

## **Digital Media Sales Academy** **Getting to grips with online media sales** Digital Training Academy

Strengthening your team with the knowledge about how the online markets work is key to unlocking pent-up potential. Even a great sales person can be lost in the maze of metrics, daunted by the jargon and unclear about whether the products being pitched will meet client objectives. Get the knowledge to the right level and not only does each person's productivity increase, but the whole crew comes together to deliver better results. This practical one day course will cover the basics, answer those unanswered questions and help your team pull together to sell online media effectively.

Selling online advertising can be a challenge for even the best salesperson. The new trading models, diversity of formats, unclear production processes and the wall of jargon can undermine the confidence of a sales team and leave executives confused about what products they can sell and what can be effectively delivered. For newcomers to the industry there's lots to learn, and even for sales executives with experience it's vital to check their knowledge and maintain best practice in a changing market.

“We created this course to fast track your knowledge and understanding of how online sales advertising and sales works, letting you get better results faster and avoid the potholes along the way. You'll learn new skills, gain deeper insights and become more confident with the products and the sales process”

Online marketing pioneer Danny Meadows-Klue helped create the Internet Advertising Bureau in the UK and a dozen countries around the world. As the publisher of the UK's first online newspaper he saw the challenges media sales teams faced from the start and he designed this course to accelerate the understanding and professionalism of online media groups.



## Our solution

Our solution is a Digital Media Sales Academy; a fusion of classic training workshops and consultancy support that will help lift the knowledge and skills of the team, changing their attitudes and laying the foundations for a scaleable transformed business. There is a one day orientation academy delivered in-company that can be followed by an intermediate level programme of half day courses, all customised to match the needs of your team and their markets. Training will take place on site at your offices and be scheduled as soon as possible.

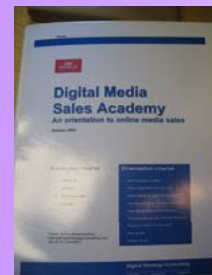
### Project stages

- Engagement
- Learning needs analysis
- Course customisation
- Course delivery
- Materials delivery
- One-on-one reviews
- Management reports and management clinic

We have already completed much of the scoping exercise to understand the nature of the project, and through the existing knowledge we have of your business feel ready to tackle the training needs analysis. The proposal covers the academy course. An orientation day for the general sales team could also be delivered, as could management strategy workshops to tune the product, reporting or business planning. These would be subject to a separate proposal.

### Our team

Danny Meadows-Klue will be your trainer supported by our instructional designer, researcher and administrative staff.



### Training materials

To support knowledge transfer, all delegates receive comprehensive Digital Training Academy folders that give them notes to orientate on every workshop, book reviews of recommended reading and can act as a scrapbook for future knowledge they discover.

## Digital Media Sales Academy (Orientation)

### What's in your Academy?

The orientation level Digital Media Sales Academy is a one day course geared to sales executives and managers with little or no experience of online sales.

- What rocks and flops online?  
Understanding key truths and strategic advantages online marketing enjoys over other channels
- Course welcome  
Context of sales triangle: product knowledge, selling tactics and strategies, attitude enthusiasm and goals
- Become jargon busters!  
Cut through internet jargon with clear definitions
- Wow! I never knew that!  
Cool facts to use with your clients. We develop a sales tool your team can use
- Research insights  
Understanding the broadband boom. This lecturette walks you through the level of broadband use and explains its effect on marketing and advertising
- Research insights  
Online advertising spend is leaping in every market, but this lecturette takes you inside the data to consider its real meaning
- Creative insights  
Understanding the creative impact - this lecturette talks you through what is possible in online advertising creativity, relating the techniques, technologies and tactics back to marketing theory and classic client objectives
- The life cycle of an online ad  
Trafficking and scheduling. In this workshop we explore how online advertising is delivered, following an ad from idea to a post campaign review and consider the implications for sales teams
- Getting to grips with reporting and data analysis  
This workshop explores the sort of data and reporting that clients expect
- Web marketing campaign objectives  
We examine what clients are looking for and how their online marketing delivers
- Understanding the selling points  
In this workshop you get to grips with the features and benefits of online advertising and your media brand. It can be followed by building a sales management tool for your team to use with clients
- Research insights: Media planning  
New trends are emerging in media planning. This workshop gets you up to speed
- The Parking board
- The Jargon board

### What happens before your course?

Training needs analysis

Review with training manager and online manager

- Questionnaire
- Potential face to face interviews
- Creation of project steering group within your organisation

Course customisation

- Building up a customised Digital Sales Academy for the team
- Sign-off from the steering group

### Your Digital Media Sales Training Academy

- 8 lessons or more
- Across one full day
- With group ideas generation workshops
- And a minimum of three research lecturettes
- Core modules will include advanced 'jargon busting', features/advantages/benefits

### Post-course

Review (one-on-ones for the members of the team requesting them)

- Individual reviews
- Report on future training needs (production)

Capture of ideas (key issue report from DSC)

- Collation of ideas from workshops into sales management tools
- Development of roadmap for their application into the business
- Outline of key issues 'parked' by the group during training

Producing the management report for commissioning managers

### Management review: with senior management steering group

This de-briefing to stakeholders is an essential element of the knowledge transfer that sets the framework for future development of the team and the augmentation of the training into their working environment. The workshop includes:

- Review of the course
- Development map for incorporating the learning into routine business activity
- Training feedback report
- Strategic issues for the group

Research materials may be delivered as part of this workshop. The workshop will be at least an hour and is only intended for a small group of senior executives.

## Digital Media Sales Academy (intermediate)

### What's in your Academy?

The intermediate level Digital Media Sales Academy is a one week programme, normally delivered in 'Academy days' (or half days) across a three month term. The course is geared to sales executives and managers with some experience or operational role in online sales. Executives can start directly on this course, or take the one day Orientation qualification first. The course programme is heavily customised, but typically includes many of the following:

#### Orientation and key issue identification

- What rocks and flops online?  
Understanding key truths and strategic advantages online marketing enjoys over other channels
- Course welcome  
Context of sales triangle: product knowledge, selling tactics and strategies, attitude enthusiasm and goals
- Become jargon busters!  
Cut through internet jargon with clear definitions
- Wow! I never knew that!  
Cool facts to use with your clients. We develop a sales tool your team can use
- Key issue identification

#### Research and insights

- Research insights  
Understanding the broadband boom. This lecturette walks you through the level of broadband use and explains its effect on marketing and advertising
- Research insights  
Online advertising spend is leaping in every market, but this lecturette takes you inside the data to consider its real meaning

#### Creative impact

- Creative insights  
Understanding the creative impact - this lecturette talks you through what is possible in online advertising creativity, relating the techniques, technologies, and tactics back to marketing theory and classic client objectives
- Format selection  
In this lecturette we work through the history and development of online advertising formats, from the days before the banner to the range of current search products

#### Advertising operations and management

- The life cycle of an online ad  
Trafficking and scheduling. In this workshop we explore how online advertising is delivered, following an ad from idea to a post campaign review and consider the implications for sales teams

- Getting to grips with reporting and data analysis  
This workshop explores the sort of data and reporting that clients expect

#### The online sales process

- Understanding the selling points of web media  
In this workshop you get to grips with the features and benefits of online advertising and your media brand
- Rethinking your own sales proposition  
This second in a pair of workshops develops a sales management tool for your team to use with clients

#### Media planning development

- Research insights: Media planning  
New trends are emerging in media planning. This workshop gets you up to speed
- Planning insights  
This lecturette delivers an overview of how media targeting has developed
- The new media mix  
Overview of the findings of media-neutral planning research
- Models for trading online media space  
We review the different trading models such as CPC and CPM and their implications

#### Applying traditional marketing insights to digital

- Classic marketing theory  
A crash course in marketing that contextualises knowledge needed for online sales
- Web marketing campaign objectives  
We examine what clients are looking for and how their online marketing delivers
- The direct/brand paradox  
We examine the implication of online as both a direct marketing and branding tool

#### Getting into the client's shoes

- The marketing plan  
these syndicate group exercises help develop client marketing plans that harness digital advertising effectively
- Customer journey analysis  
We unpack the journey of a client's customers and examine how online can support the marketing mix, syndicate groups then map this out for their sectors

#### Future challenges

- Key trends in digital marketing  
We examine the key trends and directions of the digital marketing industry, giving executives insight that explains why the industry is as they find it, and the next steps that are unfolding

#### Reviews and training development plans

- Sales clinic
- Course review and individual review meetings

## Training support tools

For both levels of the Digital Media Sales Academy, we use the following support tools throughout:

- The Parking board – giving commissioning managers a list of wider issues beyond the content of this course that their team need support with
- The Jargon board – our crusade to bust through the jargon
- Research packs – support material for the delegates is presented in detailed packs
- Action plans – we encourage delegates to map out their actions and what they will do differently as a result of the training

## What happens before your course?

Training needs analysis

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- Creation of project steering group within your organisation

Course customisation

- Building up a customised Digital Media Sales Academy for the team
- Sign-off from the steering group

## Your Digital Media Sales Training Academy (orientation)

- 8 lessons or more
- Across one full day
- Group ideas-generating workshops
- And a minimum of three research lecturettes
- Core modules include 'jargon busting' and knowledge transfer tools

## Your Digital Media Sales Training Academy (intermediate)

- 20 lessons or more
- Across 7 half days
- Group ideas-generating workshops
- Group role-plays
- Development of sales tool kits
- Programmed educational support
- A minimum of six research lecturettes
- Core modules include insights into media planning, currencies and trading models
- Advanced 'jargon busting', features/advantages/benefits

## Post-course

Review

- Individual reviews (one-on-ones for the members of the team requesting them)
- Report on future training needs (production)

Capture of ideas (key issue report from DSC)

- Collation of ideas from workshops into sales management tools
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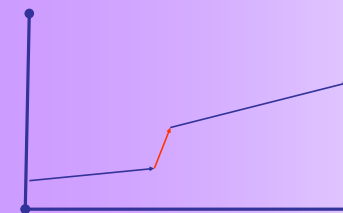
## Further benefits

The primary benefit is to fast track the team towards being able to increase and sustain their digital advertising sales revenues, building knowledge, skills and changing the attitude of team members. However, our approach means there will be several further benefits:

- Alignment of the stakeholders behind a clear, shared vision
- Transfer of strategic thinking to the team
- Mentoring on key issues and challenges

Access to further DSC insight resources

### Digital's training effect



### Enhancing performance now

Is your team ready for the challenges they face in the next six months?

Training can prepare offline teams for moving into digital, it can make good digital teams great digital teams and our executive coaching programme can give senior managers the confidential support they need.

## Actions

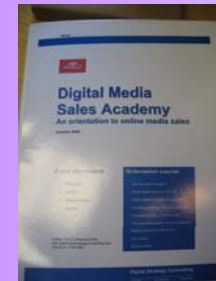
- Talk to your team about their needs
- Review Digital Media Sales Academy courses
- Decide on the courses that match your needs
- Confirm the steps (there may be a training needs analysis or event planning to do)
- Agree the budgets
- Plan provisional dates (book provisional dates early as our trainers get booked up months ahead)
- Return the signed proposal to us
- Start training (We aim to get trainers on site within three weeks)



### Training certificates and qualifications

All executives receive training certificates detailing what was covered in the course. The qualification ladder includes four courses:

- Digital Media Sales Academy - Orientation
- Digital Media Sales Academy - Intermediate
- Digital Media Sales Academy - Advanced
- Digital Media Directors' Academy



### Digital Training Academy knowledge packs

To help accelerate your learning, all delegates receive an extensive pack of research, reports and training materials. During the workshops we capture many of your ideas and present these back to you as tools you can use in your company.

## Delegates enjoy a free subscription to...



### Research: Digital Insight Reports

Our Digital Insight Reports give you the inside track. Recent editions include Digital Europe – tracking the rising in online advertising spend across Europe, Digital Advertising Futures – our forecasts for online advertising growth and digital media substitution, how online is eroding the brands and revenues of traditional media.



### Opinion: Meet the Digital Thought Leaders

Our monthly Thought Leadership interviews explain what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List. Richard Duvall shares his plans for the world's first online bank exchange, and web analyst Jim Sterne shows how any firm can unlock more value from their site.



### Jargon Busting!

Always a popular module on our Digital Training Academies. We don't just give you the meaning, we explore the context until you're confident you can explain it to their colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.

## Your commitment

### Let's get started!

"I would like you to run a training needs analysis ahead of an in-company Digital Training Academy programme. We're committed to helping improve our team's ability in digital marketing, publishing and commerce. I will be part of the steering group for the project and will give the time needed to ensure we maximise the benefit, and I have the authority of my organisation to agree to the terms by which it is offered."

Signature .....

Your name .....

Organisation .....

Date .....

### Next steps? Start today...

1. Fax or email this sheet back to register your interest so we can start planning dates
2. Call our Academy managers if you need more information
3. Consider possible dates for your in-company Academy
4. Find out which related teams might benefit from joining the Academy
5. Return the paperwork we will then send you to confirm the Academy booking

### Some important small print

Our in-company Academy courses are subject to a formal engagement letter, the terms of which are on the website or available by email if you would prefer. Here are some of the key terms.

**Team:** You will have an Academy Manager who will look after your team and the administration of the course. One of our senior associates or managers will be your lead trainer, supported by a researcher and administrative staff. For many academies we have additional expert trainers who supplement the team.

**Engagement:** The full terms of engagement are available online and on request. Courses can only be booked once we have an agreement in place and dates cannot be guaranteed before bookings have been confirmed. Due to the popularity of the Academies we advise that only early booking can guarantee the dates you would like.

**Confidentiality:** We cherish confidentiality and in large organisations, the content, views and discussions related to this project will remain confidential to the commissioning managers and not the wider organisation.

**Cancellation charges:** A cancellation charge of 25% applies if a course is cancelled within 4 weeks of its delivery, rising to 50% in 2 weeks and 100% in the week before.

**Disbursements:** An additional contribution of 5% will be levied on all course fees for related disbursements, which covers course materials production (for up to 15 delegates) and travel to central London. Additional travel and related expenses are charged for courses delivered outside Central London.

**Taxes:** All payments are subject to VAT and our standards terms. If you would like your academy to be held outside the UK then ask our team for more details.

## Our company support programmes includes

- Coaching and mentoring
- Customised in-company training programmes
- Management clinics for critical issues
- Workshops for staff at all levels
- Research briefing services
- Training and development

If you have any questions about our approach to training, or the detailed content of the course then download our training prospectus or call the team.



Making sense of a digital world

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