

Day 1 (8:30 AM – 5:00 PM)

The B2B eMedia Landscape

- Online Revenue Streams and Examples
- What Should Our eMedia Revenues Be?
- Print and eMedia Working Together

The Role of Today's Seller

- Why Should You Care?
- What Keeps Us From Selling Effectively?
- Today's Dimes are Tomorrow's Dollars
- The Consultative Sale

eMedia 101

- Web Metrics
- Competitive Web Metrics
- Email Metrics
- Online Advertising Metrics
- Internet Advertising Bureau Standards

Key to Online Sales Success

- Keep It Simple
- Sell the Value Proposition
- Leveraging Limited Inventory
- Package, Don't Value Add
- Before, During, and After the Sale

The 5 P's of Online Media

- Product
- People (audience)
- Pricing and Packaging
- Value Proposition
- Sales Process

Day 2 (8:30 AM – 3:00 PM)

Managing the Advertiser / Agency

- RFP Tips and Tricks
- When Too Much Data Is Bad
- Selling the Total Value
- Good Creative / Bad Creative
- Overcoming Objections

Sales Organization and Operations

- Sales Organization Roles and Models
- Compensation and Incentives
- Inventory Management
- Insertion Orders and IO Process
- Ad Trafficking and Creative Analysis
- Recognition of Revenue

The eMedia Sellers Toolkit

- Sales Sheets and Media Kits
- Circulation Reports (web/email)
- Demographic Data (and how to get it)
- Competitive Reports
- Inventory Reports
- Campaign Reports

Big eMedia Ideas

- Examples
- Developing the Idea
- Pitching the Idea (Preselling)
- Bringing It to Market Successfully