

Creating Effective Multi-media sales teams

*Specialist Media Show
25th May 2010*



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Q5*



We need to 're-boot' our businesses

You...

- Blackberry/ ipod
- Wireless broadband at home
- Info ubiquity
- Buy online
- Digest news and entertainment from different media

Your company...

- New strategies
- Grappling with how to dismantle legacy structures
- Trying to find better ways of:
 - working
 - rewarding
 - managing in a multi-platform world

- **'Re-boot' to:**
 - *...define*
 - *...align*
 - *...generate*
 - *...energise your team*

Q5 Revenue potential is still enormous

- Over 3,000 consumer and 5,000 business magazine titles in the UK
- Ad revenues for consumer titles:
 - £610m pa for print, £26m pa for digital (UK 2000)
- Ad revenues for business:
 - £710m pa for print, £75m pa for digital (UK 2009)
- Circulation dropping:
 - 'big magazine companies' lost between 5 and 8% of circulation year on year (ABC figures Feb 2010)
- Revenue from new sources not yet enough to counter the significant falls in traditional ad sales arena



**Top Tip 1.
Create
effective multi-
media sales
teams to win**



How can you grow your client's business?

- **Audiences are more dispersed than ever before:**

Was....

- *Print – newspaper*
- *Print - magazines*
- *Radio*
- *Outdoor*
- *TV*
- *Sponsorship*
- *Events*

Now....

- *...all that plus;*
- *Website advertising*
- *Mobile*
- *SEO*
- *Social media*
- *Clubs & brand affiliation*



**Top Tip 2.
Identify the best
way to grow
your client's
business**

- **Big implications for:**
 - *What you sell – not space anymore*
 - *How you sell it – driven by insight*
 - *Where you need to influence - everywhere*
 - *Why people should buy from you – the market is vast*



How can you best deliver that?

- **Make it as easy as possible for clients to do business with you**
- **Build a structure that supports what you want to deliver**
- **Single, consistent, client focused contact points work best**
- **Create teams of ‘experts’, who work on solving client problems together**



**Top Tip 3.
Create the sales
organisation
that best
delivers**

The text is centered within a large, five-pointed orange star. The star is semi-transparent, allowing the background image of an office to be visible through it. The text is in a bold, black, sans-serif font.

Q5 Do you have what it takes to make a real difference to your clients?

- **What effective sales teams need:**
 - ***A campaign mindset***
 - ***To think like an agency***
 - ***Ability to create a compelling narrative to buy and really deliver***
 - ***To sell solutions not products***
 - ***To balance short term gain with long term interest***




**Top Tip 4.
Build, buy or
create the future
capability you
need**



How do you make it work?

- **Put clear measures in place for what constitutes success**
- **Reward the behaviours you need, as well as results**
- **Constantly review what you do and how it can be improved**
- **Create team feel and approach**

A large, five-pointed orange star with a black outline, positioned on the right side of the slide. It contains the text 'Top Tip 5. Measure, reward, refresh your way to success'. The star is set against a background of green leaves.

**Top Tip 5.
Measure,
reward, refresh
your way to
success**