



## How To Hire, Train & Retain Amazing Media Sales People.



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The screenshot shows the top portion of the 360AdSales.com website. At the top left is the logo for 360 Ad Sales, featuring a stylized '360' and the text 'Ad Sales STRATEGY & TRAINING'. To the right of the logo is the website name '360AdSales.com' in a large, bold, black font. Below the logo and name is a dark red navigation bar with white text for 'HOME', 'AD SALES TRAINING OPTIONS', 'WEBINARS', 'ABOUT', 'AD SALES BLOG', 'PODCAST', and 'CONTACT'. The main content area is divided into two columns. The left column has a section titled 'Ad Sales Training Advice Blog' with a list of six bullet points: 'Get Relevant or Get Lost! 4 Ways to Increase Your Relevance to Drive Ad Sales', 'TARGET Your Media Sales Message to Grow Results', '6 Ways To Show Your Advertisers Some Love', '10 Proven Ways To Exceed Your Sales Goals', 'Selling Santa? A Fun Sales Tale.', and '10 Ways To Boost Your Fall Sales Numbers'. Below this is a section titled 'Proven Ad Sales Training For Media Companies! Over 3,000 ad sales trained to date!'. The right column features a green sign that says 'Sign Up for Our Free Monthly E-Newsletter' and a graphic with the text 'SALES WEBINARS FREE!' and a 'click here' button. At the bottom left of the screenshot is a Twitter icon and the text '@ryandohrn - Ryan@360AdSales.com - www.360AdSales.com'. At the bottom right is the 360 Ad Sales logo.



**Idea #1:  
Hire slow, fire fast.**

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**Always be  
interviewing.**



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**Look beyond the  
resume.**



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# Create a referral program.



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**ZipRecruiter**  
**Your own pub**  
**NicheJobs.com**



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**Idea #2:  
Professional sales  
people should be  
ready to sell.**



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**Come to the  
interview and sell  
me this...**



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## **Idea #3: Create a Junior sales path.**



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**6 months- sales admin  
6 months – small sales tasks  
6 months – shadow Sr. Rep  
6 months – Handle medium accounts  
Move to Sr. Rep status**



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## **Idea #5: What does a great recruitment ad look like?**



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**Miami Business Journal is looking for a highly motivated sales person with a proven track record of media experience. Are you organized? A team player? Does your team love you now and you just want more? Do you love to leave notes in your CRM? Call us.**

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**Media sales  
experience not  
required.**

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**Media sales experience not required.**

**Passion required!**

**Being a conversationalist required!**

**Being a good person required!**

**Being a good listener required!**

**Embracing change required!**

**Customer service first is required!**

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**Do you want to help local business owners make their dreams come true? Do you enjoy problem solving, brain storming and making ideas happen? Do you want to be rewarded for the hard work you put into the job? Do you enjoy meeting strangers and learning about their goals and desires? Have you considered a job in marketing or sales? If you answered yes to most of these questions we would love to chat with you. Miami Business Journal.**

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**Fun Perks:**

- Quarterly High Flyer Trips for our Top Performers
- Regular Team Building Outings
- Happy Hours & Social Events
- End of Month Champagne Awards
- Charitable Events & Fundraisers
- Breakfast provided on Mondays
- Complimentary Water & Soft Drinks
- Summer Fridays' Incentives



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**Idea #6:  
Team interviewing  
strategy.**



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# Set up your expectations very clearly during the interview.



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## Account Executive Pledge of Expectations:

1. Be early for weekly sales meeting, 8am, Monday
2. Be early and prepared for weekly numbers one-on-one with Ryan. Be prepared to discuss your 10 next meetings.
3. Be early and prepared for weekly coaching one-on-one with Ryan. Be prepared to discuss what you are doing to grow as sales person.
4. Create and maintain a list of 50 prospects at all times.
5. Actively work 10 of the above 50 prospects daily via phone and email. Email only is NOT acceptable.
6. All sales activity must be logged in the CRM. No exceptions.
7. Be early for work each day. Work day starts at 8am.
8. Expect to be assigned other duties as needed to help the team succeed.
9. Leave all personal baggage at home. Come to work with a positive attitude.
10. Look for ways every day to contribute in a positive way to the team.

I agree: \_\_\_\_\_



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**Idea #8:  
Networking is  
critical.**



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**IDEAS**  
*into*  
**A.C.T.I.O.N**



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STRATEGY & TRAINING

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