

Lodestar Advisory Partners Presents

Best Practices In Selling Marketing Services To Advertisers

Proven Strategies & Tactics

Based on insights from over 600 in-depth interviews with marketing, advertising, brand, and agency decision-makers coupled with scores of win/loss debriefs with media and business information sales representatives.



“Lodestar’s presentation to 40 of our publishers and marketing services professionals was a home run. Invaluable insights and practical sales tools. A great offering and very well received by our team.”

Crain Communications

“The research evidence best practices, and case studies were compelling. Lodestar did a great job sharing its experience and expertise with us.”

CFO Magazine

Full-day, half-day, and 90-minute seminars - all customized to your specific needs

Large/small groups, 1 on 1 coaching options

All forms of Marketing Services covered - Research, Content Marketing, Innovation, Performance Measurement and ROI, Data, Lead Gen, etc.

Flexible, value-based pricing for every budget

Topics include:

- The compelling business case for selling marketing services in today’s environment
- Understanding buyer needs, expectations, and motivations
- Strategies for identifying buyers - laying the groundwork for sales success
- How buyer purchase decisions are made; creating winning proposals; getting pricing right
- How to close the sale; proven sales tactics - do’s, don’ts, and best practices
- Advanced applications: repeat and follow-up sales, recurring sponsorship packages, up-selling



Putting
Intelligence
to Work

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