



The Leadership Institute

Lighting the Way

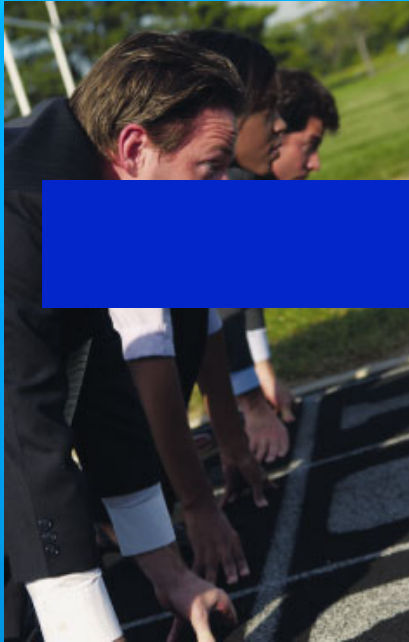


Selling against the Competition



Handling Competition

Our Mission today is for you to...



- *learn and better understand your Competitors differences!*

- *be able to provide a clear selling strategy, making it easier when dealing with Competitive pressures!*

The Agenda Today

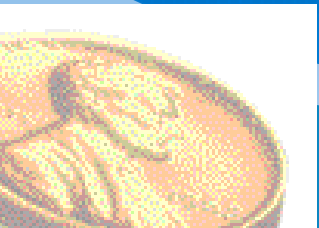
I. Three Schools of Thought on Competitors

II. Review Different Types of Competitors

III. The Five Most Valuable Words

IV. Your Product Features

V. Other Supporting Tools/Methods



3 Schools of Thought on Competition

Don't
Mention
It!

DON'T MENTION COMPETITION UNLESS THE CUSTOMER DOES.

► *Every time you do, you encourage the customer to think, "Perhaps I should take a look at this competitive product, they are obviously threatened by it"*

Don't
Unsell
It!

DON'T TRY TO UN-SELL THE COMPETITION

► *No matter how tempting it is to discourage an Advertiser from using a competitive product by reviewing their weaknesses, "Don't do it!, instead encourage them to try your publication because of your strengths.*

Don't
Ignore
It!

DON'T IGNORE COMPETITION and SELL PROFESSIONALLY

► *Acknowledge competition, and then get on with the benefits of your paper and its products.*

*Words of **Caution!***

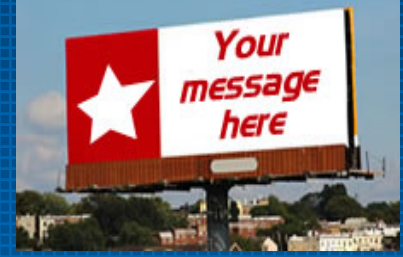
✓ *Every adverse comment must have a basis of fact. If you can't prove it; don't say it!*

✓ *If you don't know how long or what the relationship with the competitor, to your advertiser, tread very carefully!*

✓ *Remember be careful of violating "Anti Trust Laws"*



Many Different types of Competitors



Direct Mail - Other Shoppers, Red Plum, Val Pak, Money Mailers,

Solo Mailers, Quarterly Magazines

Print - Newspapers, Magazines, Yellow Pages

Outdoor - Billboard, Bus Shelters, Bus Benches

*Electronic - Cable TV, Commercial TV, Radio,
and the Internet*



Who are Your Competitors?

Here are some to consider:

Red Plum

LA Times/Newspapers

Val Pak

Money Mailer

Chamber of Commerce

Community Newspapers

Yellow Pages

Coupon Saver

Recycler Online

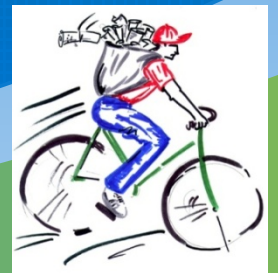
Rent-A-Bench

Shoppers

Trade Magazines

Time Warner Cable

And
Many Many
More!



And some Great Competitive Sourcing

- Newspaper
- Yellow Pages
- Coupon Mailers
- Shoppers
- Rack Publications
- Direct Mail
- Trade Magazines

Prospects who
advertise in these
vehicles believe in **Print**
media...

**Pre-Qualified Prospects
or Warm Leads**



Know Everything about your Competitor

Rates

Distribution

Circulation

When Published

Programs

Testimonials

Sales Representatives

Strengths and Weaknesses



*Create a difference
& prove the value of
your Publication; or
RATES become the
sole negotiating point!*

Introducing the 5 Key Advantage Words



5

- 1. Targeting***
- 2. Saturation***
- 3. Readership***
- 4. Reliability***
- 5. Flexibility***

(on TLI Exam)

The Definitions of the 5 Words

Criteria	Definition
Targeting	The ability to reach the MOST profitable buying segments
Saturation	The ability to reach ALL of the homes in a buying segment
Readership	The ability to advertise your message in a medium that is welcomed into the home & READ
Reliability	The ability to place an advertising message WHERE & WHEN it's needed
Flexibility	The ability to CHANGE an ad weekly and SELECT different products & programs



***Do you know the
Common Features of
Your Paper?***



What are your Features?

Raise your hand if your Paper offers:

Targeting

Zones, Demographic Profiles

Saturation

Delivered FREE!

Readership

Select Groups, (ie Kids) or Offer

Classified Ads

Reliability

Daily, Weekly, or Monthly

Frequency

Flexibility

Different Programs, Ad Sizes, etc











Congratulations! You can use the 5 Words to Handle Competition!









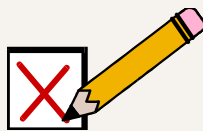




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- 1. Targeting***
- 2. Saturation***
- 3. Readership***
- 4. Reliability***
- 5. Flexibility***






The Jose Taco Story!

	Targeting	Saturation	Reliability	Flexibility	Readership
Subscription Newspapers					
Yellow Pages					
Electronic Media					
Direct Mailers					
Free Papers & Shoppers					

Look at the Glaring Weakness !

	Targeting	Saturation	Reliability	Flexibility	Readership
Subscription Newspapers					
Yellow Pages					
Electronic Media					
Direct Mailers					

Do you have the best of all Worlds Vs. your Competitors ?

5 Key Words	Targeting	Saturation	Reliability	Flexibility	Readership
Free Papers & Shoppers					

How does your Paper stack up?

***Other visual examples to
reflect your Papers
advantages over the Competitors***



Coverage/Circulation: Media Comparison



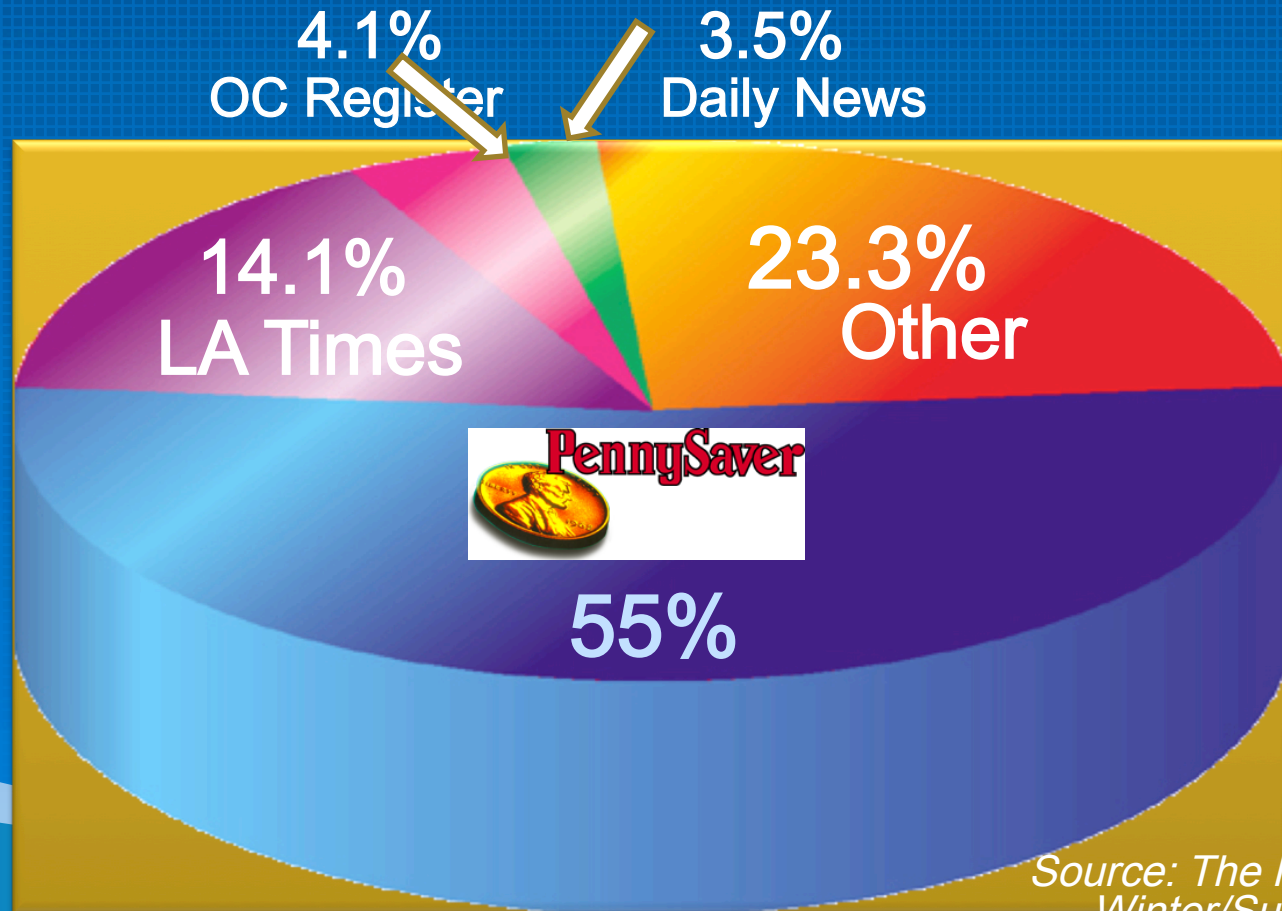
Features	Your Papers	Red Plum	Newspaper
Mail Delivery	◆	◆	
ROP Capabilities	◆		◆
Short Deadlines	◆		◆
High Insert Visibility	◆	◆	
High Consumer Awareness	◆		◆
Targeting Capabilities	◆	◆	
High Penetration	◆	◆	
Documented Readership	◆		◆

Readership Studies

Media Audits

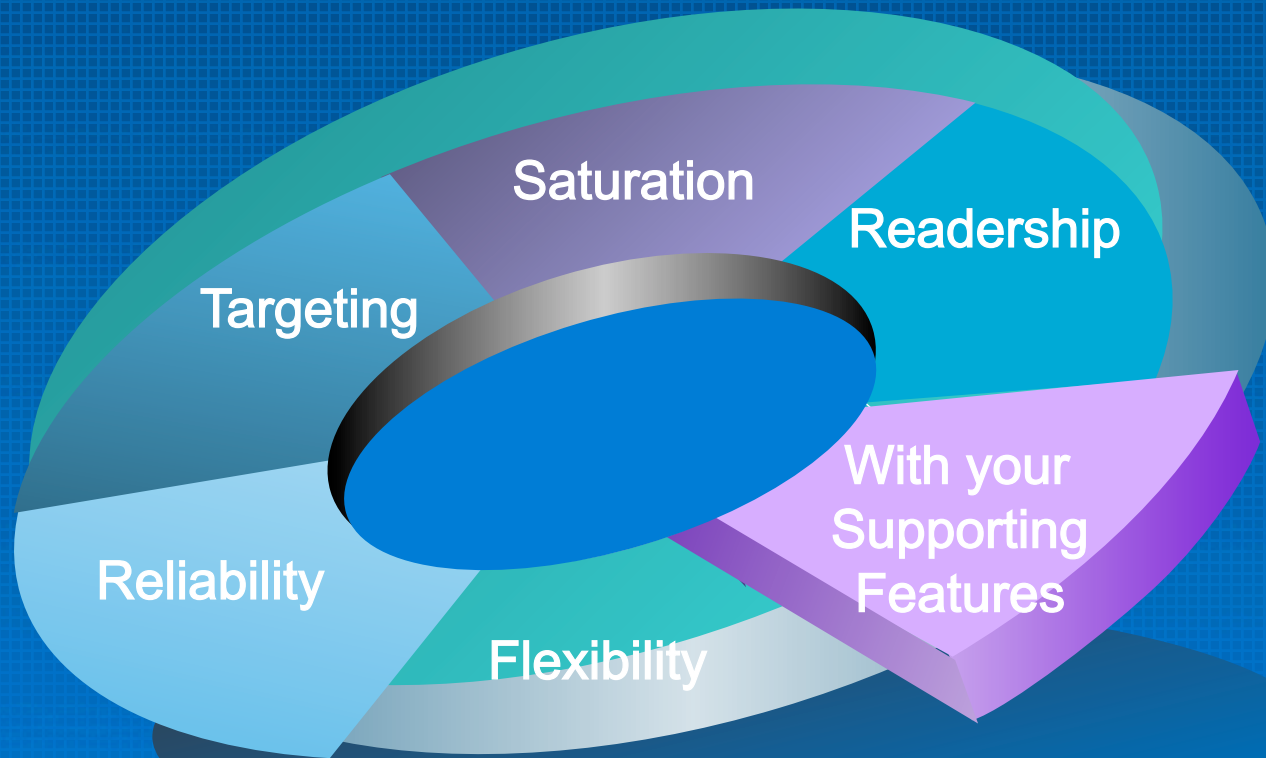
Readership by Hispanics

Read Past 4 Editions



Source: The Media Audit
Winter/Summer 2006

How the 5 Key Words support the Features of your Paper!



***The Answer to Handling
Competitors!***



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Thank You!
Good Selling
Everyone!



Atlanta 2012