

Multimedia Ad Sales Survival Webinar

Feb. 16, 10 a.m. with Mike Blinder

Register by Feb. 13. Fee: \$20 per computer log-in

I was impressed with Mike's ideas when I attended his webinar in 2010, and can't wait to hear him again. This will be a very high-quality seminar.

Janet McCall
Advertising Sales
Northern Light, Blaine

We are very excited to have Mike share his sales techniques with our ad reps!

Lori Maxim
Vice President
West Sound Operations
Sound Publishing, Poulsbo

Don't wait!
Register today at
wnpa.com/events

Bill Forhan
WNPA Ad Committee Chair
NCW Media, Leavenworth

Sales Training for Advertising Reps!

- ◆ Prospecting new business
Ways to find new customers from new-advertiser categories and competing media
- ◆ Establishing business-to-business rapport
Ten proven ways to develop a better relationship with your advertisers
- ◆ Making an effective ascertainment
How to "surgically" extract information from clients to do business with them
- ◆ Closing more business
Getting to a "yes" more easily and effectively
- ◆ Having the qualities of the best salespeople
What does it take to be the best at the art of sales?

This Multimedia Ad Sales Survival Webinar is designed as an overview of what it takes to succeed in media sales — **print and web** — regardless of experience, market size or circulation. It offers novice and senior sales reps the basic skills and systems to help close business.



Mike Blinder started as a disc jockey fresh out of college, and became a sales manager for a group of radio stations. He went on to manage television and radio groups, then was asked to help launch an online division for Gannett's media and TV holdings. Mike's career blossomed from there, with opportunities to consult on **multimedia sales strategies** for companies of all sizes.

Today, the Blinder Group assists in maximizing revenues for clients through **effective onsite sales training programs**. He and his team are experts at training traditional sales people how to embrace new media sales. Gannett, Hearst, Media General, Morris Communications, Media News Group, Scripps and New York Times are just a few of the companies that avail themselves of Mike and his team of "street-fighting" multimedia specialists.

His latest book, *Survival Selling*, is a must-read guide for sales reps who want to know how to **garner more revenue in tough economic times**. Read Blinder Group success stories at <http://www.blindergroup.com/articles/> The Blinder Group is based in Florida, where Mike and his wife Robin live with their 7-year-old daughter, Haven, and goldendoodle, Ginger.