



LEARN, ADAPT, TRANSFORM

The Digital Sales Master Class is a premium in-house program for media owners who need to get their new digital sales staff and/or those transitioning from traditional media up to speed with digital media. This program will give them knowledge and confidence with the medium, and equip them to use the available tools to prepare compelling online or cross-platform proposals for clients. This course is tailored to your specific business and market.

The program includes:

- A needs analysis to assist in preparing a course tailored to your needs
- Preparation materials for attendees
- Course workbooks
- Course evaluations and feedback
- Course debrief

After completing the Digital Sales Master Class your staff will be able to:

- Confidently discuss digital media advertising opportunities with agencies and clients
- Articulate the benefits of digital media for a particular campaign
- Compare and contrast their ad products with those of their competitors
- Construct proposals for online or cross-platform advertising solutions

The Digital Sales Master Class is made up of three courses:

LEARN - INTRODUCTION TO DIGITAL MEDIA

Half-day course includes:

- Digital media landscape
- Audience measurement
- Display advertising
- Online campaign strategy
- Social networking
- Planning and buying
- Search overview
- Adserving
- Campaign management & reporting

Full-day intro course also includes:

- The dynamics of buying and selling online advertising
- Online sales process
- Email marketing
- Mobile Advertising

ADAPT - APPLYING THE FUNDAMENTALS TO YOUR BUSINESS

Half-day course includes:

- Overview of your digital properties and ad opportunities
- Ad product, pricing and operations review
- Vertical market overview
- Your sales challenges and how to overcome them
- Best practices (examples of what other media companies in your category are doing with their digital properties)
- Post-session work in preparation for Practical Sales Workshop

READ ABOUT OUR TEAM & INSTRUCTORS

"Patty has worked with a number of sales teams across Fairfax and has always exceeded our expectations. Her excellent communication skills enable her to demystify a potentially complex topic. We will certainly be seeking her help in the future."

Therese Blaisdale,
Learning & Development Manager, The Sydney Morning Herald, The Sun Herald & Fairfax Magazines

TRANSFORM - PRACTICAL SALES WORKSHOP

Full-day course includes:

- Digital Media Sales Process
 - Targeting key prospects
 - Preparation for making the call
 - Common strategy approaches
 - Internal processes
 - Sales template toolkit
- Using Research To Sell
 - Site intelligence
 - Using research & data
 - Competitive selling strategies
 - Proposal generation
- Thinking Creatively
 - What resources are available to you for creative development and production?
 - How to get advertisers excited about the opportunities

