

Beating the Competition



The Leadership Institute

Lighting the Way

"Inspiring Dreams, Realizing Potential"

WELCOME



Beating the Competition

I just feel that my competitive drive is far greater than anyone else that I've met, and I think that I thrive on that.

[Michael Jordan](#)

Welcome!

As a free paper sales professional, this topic is something we deal with every day. For the next 50 minutes, we're going to talk about who our competitors are, what their strengths and weaknesses are and how we compare on the only scale that really matters – value to the end-user and the advertiser.



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OUR PLAN



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Our objective...

Understanding your competition and developing strategies to overcome competitive pressures

- ✓ *Three Schools of Thought*
- ✓ *Competition Overview*
- ✓ *Strengths & Weaknesses*
- ✓ *Head to Head Comparisons*
- ✓ *Dealing with Rate Pressures*



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HOW SHOULD
YOU REACT TO
THE
COMPETITION?



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Three Schools of Thought on Handling Competition

1. Ignore the competition
2. Acknowledge the competition
3. Don't try to "un-sell" the competition...



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Caution

Be very careful when talking competition to the customer:

1. If you can't prove it...don't say it!
2. If the competition counters your claim, your credibility is gone!
3. Knocking the competition may be perceived as your fear that they might be better than you are!

HANDLE WITH
CARE



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THEY' RE
EVERYWHERE!



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Who are they?

PRINT...

DIRECT MAIL...

OUTDOOR...

CABLE/BROADCAST/SATELLITE...

RADIO...



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Who are they?

INTERNET...

E-MAIL...

CELL PHONES...

DVD/BLEU RAY...

SUBSCRIPTION ELECTRONIC...

OTHERS...

NEW MEDIA...
WHAT
IS NEXT?



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KNOW THE
NUMBERS



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KNOW YOUR COMPETITOR AS YOU KNOW YOURSELF...

- ✓ *Rates*
- ✓ *Reach*
- ✓ *Frequency*
- ✓ *Schedule*
- ✓ *Programs*
- ✓ *Sales Technique*

***Strengths &
Weaknesses!***



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STRENGTHS &
WEAKNESSES



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If you know your strength it never becomes a weakness. If the market knows your strength then it becomes a weakness.

[Shailendra Singh](#)



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STRENGTHS &
WEAKNESSES



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1. PENNYSAVER/SHOPPER PUBLICATIONS

Strengths

Name Recognition
Strictly Advertising
Saturation
Great CPM Value
Readership/It's Free
Targets Specific Areas
Weekly
Audited Circulation

Weaknesses

Perception of Poor Image
No Editorial
Wasted Circulation
Higher Surface Prices
Non-Paid Subscriber Base
Doesn't Target Demos
Weekly



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STRENGTHS &
WEAKNESSES



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2. COMMUNITY NEWSPAPERS

Strengths

Paid subscriber base
Lots of editorial
Good demos
Low Surface Prices
Targets Specific Areas
Weekly

Weaknesses

Poor penetration
Not shopping
Lack of saturation
Poor CPM Value
Doesn't cover the area
Weekly



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3. DAILY NEWSPAPERS

Strengths

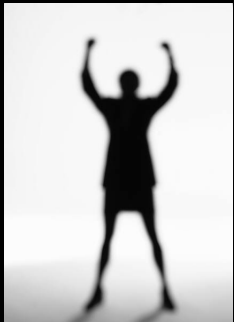
Paid subscriber base
Lots of editorial
Good demos
Great image
Low Surface Prices
Covers a wide area
Daily

Weaknesses

Losing penetration
Not shopping
Lack of saturation
Sectional readers
Poor CPM Value
Doesn't target neighborhoods
Daily

SUNDAY?

STRENGTHS &
WEAKNESSES



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4. RACK PRODUCTS

Strengths

High traffic areas
Targeted products
Low Surface Prices

Weaknesses

Not easily accessible
Lack of saturation
Unknown CPM Value



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5. DIRECT MAIL PRODUCTS

Strengths

Large circulation
Strictly Advertising
Great CPM Value
Readership/It's Free
Targets Specific Areas
Monthly
Colorful

Weaknesses

Wasted circulation
No Editorial
Higher Surface Prices
Non-Paid Subscriber Base
Doesn't Target Demos
Monthly
Lack of ad definition



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6. SOLO MAIL PRODUCTS

Strengths

Very targeted
Short term results

Weaknesses

Very expensive
Lack of consistency



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7. YELLOW PAGES

Strengths

Saturation

Annual

Motivated readers

Weaknesses

Expensive

Annual

Size matters



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8. ELECTRONIC (TV, Radio)

Strengths

Targets demos
Very timely
Creative
Strong image

Weaknesses

Fractured penetration
Very fragile
Remote diversions
Strong competition



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9. INTERNET

Strengths

Targets demos
Motivated users
Creative
Becoming more accessible
Great information source

Weaknesses

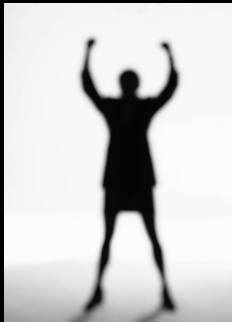
Very fractured penetration
Surfers
Remote diversions
Becoming more suspect
Lacks urgency



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THE FIVE
KEY WORDS



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<i>Criteria:</i>		Free papers	News-paper	Direct Mail	TV/ Radio	Internet
<i>Targeting</i>	Reach specific markets					
<i>Saturation</i>	Reach all of the market					
<i>Readership</i>	Proven high usership					
<i>Reliability</i>	Hits where & when it should					
<i>Flexibility</i>	Easy to update					

SELL BENEFITS
& INVESTMENT,
NOT PRICE.



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DEALING WITH COMPETITIVE RATE PRESSURES

1. Don't panic
2. Get All the Facts
3. Reason with your prospect
4. Cite the dangers of Price Buying
5. Weigh the Value of Price Reduction
6. Add Value!!!



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SUMMARY

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Questions & Discussion

A computer once beat me at chess,
but it was no match for me at kick boxing.

Emo Philips

On behalf of The Leadership Institute, I would like to thank
you for attending this training and wish you the best of luck
with all of your future endeavors.