

In-Synch Selling



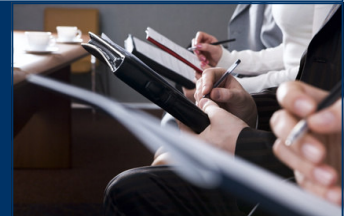
A Proven Roadmap and Advertising Sales System

It's one thing to know how to listen. It's something else to know WHAT to listen for! In-Synch Selling teaches strategic thinking! Born and proven in the field, In-Synch provides a true system approach that actually provides a roadmap to the sale!

What It Covers

- **Creating a Successful Strategy:** The Decision to Succeed; The Strategy Imperative; How to sell 'through' the prospect; Knowledge is Power; The Success Formula; The importance of Professionalism.
- **Ground Rules for Success:** Retailer phobias & traps; The Rate Card trap; The Circulation trap; The Budget Trap, Partner Trap, and Interest Traps; Selling Strong vs. Selling Hard; Making them buy YOU; Building Successful Habits.
- **Managing Time for Increased Income:** Using results to set goals; How to be at the Right Place at the Right Time; The magic prospecting formula. Planting the right seeds in front.
- **The Success System:** Keeping the Sales Process **In-Synch!** Finding the Opportunity Gap; The 'Cancellation' turnaround; How to build a client base; Short-circuiting Cancellations Before they Happen! Selling is Teaching; The Media Mix Strategy; 5 Ways to Keep Your Clients!
- **Opening the Sale:** 10 Tested Methods for Improving Your Opening. 8 Ways to Make Your First Impression Count; Planting Positive Images; Changing the Way You Think! How to avoid shooting yourself in the foot. Crafting your opening; Building seller power and what to avoid; Identifying 'traps'; Removing the threat and creating positive symptoms.
- **Creating an Objection Strategy:** The role of strategy; How to never be stumped again. It's easier than you think!
- **Using Objections to Create Commitments:** Preserving the selling situation; How to Practice with a Proven Format; The Conviction Formula with workshop.
- **Building Motivation: Three Golden Questions that Unlock the sale!** Building your roadmap; How to add power to your questions. 5 Ways to Create Desire; 3 Questions Prospects Invariably Ask
- **Closing—What It Is—And Isn't:** When to put the agreement on the table—and how! The 10-Point Commitment Checklist; How to internalize and integrate the In-Synch strategy into your daily selling. The secret to closing is simpler than you think; The 'I'll think it over' suspect. 11 Problem Prospects and How To Handle Them.
- **Learning How to Sell More by NOT Presenting—and Changing your 'Closing' Philosophy.**
- **Some straight talk about YOU and your future.** Your career imperative; How to retire with all the financial security you'll need; Your roadmap to sales success
- **Never sell an open-rate ad again:** How to sell long-term campaigns.
- **AT THE END — How to sell a full year campaign and get all cash for the entire year at the point of sale!**

**A Strong, High-Content Program
Session Workbooks
Strategic Process/Diagnostic Wall Charts**



Why It Works!

James Lorenzen's In-Synch Selling is more than a sales program; it's a *true system* for self-learning and continuing in-house training based on a diagnostic process that was born in real field conditions and proven successful by thousands of advertising sales professionals. Publishers and Advertising Managers will be able to use each day's field results to develop case histories allowing sales reps to workshop and learn from their combined experience. These experiences can be role-played with new strategies developed for the following day. **This is training that evolves from reality—not theory.**

**To Book James Lorenzen and In-Synch Selling
Call Bill Wheeler at Gardner Hathaway, LLC
805.265.5418; Ext. 3 • www.jameslorenzen.com**

In-Synch Selling



A Full or Half-Day Program! Specifically Designed for the Advertising Sales Professional.

- A Profit-Oriented True System Approach
- High Learner Involvement
- A Performance-Based Program

Full-Day or Half-Day

Historically, 90% of all bookings are for the full-day program, comprised of two three-hour sessions (generally 9 a.m. to noon and 1:30-4:30 p.m.). This is because the difference between the full and half-day speaking fee isn't dramatically different when amortized over the number of attendees while materials costs and travel expenses are unaffected. The full-day program also provides for more in-depth treatment of each topic and also allows time for the hands-on workshops attendees enjoy.

The half-day program is also a strong, highly-polished professional program; but the topics are more focused, based on input of our Pre-Program Questionnaire (PPQ) and workshops are omitted due to the reduced time allotment and Jim's desire to give them as much content as possible.

Planning a meeting? Tell us about it with the PPQ on our website. We'll get back to you with the information you need! You'll find the PPQ on the top tab at www.jameslorenzen.com!

James Lorenzen



Jim's high-content, high-energy, programs come from real world, real life experience. He founded, built, and sold five publications of his own, conducting in-house training year-round five mornings a week. His personal sales records speaks for itself: During six years of ad sales, Jim never sold a one-time ad! All of his sales were 'campaigns' of 13 consecutive weeks or longer—and 80% were sold for a full year! He once sold 22 campaigns in 22 days and 52 campaigns in 29 weeks, getting deposit money with every sale. Five times he received payment in cash for the entire year in advance! Since those days, Jim has trained more than 10,000 salespeople.

With 25 years' experience on the platform, Jim has been the headline speaker at more than 500 conventions globally. Jim has appeared in *Manage, Sales & Marketing Management Magazine*, *Selling Power*, and scores of others. He's also appeared on Nightingale-Conant's *Sound Selling* audio series and on American Airlines' *Sky Radio*.

A Speaker With Experience!

A Partial Listing

Corporate

- Cap-Cities/ABC
- City of Los Angeles
- Classified Gazette
- Creditors Multi-Systems, Inc.
- Flying Tigers Airlines
- Foster Grant
- Goleta Valley News
- Graphic Controls
- Greensheet Shopper
- H.R. Textron
- Hearst Newspapers
- Highlander Publications
- Hobie Cat
- Independence Bank
- Knight-Ridder Corp.
- Los Angeles Daily News
- McDonnell-Douglas
- National Credit Services
- Orlando Sentinel
- Pacific Coast Regional
- S.G. Publications
- Saddleback News
- San Francisco Chronicle/Examiner
- Silent Radio
- Startel, Inc.
- Union Ice
- Val-Pak
- Village News
- Wickstrom Broadcasting Corp.

Associations and Sponsors

- Alberta Weekly Newspaper Association
- American Collectors Association
- Arizona Newspaper Association
- Baldwin, Wisconsin Chamber of Commerce
- California Newspaper Advertising Executives Association
- California State University, Northridge
- College of the Canyons
- East Bay Advertising Club, Oakland, California
- Florida Advertising Publishers Association
- Free Community Papers of New York
- Greater Ventura, California Chamber of Commerce
- Houston, Texas, Chamber of Commerce
- Independent Free Papers of America
- Insulation Contractors Association
- Manufacturers' Reps of America
- National Association of Music Merchants
- National Association of Advertising Publishers
- National Association of General Merchandising Representatives
- National Management Association
- National Newspaper Association
- New York State Advertising Council
- New York State Advertising Publishers Council
- North Dakota Newspaper Association
- Ontario Community Newspaper Association
- Pacific Northwest Advertising Executives Association
- Pacific Northwest Newspaper Association
- Pennsylvania Advertising Publishers Association
- Prescott, Wisconsin, Chamber of Commerce
- Texas Community Newspaper Association
- Visalia, California Chamber of Commerce
- Westlake, California Chamber of Commerce

**Bring James Lorenzen and In-Synch Selling
To Your Organization!**

Call Bill Wheeler at 805.265.5418; Ext. 3

Or visit www.jameslorenzen.com

and use our Pre-Program Questionnaire (PPQ)!