

The *Advertising Audit*®

A New Service Designed to Help Your Association Sell More Advertising

Is your association maximizing its non-dues revenue from the sale of advertising in its print and electronic products? Are your advertising rates competitive? Are your products competing successfully in the market in which they operate? Would your sales staff benefit from professional media sales training? Is your organization maximizing the

benefits that come from the cross-selling of products? The *Advertising Audit*® will answer these questions and more through a customized and personalized assessment of your organization's sales program.

A complete assessment of the competitive environment in which your publication is operating.

The *Advertising Audit*® is a comprehensive review and analysis of your organization's products, pricing, and competitive landscape that will give you the information you need to increase revenue while assisting your staff in getting the most value from the time they spend on the sales process. Here is what is included:

Competitive Analysis—This portion of the *Audit* will provide you with the competitive intelligence you need to successfully compete. The report will provide you with information about your competition—those you know and those you may not be aware of. It will look at circulation, editorial content, advertising promotions, sales structure, advertising rates, value-added and other factors that contribute to the success of those publications and websites against which your organization competes. This comprehensive assessment will look at both commercial and association publications and websites which are competing for advertising dollars in your association's market.

Advertising Rates—Are your advertising rates too low? This is a common occurrence with association publications. Low ad rates can be a reason advertisers choose NOT to buy space in your association's publication. The *Audit* will compare your advertising rates to those of your competition and other publications of similar size and provide you with a recommended advertising rate structure that maintains your competitive position while increasing revenue. The review will also provide you with recommendations for frequency discounts and color surcharges as well as suggestions for other pricing incentives designed to attract the advertising of companies new to your product and increase the amount of advertising purchased by your current customers.

Prospect and Customer Management—

This portion of the *Audit* will assess how your sales staff is managing their customer and prospect databases. We will look at the systems that are currently in place and make recommendations how those systems can be improved upon and used more effectively.

Recommendations given on ad rates, marketing support, and client management.

Marketing Support—Ad sales success can only be achieved when the sales staff has strong marketing support behind them assuring that your products are always in front of the advertising community. The *Audit* will look at how your organization communicates with its customers and prospects including the frequency of those communications and media used. It will then recommend a tactical marketing plan that you can implement to assure maximum exposure while staying within your budget. The report will also assess

external marketing support services such as SRDS and how to make best use of these services.

Cross-Selling

Opportunities—Is your association taking full advantage of the relationships it has with industry suppliers? The **Audit** will look at the other product offerings your association has including exhibits, corporate memberships,

sponsorships, mailing lists and others and will recommend ways that the sales of these products can be better integrated to increase non-dues revenues for your organization.

Independent Advertising

Representatives—Although we will not recommend any specific independent advertising representatives, if you choose to sell advertising through the utilization of the services of such a firm, we will give you hands-on guidance about what to look for, how to assess a firm, contract issues, and managing

them after they begin working for you. This service will assure that you are getting the highest levels of performance from this contractual relationship.

Sales Training—An additional service provided is a sales training program designed just for your staff and delivered at your location.

This one-day program will teach your staff how to sell the association advantage, how to meet the most common objections, an analysis of the advertising decision-making process taking place in companies and advertising agencies, maximizing your investment in attending industry trade shows, and specific techniques that will successfully assure that your sales staff are maximizing the sale of print and web advertising in all of your products. Maximum benefit of this service is achieved when the results of the **Audit** are complete and incorporated into this session.

Learn how to take full advantage of relationships you already have through a program of cross-selling.

Personalized sales training so your staff can effectively implement the results of the Audit.

Our fee for our services is reasonable. Most clients have found that they only need to sell two additional pages of advertising to more than cover the cost of this program. This is a solid investment in your organization's non-dues revenue stream. It doesn't cost--it pays.



Robert Silverstein, Principal

Your audit will be lead by Robert Silverstein. Robert has over 30 years of experience in all aspects of publications management. He has worked for both commercial and association publishing organizations and has lead national sales teams which have consistently exceeded their sales goals.

He has also been an active member of the association community including serving as Chair of the ASAE Communications Section Council and has been a frequent speaker at ASAE and other industry events. In addition, Robert is an adjunct member of the faculty at the University of Maryland where he teaches in the Executive MBA program.

Contact us today to learn more:

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