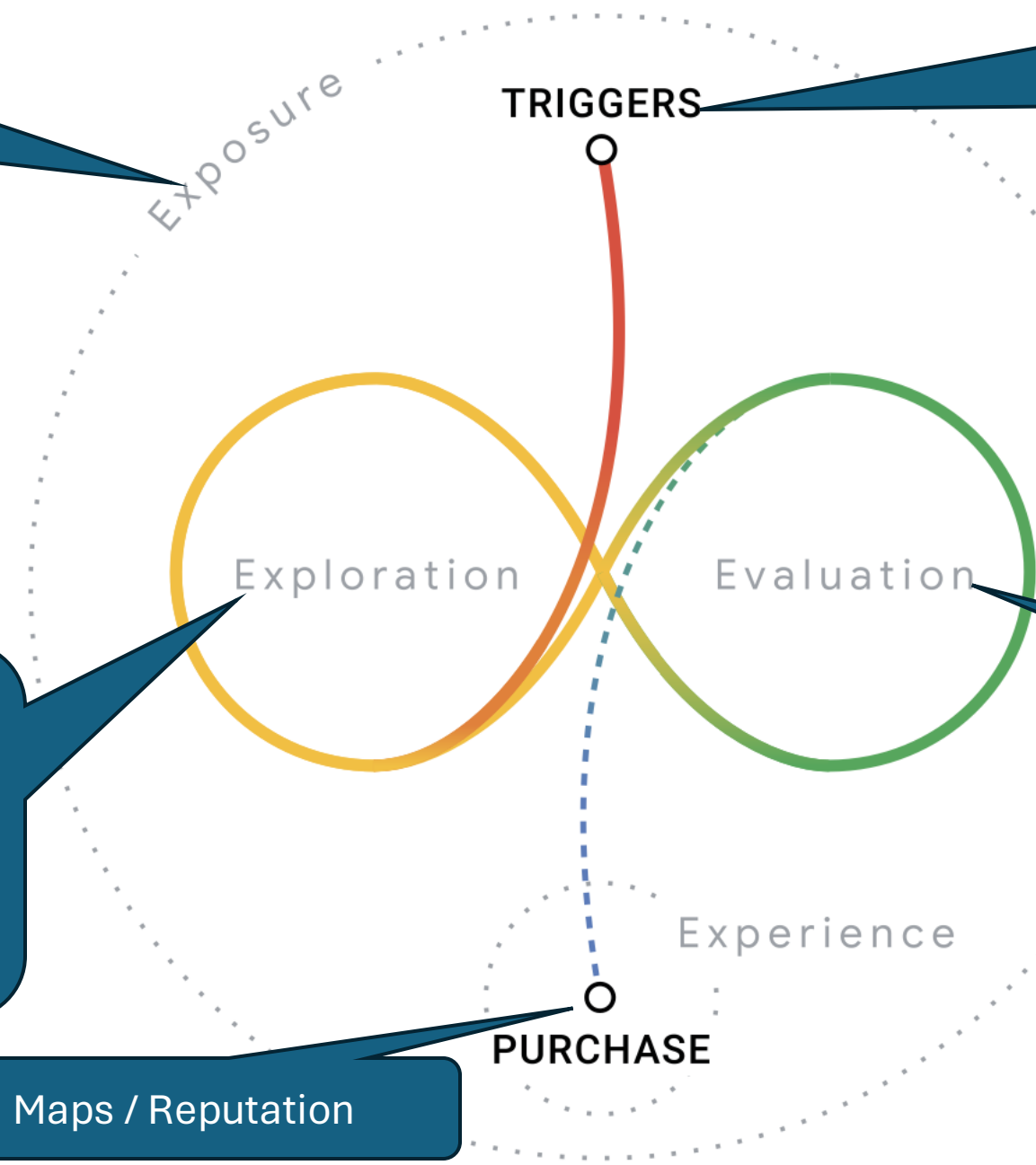
OTT/YouTube/Pre-Roll
Social Media
Display (print digital)
Out of Home (OOH)
Demo Targeting

So What Does the New Funnel Look Like?

SEO
SEM (Conquesting)
Behavior Targeted Display
Search Retargeting
Email
Look alike
Maps

Behavior – Intender/In Market
Display/Video/ Social
SEO SEM

Maps / Reputation



Product Information Sheet Facebook Management

Product name: Facebook Management

Rate: \$150 – Page Setup
 \$700 – Launch
 \$1500 – Grow
 \$2750 – Engage

Product description: Page Setup includes setup of a business page on Facebook and Instagram.

Launch includes 10 posts/month with \$200 boost budget or page likes ad.

Grow includes 15 posts/month with \$400 boost budget or page likes ad.

Engage includes 20 posts/month with \$450 boost budget or page likes ad. \$500 ad campaign included and separate management posting on Facebook and Instagram.

Product launch SLA: 2 weeks. Week 1 to complete launch call and gain admin access, week 2 create content calendar and send for approval.

Presales Audits/Info Available: Can look through existing page to see what can be improved.

Creative assets needed: Any images or creatives the client has that they'd like us to post. Typically 1080x1080, but other sizes may work. We can also use stock images if they don't have any creatives.

Accesses required: Admin access invite sent to ahenderson@theadvocate.com or once provided the client's FB page link we can send a request through our end.

What can be tracked without pixel: Organic post stats, boosted post stats, page likes ad stats. (impressions, reach, link clicks, CTR)

What can be tracked with pixel: Conversions, retargeting of users

Where is reporting housed: reports.marketing dashboard for boosted post stats and page likes ad stats. Manual reporting created by Krysta or Alyssa for organic post reporting.

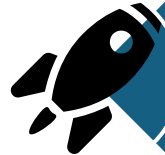
Workflow to launch:

- Launch call with rep and client to discuss post type, creatives, promos, goals they want from the campaign
- Gaining admin access

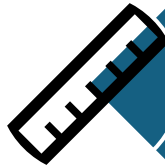
Product Sheets



Provide common FAQ answers



How to launch



Sizing information



Tracking information

Low lift video trainings

Prerecorded
elevator
pitches by an
expert

What good
looks like

3-5 minute

Keep it short

Give the talk
track or show
how to use
software

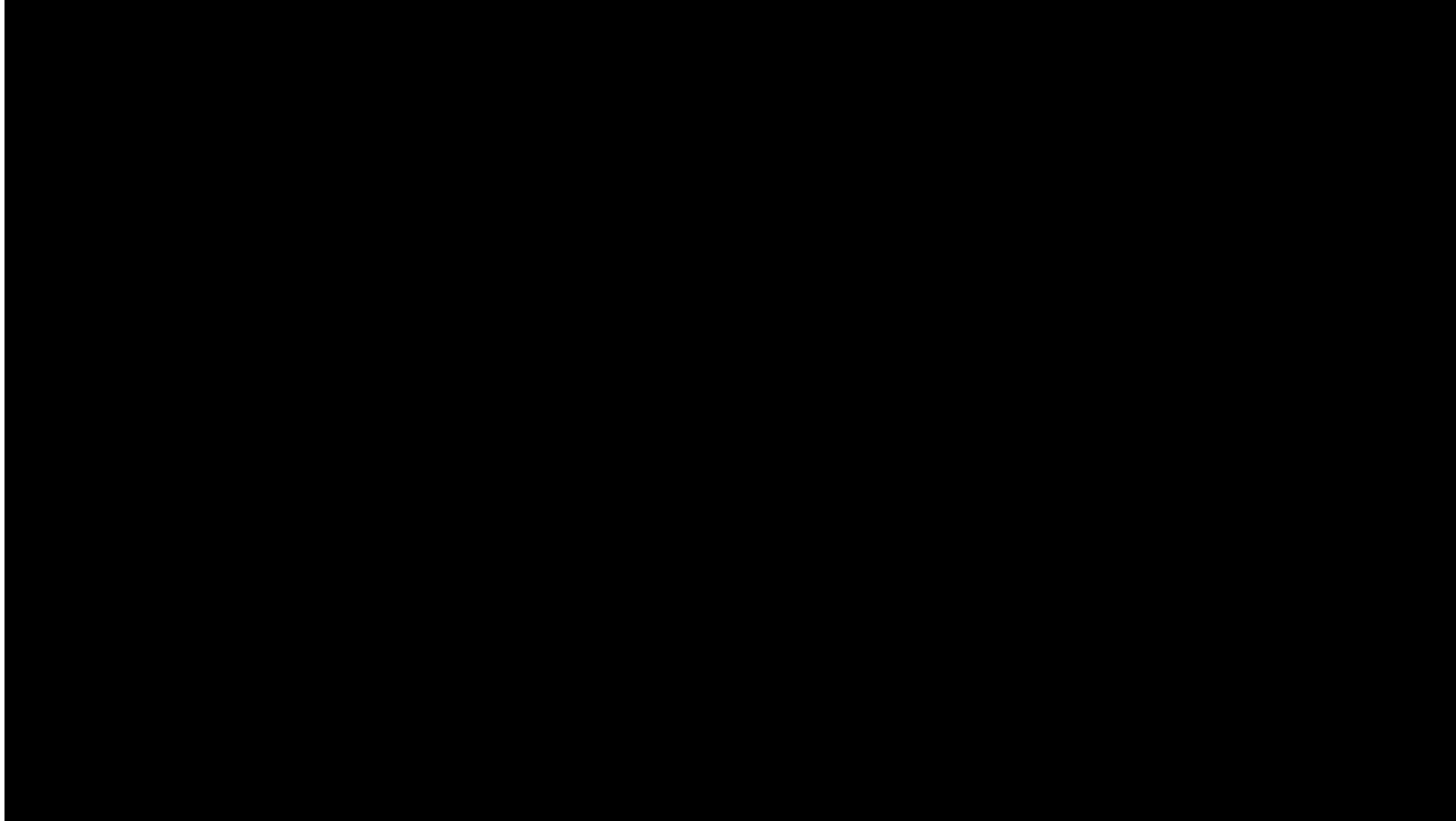
People don't
always ask
for help

Encourage new
reps to review
prior to calls

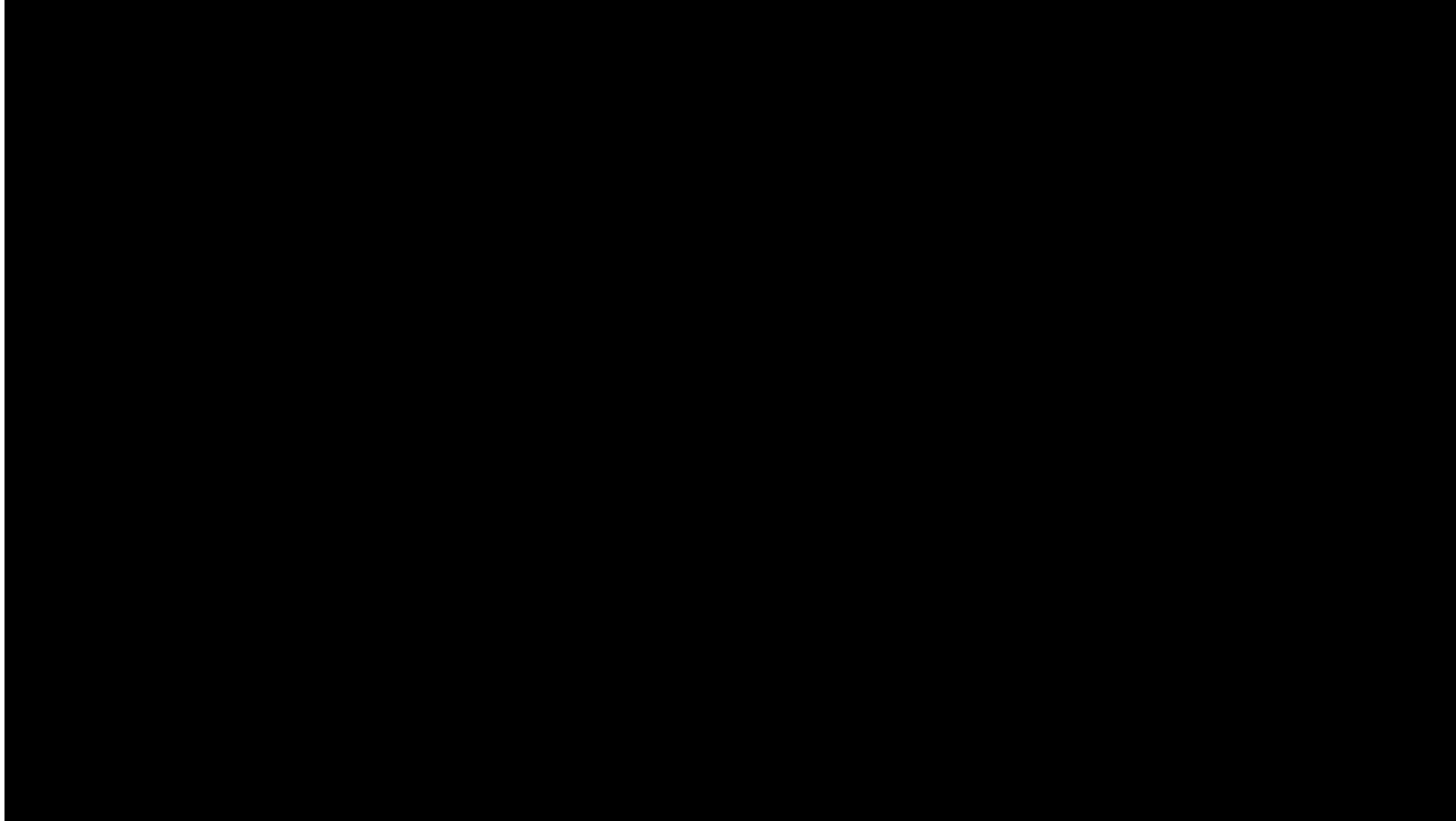
This can be
a simple
sanity check



Skill Share



Sample Pitch



Teach your team to leverage AI – or they will without you

- API based tools are fairly easy for a developer
- If you don't have a developer a simple prompt library is effective
- AI is about the prompts, get the prompt right the output will follow

- Sample Site Impact Subject line prompt:

*I need you to generate 10 subject lines for email marketing. The subject lines should be in the form of a question, contain an emoji, and be written at or below a 7th grade level and contain the main value proposition within the first 20 to 36 characters. Don't use the words Free, new, Join, home, deal, or now. Don't use exclamation points. Pretend you are the marketing manager for **Business Name**. Here are the details of the promotion: **Promotion is....***

AI as a Resource – Video

- Waymark AI video creation
- AI Scripts and storyboards

The Times-Picayune nola

THE ADVOCATE

THE ACADIANA ADVOCATE

ADORE

gambit

Mardi Gras for all

Arthur Hardy's MARDI GRAS GUIDE

SHREVEPORT-BOSSIER CITY ADVOCATE

Creative Execution: Video Concept: Two

Start your royal evening with tantalizing flavors from our diverse dining options. Whether you're craving the warmth of a gourmet coffee or the sizzle of a perfectly grilled steak, we've got your every desire covered."

"Ready for an unforgettable night out with your girls? The Queen Casino in Baton Rouge awaits!"

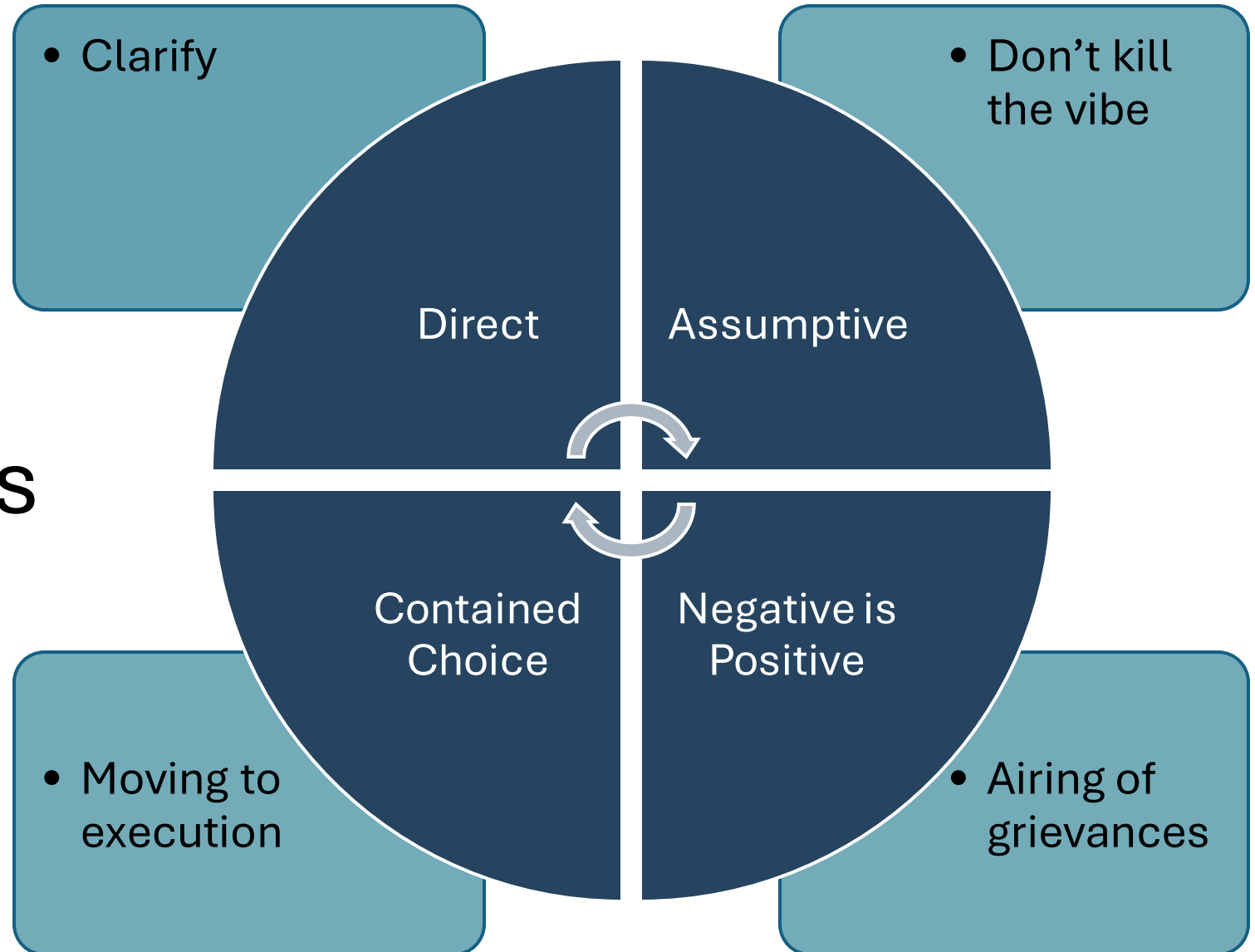
"Feeling lucky? Dive into the thrill of our games and let the good times roll!"

"As the stars come out, the stage at The Queen lights up. Enjoy live performances from your favorite artists in our state-of-the-art venue. From rocking concerts to soulful R&B nights, our lineup is fit for royalty."

"At The Queen Casino, every night is a chance to make memories that last a lifetime. So, why wait?"

"Gather your queens and join us for a night of fun, food, and entertainment. The Queen Casino in Baton Rouge - where every night is a celebration."

4 Types of Closes



Can you handle an objection?



Support	the buyer's concern
Obtain	the reason for the concern
Listen	to the reason in full
Validate	your understanding of the issue
Explain	how you can SOLVE the concern

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You do this with the Needs Features and Benefits of your solution

Non-Traditional Trainings

- Pitch-offs
- Feature Rapid Fire
- Questions Only
- Back-to-back Drawing

Walk Aways

- AI Tools to enhance productivity
- Training
 - Identify Key Learnings
 - Role-Play
 - Create self service tools – they don't have to be perfect
- Have some fun
 - Improvisation
 - Try different things