

Breaking Down Big Data



Ryan Dohrn
Founder, Brain Swell Media
360 Ad Sales Training Systems
Ryan@BrainSwellMedia.com

www.360AdSales.com



@RyanDohrn



Advertiser education 101.

Using data in your pre-call set-up.

Using data to drive sales calls.

Using data to drive ROI.

Improved sales proposals.

Advertiser education 101.

- Advertisers DO NOT buy what the DO NOT understand!
- Create a path of least resistance.
- Create simple sales one sheets.
- Practice the simple approach.
- Don't try to save the world.
- Use videos to explain complex issues.



Using data in your pre-call set-up.

- What data is important to the client?
- What data might surprise the client?
- What data might make the client mad?
- What data might overwhelm the client?
- How do you incorporate that into your pre-meeting sales templates?



- Hi Bob, I have a really unique way to put your company in front of 15,000 potential new customers in the next 30 days. Could I have 10 minutes to share this new idea with you this week? I PROMISE to not waste your time... 10 minutes.

B⁺



- Hi Bob, I have discovered a small group of highly influential customers that have expressed interest in a product like the S100. Could I have 10 minutes to share an idea with you this week? I PROMISE to not waste your time... 10 minutes.



Using data to drive sales calls.

- Be careful to not show up and blow up.
- Find out if your are dealing with “Data Diane” or “Normal Joe”.
- Do not present a buffet. Get specific.
- Use competitive chaos to drive the call.



Using data to drive



- Begin to explain what ROI really means.
- Guide them to understand that small eLists are more expensive.
- Explain targeting. Use examples that make sense. 10 good prospects vs. 1,000 chances.
- The perfect marriage is between the perfect message and the perfect audience.

Which is better for ROI?



Improved sales proposals.

- Data adds substance to the proposal.
- Data increases the ROI impact.
- Most media is “vapor”. Data is factual.
- Be sure to manage expectations.
- What are the expected vs. promised results.
- Try A-B testing of proposals. When you find one that works... rinse and repeat.



Where do you grow from here?



- Identify opportunities based on the data you have.
- No data? Get rolling or get rolled over.
- Determine what data is right for what client.
- Segment to improve ROI and total sales.
- Identify proposals that work and re-use.
- Practice all aspects of using data.



360 Ad Sales
STRATEGY & TRAINING

HOME

AD SALES TRAINING OPTIONS ▾

MEMBERS ONLY

ABOUT 360 ▾

AD SALES BLOG ▾

CONTACT US

SIGN UP!

Proven Ad Sales Training
Companies
Over 3,000 ad sales
date!



What Others Are
SAYING...

"Ryan, I have to say it was the most inspiring and truly helpful sales training I've taken. Most seminars are selling gimmicks. Everything you taught was relevant, real, usable and part of a media sales persons daily life. Thank you!" - Erin Oliver, Blue Line Magazine and Expo.



Sign Up for
Our Free Monthly
E-Newsletter

Grow ad sales 25%!

Proven Results!

**Click here to
learn more.**

www.360AdSales.com



@RyanDohrn

Breaking Down Big Data



Ryan Dohrn
Founder, Brain Swell Media
360 Ad Sales Training Systems
Ryan@BrainSwellMedia.com

www.360AdSales.com



@RyanDohrn