



A View from Across the Desk

**REAL STORIES AND
PRACTICAL TIPS
TO STRENGTHEN YOUR
NEWSPAPER'S SALES APPROACH**



Customer Service = Customer Care

The customer experience ultimately comes down to the quality of working relationships

“According to a recent Forbes survey, 55% of consumers surveyed say customer service has gotten worse than it was three years ago.”

- Forbes



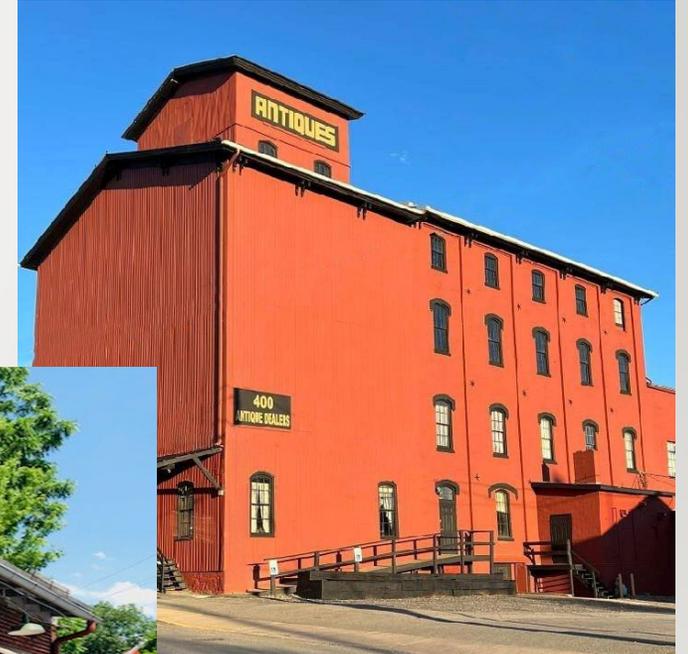
About our Businesses

ROLLER MILLS MARKETPLACE ANTIQUÉ CENTER

- Opened in 1991
- One of the largest East Coast antique malls
- More than 400 Antique Vendors

- **THE STREET OF SHOPS**
- Opened in 1996
- More than 500 unique retail vendors
- 100 seat restaurant serving breakfast and lunch

- 34 Dedicated employees
- Attracts shoppers within 150-mile radius
- Over 25,000 shoppers in both locations monthly



A man in a white shirt and dark trousers is standing in a vast desert landscape, shouting with his hands cupped around his mouth. A speech bubble above him contains the text: "Hello! Does anyone care about our business success?". The background shows rolling sand dunes under a clear blue sky.

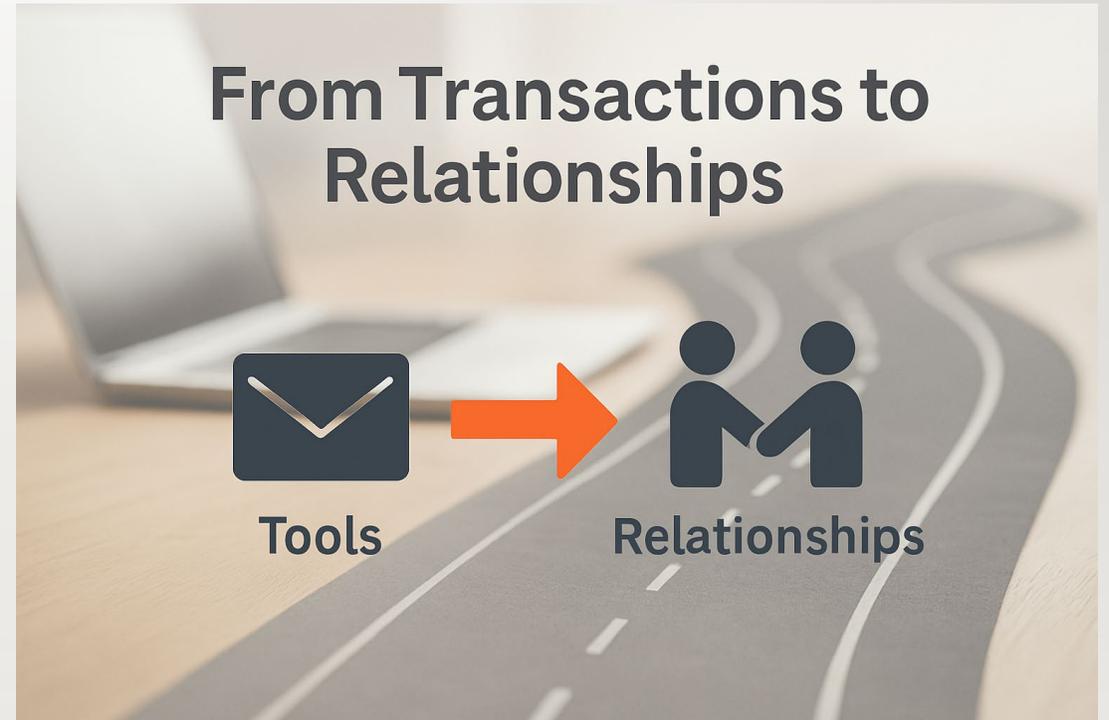
Hello!
Does anyone care
about our
business success?



WARNING
THE CONTENT YOU'RE
ABOUT TO HEAR
MAY CAUSE DISBELIEF.

Electronic messaging or customer relationships?

- Email and texts are tools – not replacements
- Emailing proofs are transactions – not relationships
- After three texts or emails – pick up the phone
- Track conversations – not just revenue
- Visibility protects client relationships



Customer Care or Customer Indifference?

1. Client follow-up falls short
2. Lack of training or confidence
3. Low Energy and burnout
4. Lack of accountability
5. Compensation and commission



WHAT CAN YOU DO NOW TO IMPLEMENT CHANGE?

(These are not new ideas)

SIX EASY WAYS TO IMPROVE YOUR SALES REP/CUSTOMER RELATIONSHIPS

1. COMMUNICATE *YOUR* VISION
2. SET CLEAR EXPECTATIONS
3. REVISIT YOUR TOP 25 ADVERTISERS
4. LEAD WITH NEEDS – NOT PRODUCTS
5. AUTOMATE WHAT YOU CAN – AI?
6. CELEBRATE AND SHARE WINS



“Good questions are the foundation of great advertising solutions.”

- Patty Bennett

Thank you for
caring about the
future of small
businesses!

If I could help with one of your advertising sales problems, what would it be? Call me 570-898-1515