THE **STATE** | ⁰ | **TV MEDIA SALES[™] 2018**

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THE STATE OF TV MEDIA SALES

AdMall's 8th State of TV Media Sales[™] finds that the state of the industry is good – with room for improvement. 68% of managers say their team was up in 2017 (vs. 2016). And most sales teams met or exceeded their sales goal in 2017 (only 44% came up short). In spite of this success, however, television media executives, TV sales managers and sales reps across the nation are facing similar obstacles.

AdMall found that managers and reps alike think daily hurdles like time constraints, advertiser churn, managing corporate expectations, and generating new business have gotten harder, and managers continue to struggle with hiring quality salespeople.



The survey does, however, find opportunities exist. When AdMall polled 478 television media executive managers, sales managers and sales reps from March 10 to April 8, 2018, responses were positive in forecasting overall revenue growth for 2018 and acknowledging that it's getting easier to sell digital.

The State of Media Sales reveals six challenges and opportunities as a battle guide to achieving success in 2018.

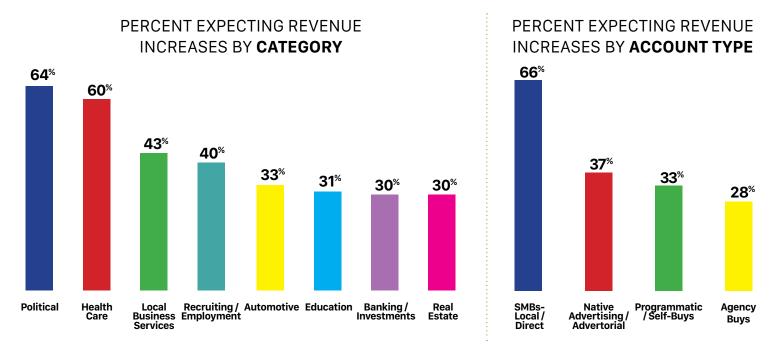




OPPORTUNITY: REVENUE IS EXPECTED TO GROW

The biggest revenue increases are expected to be from **local-direct small businesses**. Other growth opportunities are expected in native advertising, programmatic / self-buys, agency buys, event sponsorships, and co-op promotions / non-traditional revenue. Less growth is anticipated from **national brands** and **major accounts**. Respondents expect most sales growth to come from the following local industries: political, health care (non-pharma), local business services, recruiting, automotive, education, banking / investments, and real estate.





CHALLENGE: Make the Most of What You Already Have

Sales reps who already have accounts in these local categories should be able to **grow** them. Otherwise, entertainment, retailers and restaurants are great **prospecting** categories. National reps should focus on these industries as well to overcome the anticipated stagnancy. Major accounts for retail, grocery and education will require unique product positioning, value propositions and proven ROI.

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CHALLENGE: HIRING / RETAINING QUALITY SALESPEOPLE IS HARDER

WHAT FACTORS HAVE CAUSED YOU TO LEAVE A COMPANY IN THE PAST?

PROBLEMS WITH OR LACK OF:

Company culture, purpose or values

57%

Direct manager or their performance

51%

Unrealistic opportunities to make money

42[%]

Opportunities for advancement

39%

Company didn't care

32%

Belief in company's success

27%

Work environment or co-workers

27%

Recognition

24%

Training / Professional development

21%

Coaching / Feedback

18%

Sales tools or support personnel

18%

Flexible schedule

18%

Boredom

16%

Benefits

13%

7%

Significant other got a new job / Moved

Travel allowances / Reimbursement policies

NEARLY 79% ARE FINDING IT HARDER TO HIRE QUALITY SALESPEOPLE

TV sales managers and executives are finding it **harder to hire** quality salespeople. This becomes an even bigger problem when managers report **turning over nearly 20%** of their staff in one year. One likely contributor to this issue is **lack of training or professional development**.

MANAGERS REPORT TURNING OVER NEARLY 20% OF THEIR STAFF LAST YEAR.

OPPORTUNITY: Training Must Be Ongoing, Not Just for New Hires

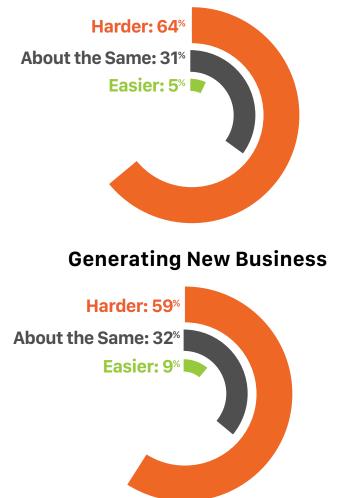
Devise and implement a formal **on-boarding** process. **Better training** can mold new hires into ideal sales reps. And, don't forget about **ongoing training** – even for seasoned sales reps. Professional development will help retain the good talent you do find. Managers must also be mindful of **company culture**, improving it to create a place where people want to work.

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CHALLENGE: REPLACING LOST REVENUE IS HARDER

Advertiser **churn** remains a challenge. And, many managers say it's harder to generate **new business** this year.

Overcoming Advertiser Churn (Lost Accounts)



OPPORTUNITY: Focus on Growing + Retaining Accounts

The easiest way to grow your active client base is by **losing less** of what you already have. It is only getting **harder to make up** for account losses through new business, so focus on selling new solutions to your existing account base. The consequences of churn can be staggering and can compound over time, so having an **account-retention strategy** is a MUST. You should evaluate simple low-cost strategies and put one or more in place in 2018.



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CHALLENGE: MANAGERS DON'T HAVE TIME TO COACH+DEVELOP SALES STAFF

Managers are spending too much time in meetings, too much time reporting, and too much time putting out fires. As a result, they have very few hours left in the week to have one-on-one meetings / coaching sessions with sales reps.

Average Time Spent Weekly:

Sessions with Sales Reps



OPPORTUNITY: Adopt a Formal Sales Coaching Process and Stick with it.

A formal sales coaching process improves win rates from 46% up to 54%^{*}, so making more time to work directly with your sales reps is crucial. **Mentoring** will help minimize employee turnover. **Coaching** can help reduce advertiser churn. Working directly with a salesperson on **accounts that are in danger** can help retain both the salesperson and the advertiser.

Explore the use of an automated sales coaching platform, like **SalesFuel COACH** that won't require heavy interaction from the manager. It provides sales managers with personalized coaching playbooks and five-minute QuickCoaching[™] for each sales rep based on their individual skill gaps.

*CSO Insights, 2015

CHALLENGE: SALES REPS DON'T HAVE ENOUGH TIME TO SELL

Just as managers lack time to manage, sales reps **lack time to sell**. Sales reps, more than ever, are being pulled in multiple directions due to many responsibilities outside of actual sales. In fact, in an average week, they're **only spending 25%** of their time planning, prepping for and selling to prospects and clients.

The rest of the time is spent putting out fires, order processing, attending meetings, work day travel, and other non-sales tasks. When combined, they are leaving little time for actually selling.

Average Hours Spent Weekly:	
Selling to New Accounts / Prospecting	11
Planning, Preparation, Pre-Call Research	7
Selling to Existing Accounts	7
Servicing Accounts / Putting Out Fires	7
Order Processing and Reporting (Including CRM)	6
Travel (During the work day)	5
Attending Meetings	4
Other Non-Sales / Administrative Tasks	4

OPPORTUNITY: Free Up Sales Reps' Time for Selling

Giving sales enough **time back** in their week is essential for them to hit their numbers. Sales leaders can start by giving **clear direction** on company goals, objectives and strategies. And, make sure they have clearly defined and documented **processes**.

Tighten up your sales meetings and **have an agenda**; it will keep everyone on task. Make sure reps have the **tools they need** to complete basic activities efficiently, and provide quick access to information. You must ultimately free up time to focus them on activities that **drive sales**.



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OPPORTUNITY: SELLING DIGITAL IS GETTING EASIER

Studies indicate that it won't be long before **digital ad sales** overtake offline ad sales, so it's a good thing **39%** of respondents say it's **getting easier** to sell online/ digital advertising.

While only **30%** said it's getting easier to sell **mobile advertising**, it's still more than those that said it's harder. No doubt it will keep getting easier as reps continue selling it right along with their offline / legacy products.

	Easier	Harder	About the Same	Does Not Apply
Sell online / digital advertising	39%	28%	28%	5%
Sell mobile advertising (banners, texts, apps)	27%	22%	34%	17%
Sell digital marketing services (SEO, content, website development, etc.)	18%	24%	26%	32%

CHALLENGE: Too Many Still Say Digital is Hard to Sell

There's still a long way to go for some reps, since many still find it harder to sell digital than last year. Maybe it is the introduction of new products to sell, but reps need to be knowledgeable and confident about all of their digital offerings. If they aren't, their clients might just fill their digital needs elsewhere. An improving economy and projected growth in digital products do not mean you can afford to succumb to old selling habits in your traditional comfort zones. Intergrated, solutions-based selling will be key to achieving digital sales revenue goals in 2018.



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METHODOLOGY

From March 10 through April 8, 2018, AdMall (SalesFuel) conducted an online survey of 1,395 media sales managers, executive managers and sales representatives about their perceptions of the current state of the industry. This is our 8th annual State of Media Sales study.

For 2018, SalesFuel polled 202 media sales managers with at least one report, 138 executive managers (Owner/CEO, President, VP, GM, Publisher) and 808 sales representatives (inside or outside) across all types of traditional and digital media. All respondents had to self-identify as a current employee of a media company on the United States or Canada to become eligible for completing the survey.

For the purposes of this white paper, AdMall separated respondents who were selling broadcast television or cable television advertising specifically for its findings. Television respondent breakout is: 66 media sales managers 17 executive managers and 305 sales representatives. 173 people who participated in the survey don't have have the titles we specifically reference in our methodology however their responses are recorded and included.

ABOUT THE SPONSORS



AdMall is the most powerful consultative sales intelligence database available for local and digital advertising. More than 3,000 media properties nationwide arm their sales staffs with AdMall including: Television, cable, newspaper, online, direct response, out-of-home,

radio, cinema, local search, and magazine. Additional information on AdMall and a free trial for qualified media companies can be found at AdMall.com.



SalesFuel provides more than 1,500 sales teams nationwide with "The Power to Sell Smarter" through its unique portfolio of sales tools, training and intelligence. This empowers sales teams to provide

value-first to their accounts, stand out from their competition and attract a higher level of talent and clientele.

Thought leadership is delivered free-of-charge through the firm's many white papers and daily sales+management briefings at **SalesFuel.com**. SalesFuel also produces the SalesFuel Today e-publication, which is updated several times daily for sales professionals across North America.

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Sell Smarter!® The Sales Intelligence Leader for Local Media and Digital Marketing



Real Success Stories by **Real Salespeople**

Consultant Uses AdMall Reports to Become Research Resource to Small Agency, Earns \$100,000 of Agency's Business

Media Key Account Consultant, Cox Media

Digital Audit Woos First-Time Advertiser to Win **\$20,000** TV and Digital Contract

Account Executive, KEZI-TV

AE Quadruples Used Car Dealer's Ad Spending (\$36,000 increase) Using Admall Reports

Account Executive, WNWO-TV

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Strategist Closes **\$24,000** New Business Her 2nd Week on the Job with Digital Audit and AudienceSCAN Reports

Integrated Marketing Strategist, WMYV-WXLV-TV

Want to have successes like these? Jump-start your advertising and digital revenue with AdMall and our newly updated Digital Audit

AdMall.com

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Adaptive, Fast-Paced Sales Coaching

SalesFuel COACH uses scientific assessments to create and continuously update - a personalized Coaching Playbook for each salesperson based on his/her unique needs and skill gaps.



With SalesFuel COACH, sales managers will instantly know who to coach, what to coach them on and how to do it quickly and effectively.

For More Information Visit: SalesFuel.com/COACH

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600 N. Cleveland Ave. #260 Westerville, OH 43082 614-794-0500 • SalesFuel.com