

When was the last time your sales trainer closed a deal with a local business?
We do every day... 5000+ sales calls last year, netting **Millions** in local media sales!

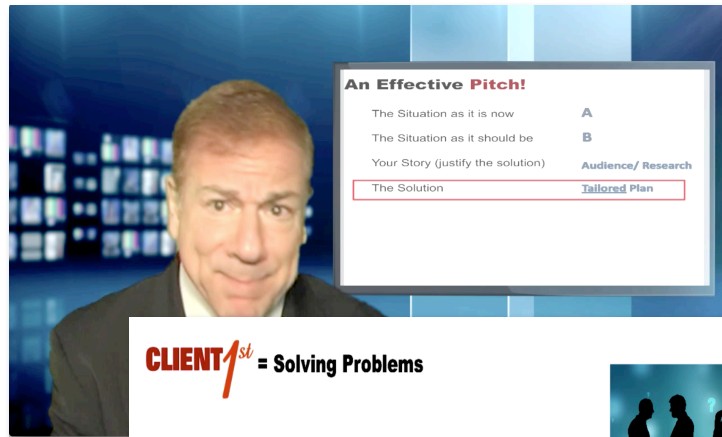
Introducing **CLIENT^{1st} SELLING™**
The Blinder Group

Complete Dynamic Web-based Sales Training
Performance Based Sales Transformation... Cost Effectively

**Not boring, bulleted
PowerPoints!**

The **Client^{1st}**
Selling System
brings you compelling
content, delivered in an
exciting, fast-paced
format that captures
your team's attention,
ensuring results!

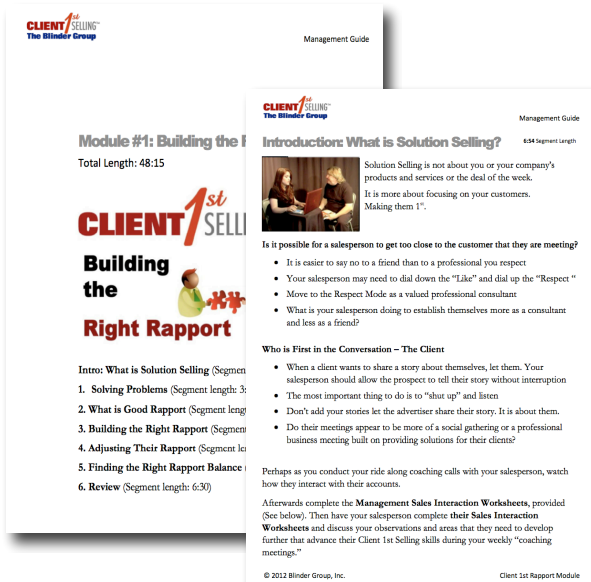
Industry expert Mike
Blinder personally
guides your team
through the essential
content they need for
success, within each
45-minute module.



CLIENT^{1st} = Solving Problems

Are you in-front of a "Decision Maker?"

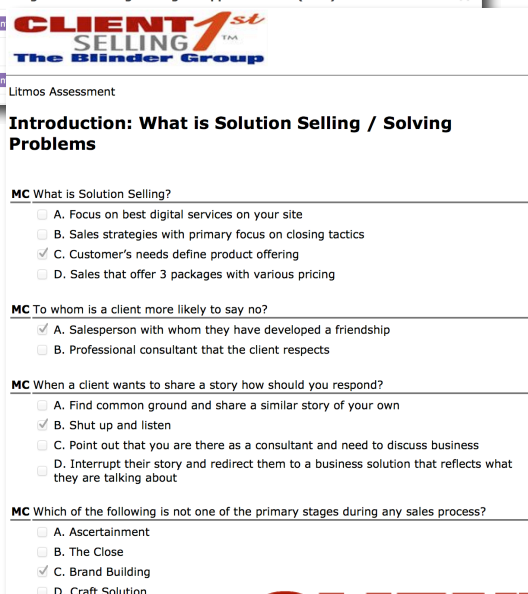
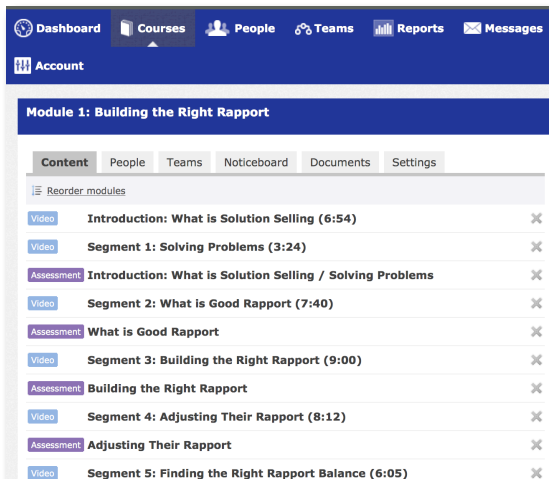
Are all "Influencers" present?



Each **Client^{1st}** **Selling System** module
has a corresponding workbook (for both
management and sales people) to assist
them in understanding and adapting the
concepts into their day-to-day selling
practices.

The **Client 1st Selling System** also offers support materials that can be used in the field by managers and sales people to put these systems to work on each and every sales call.

Client 1st Selling System
Has materials ready to go for:
Coaching on **Rapport Building**
Performing **Pre-Call Prep**
Making a perfect **Ascertainment**
Sample **Closing Decks**
And More



Pre-Visit Homework

1 Name of Contact: _____
Business Name _____
Address _____
Phone: _____
Email: _____

2 Does this Client have a website? Yes ☐ No ☐
Website Address _____
Print out copies of any relevant pages from website that show digital marketing strategies (offers, coupons, website forms to create leads - include these in your call folder)

3 Does Client have a Facebook page? Yes ☐ No ☐
Facebook Page Address _____
Print out copies of any relevant entries from Facebook that show digital marketing strategies (posts with special offers, or information to create leads - include these in your call folder)

Client 1st Selling System is completely Web based for delivery of content at the office, home or in the field via mobile device.

Sales people can log in to view a complete module or individual content segment at anytime.

Plus, there are questions at the end of every segment that must be completed to make sure that the material is learned and retained.

Managers can receive the salesperson's scores to coach them through problem areas.

Available Training Modules and Segments (June 2013):

Module #1- Prospecting New Business

- Getting Beyond the Rejection
- Blinder “Best Bets” to Target for New Business
- Goals/ System for Effective Prospecting (Phone or face-to-face)
- Making 1st Contact to Gain Your 1st Appointment

Module #2- Rapport Building

- What is Good Rapport
- Building the Right Rapport
- Adjusting Their Rapport
- Finding the Right Rapport Balance

Module #3- Proper Call Prep

- Why do the Homework
- Exploring Their Traditional Media
- Exploring Their Digital Footprint
- Exploring Their Social Footprint
- Exploring their Digital Visibility

Module #4- Performing a Necessary Ascertainment

- The goal of a Perfect Ascertainment
- The questions to ask in a Perfect Ascertainment
- Using Your Homework
- Probing for Budget & Expectations
- Probing for Digital Interest & Viability

Module #5- Making Effective Proposals & Presentations

- The Two “Number Ones” of a Presentation
- The Elements of an Effective Pitch
- Applying Hypnotics to the Pitch
- Perfecting the Pitch

Module #6- Meeting Objections/ Negotiating a Close

- Understanding Objections vs. Conditions
- Countering Objections
- Using Classic Closes

Ask about customization!





Mike Blinder started fresh out of college as a disc jockey who eventually became a sales manager for a group of radio stations. Afterwards, he went on to manage television and radio groups until a major communications company asked him in 1998 to help launch their online division for their Newspaper and TV holdings. From there Mike's career blossomed moving on to consult companies of all sizes, all over the world on multimedia sales strategies.

Today over 350 media companies are clients of Mike's company: The Blinder Group, a Florida based firm that assists in maximizing revenue for their clients, through effective on-site sales training/ revenue generation programs. Gannett, Hearst, The Chicago Sun Times, Canada's Globe & Mail, India's Hiunustan Times, Morris Communications, The New York Times Company & GateHouse Media are just a few of the companies that avail themselves of Mike and his team of "street fighting" multimedia specialists, who are experts at training traditional sales people on how to embrace all aspects of media sales.

The Blinder Group's motto is "train in the car as well as the classroom," which means that Mike's team makes over 5,000 sales calls a year, on small, medium and large advertisers in a 4-legged" sales call setting with traditional ad reps, closing tens of millions of dollars of new business for his client media companies.

Mikes' latest book: Survival Selling reviews the fundamentals of B2B sales. And, has been acclaimed as a must read by managers and sales people of all industries.

Mike lives in Tampa Bay, Florida with his wife Robin, 10-year old daughter Haven & Golden Doodle: Ginger.