



# WELCOME

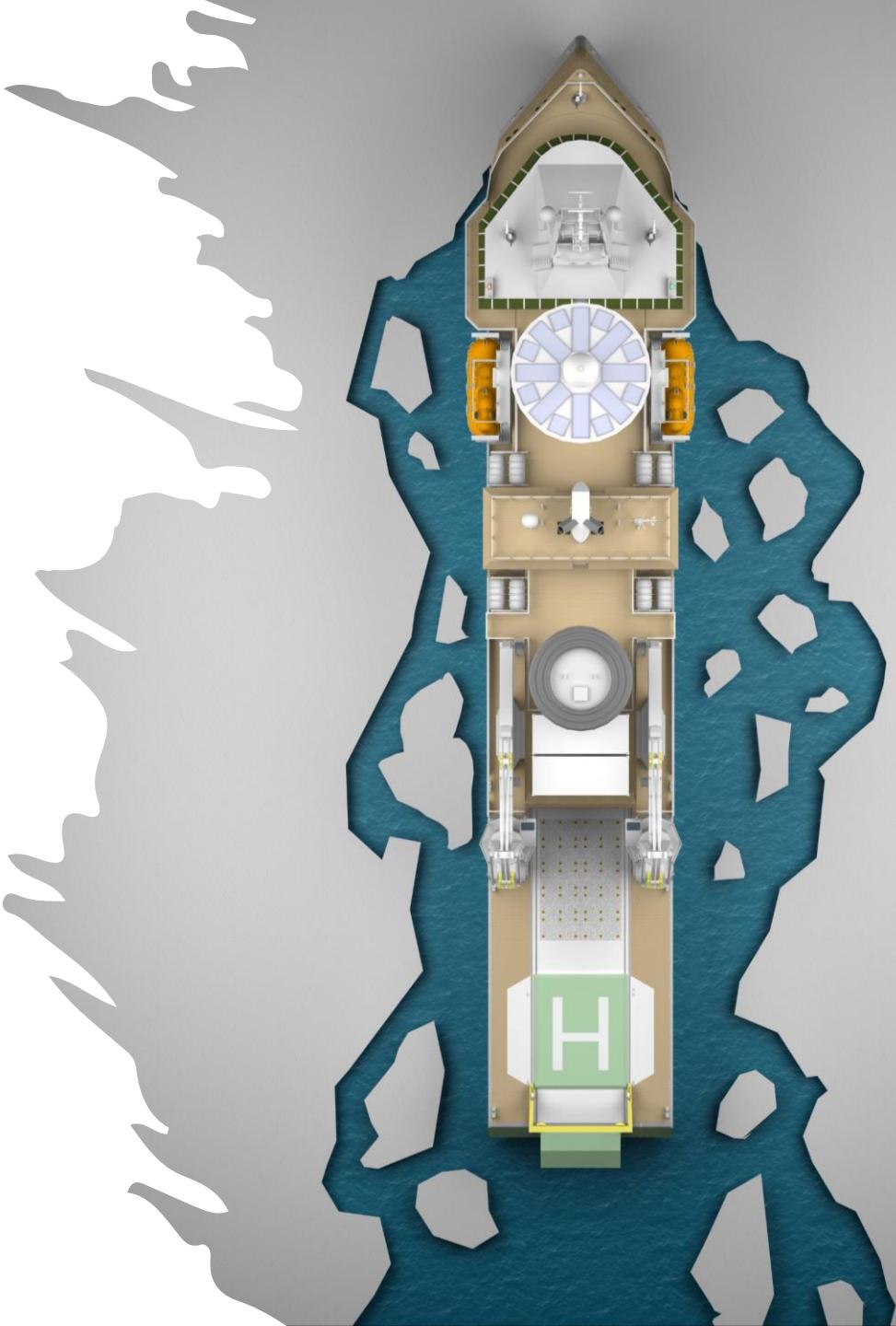
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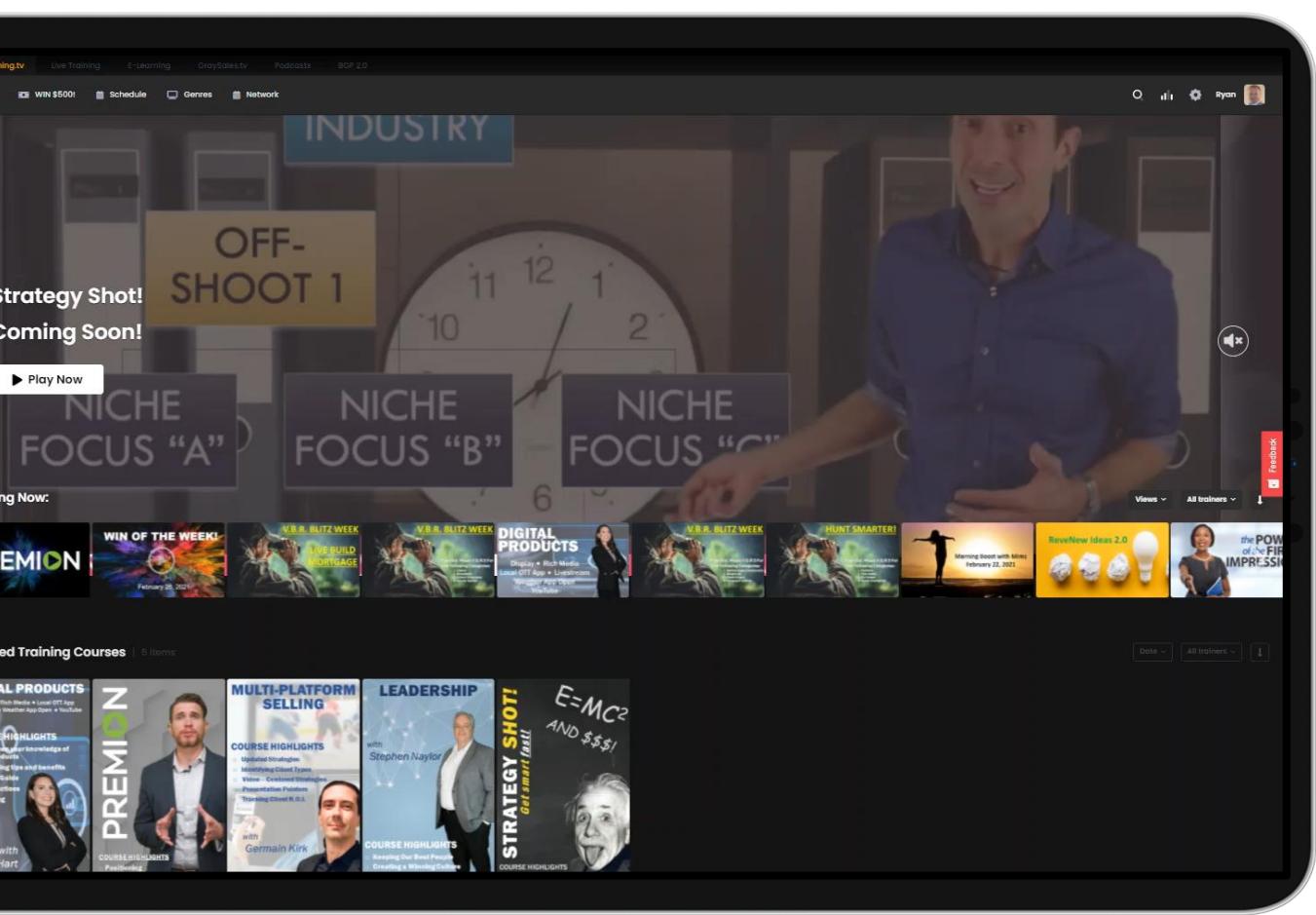
## ADVANCED NEW BUSINESS WORKSHOP



# ICE-BREAKER

- Name
- How many years in the business
- One fun fact about you!
- What do you want to get out of today





# GRAYTRAINING.TV

**25,000** live sessions viewed in 2020!

## Site Engagement in Jan & Feb of 2021



**550**

Gray Sales Team Members



**3,850**

Consumed Sales Training Videos



**8**

Average Monthly Videos Consumed per Gray Seller



**850**

Sales Training Videos On GrayTraining.TV

## Most Popular Videos on the Site:

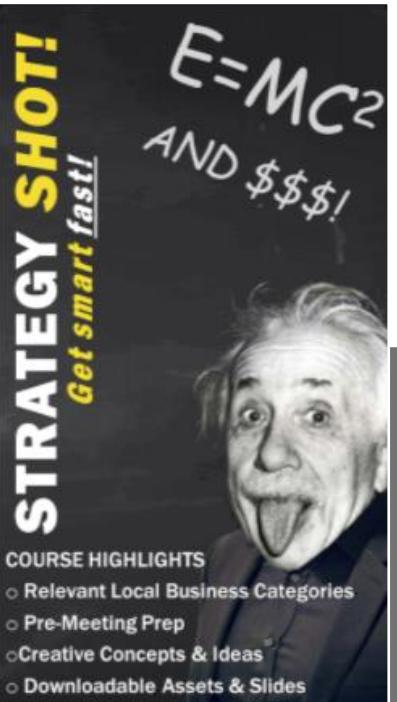
1. Digital Products Course
2. Premion OTT
3. Advanced C.N.A Questions
4. *Top Performing AE Interviews*
5. Circle TV
6. V.B.R. Creation
7. Sales Leadership
8. Hunting New Local Direct Bus.
9. Client Guest Speakers
10. Creative Concepts



# GRAYTRAINING.TV

FIVE MUST SEE COURSES

**STRATEGY SHOT!**  
*Get smart fast!*



**COURSE HIGHLIGHTS**

- Relevant Local Business Categories
- Pre-Meeting Prep
- Creative Concepts & Ideas
- Downloadable Assets & Slides

**DIGITAL PRODUCTS**

Display • Rich Media • Local OTT App  
Livestream • Weather App Open • YouTube

**COURSE HIGHLIGHTS**

- Strengthen your knowledge of GDM products
- Positioning tips and benefits
- Product Guide
- Best practices
- Reporting

*with Mary Hart*



**PREMION**



**COURSE HIGHLIGHTS**

- Positioning
- Objections
- Pricing
- Strategy

**MULTI-PLATFORM SELLING**

*with Germain Kirk*

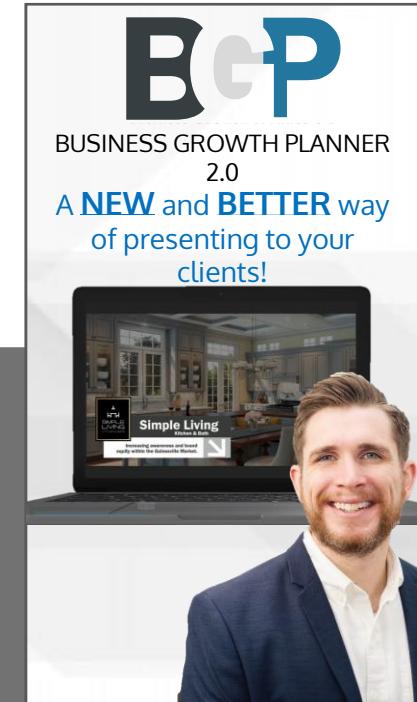


**COURSE HIGHLIGHTS**

- Updated Strategies
- Identifying Client Types
- Video – Centered Strategies
- Presentation Pointers
- Tracking Client R.O.I.

**BCP**  
BUSINESS GROWTH PLANNER 2.0

A **NEW** and **BETTER** way of presenting to your clients!



**STRATEGY SHOT!**  
*Trainer: Germain Kirk*

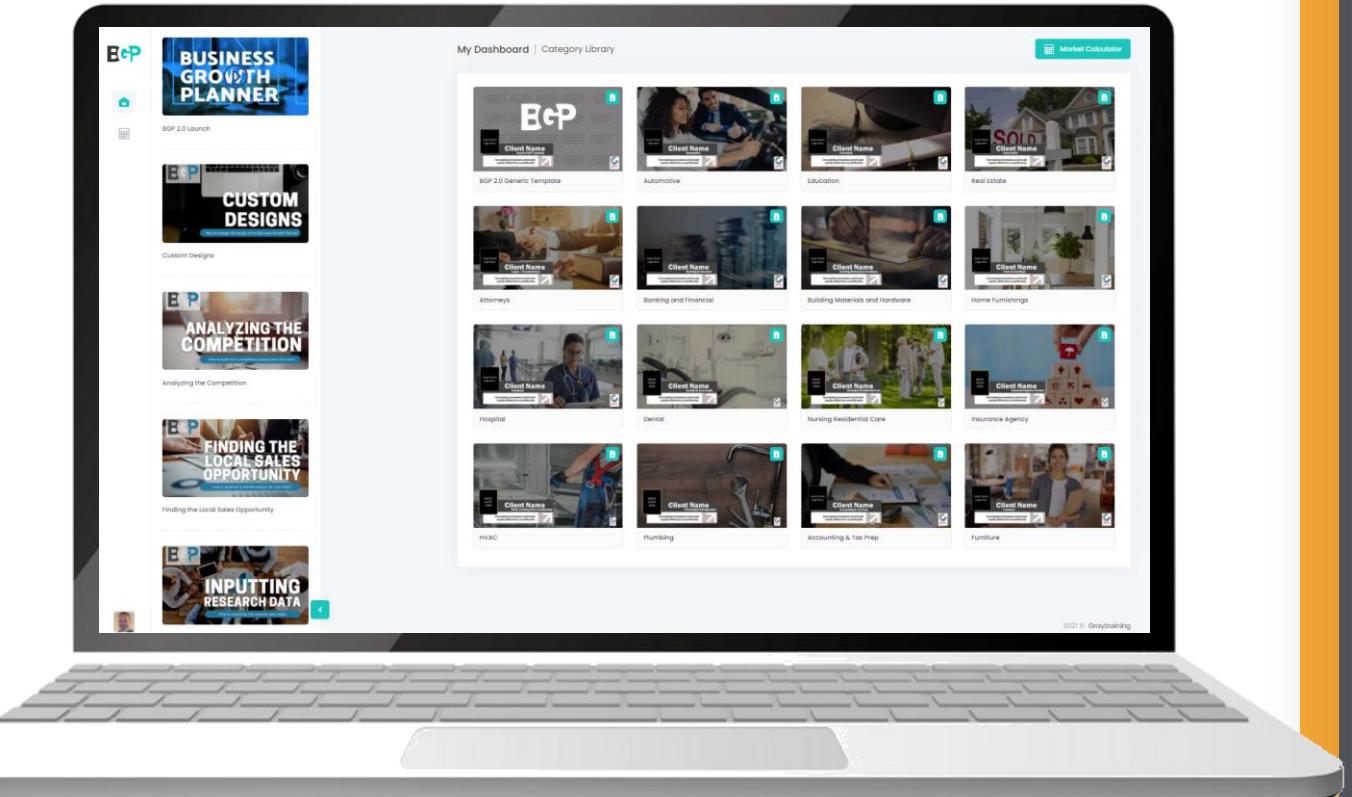
**DIGITAL PRODUCTS**  
*Trainer: Mary Hart*

**PREMION OTT**  
*Trainer: Mike Gordon*

**MULTI-PLATFORM**  
*Trainer: Germain Kirk*

**BUS. GROWTH PLANNER**  
*Trainer: Mike Gordon*

# Accounting & Tax Prep



BGP.GRAYTRAINING.TV



# THE DESIGN

- Professional, bold, clean and an impressive design
- Focuses on the client and a creative business/strategy discussion
- No more silos, instead VIDEO and interactive
- Impression selling
- If you're asking for \$100k, make it look like a \$100k!

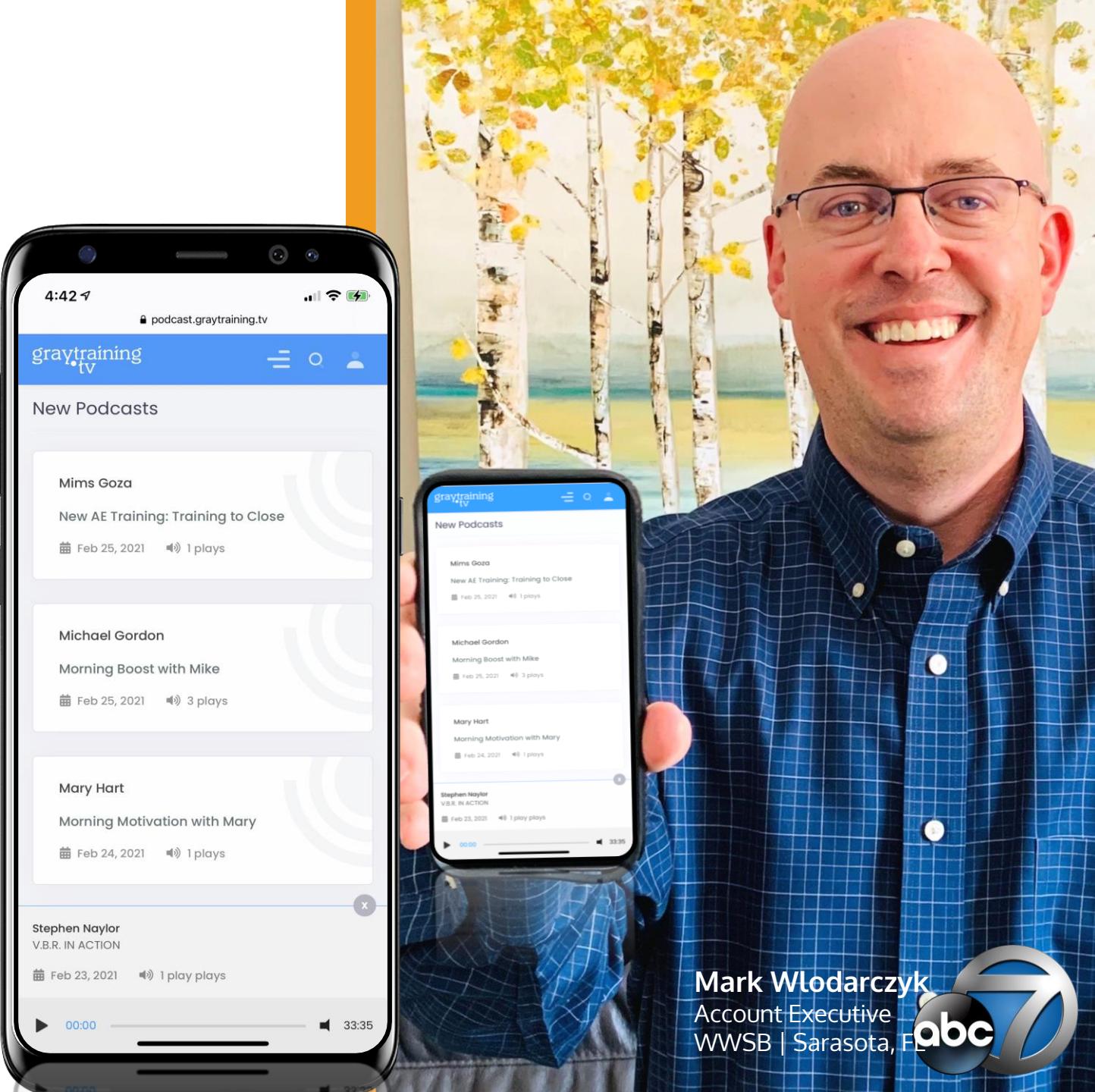
# INCLUDES

- 15 of our top categories, template ready
- On-demand training videos
- Market calculator (coming soon)
- A dedicated website: [bgp.graytraining.tv](http://bgp.graytraining.tv)

# PODCASTING

Available Now

- Designed to arm sellers with helpful information quickly and while they are on the go
- Mobile phone and tablet optimized
- Audio clone of GrayTraining.TV (750 topics)
- Search by trainer, topic, genre, or category



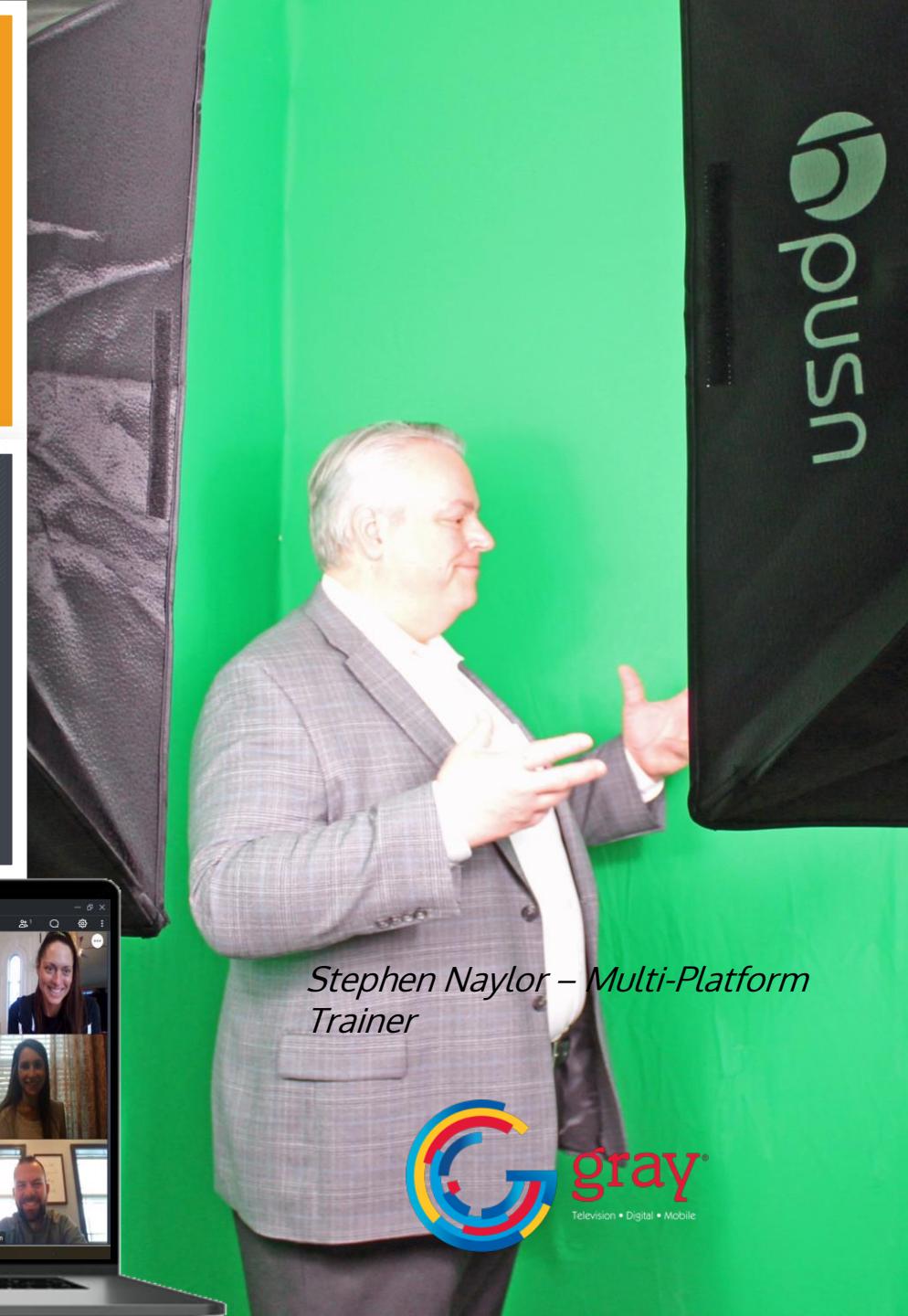
**Mark Włodarczyk**  
Account Executive  
WWSB | Sarasota, FL



# ADVANCED AE TRAINING

JUST A FEW OF THE MOST INFLUENTIAL TOPICS  
WE COVER IN THIS TRAINING

- Habits of the top 1% in our industry
- Time Management
- Mitigating Churn
- Negotiation Strategies
- V.B.R. Focused Selling
- Digital, OTT
- Closing Ratio



**GRAY**  
**TRAINING.TV**



# NEW LOCAL DIRECT

NEW BUSINESS STRATEGIES  
THAT GET RESULTS



# TODAY'S AGENDA

01

## FORWARD VISION

Looking ahead at our company plan and vision to be successful

02

## LOCAL INSIGHTS & RESEARCH

A glimpse of the local market dynamics and spending

03

## BETTER SOURCES & CATEGORIES

Sourcing and Category strategies that will help you hunt smarter

04

## V.B.R. DEVELOPMENT

Steps to crafting a great V.B.R.  
Cold call to HOT call

05

## CREATIVE SOLUTIONS

Creative solutions that get you in the door and in front of the decision maker

06

## ROLE PLAY

Practice & develop your new skillset

**THIS SESSION WILL BE INFORMATIVE, COLLABORATIVE AND FUN!**



# OUR GOAL TODAY

Is to sharpen your capabilities, push you out of your comfort zone and make you the best at hunting new business opportunities



*BUT FIRST*

Let's show you how NOT to do a cold call.





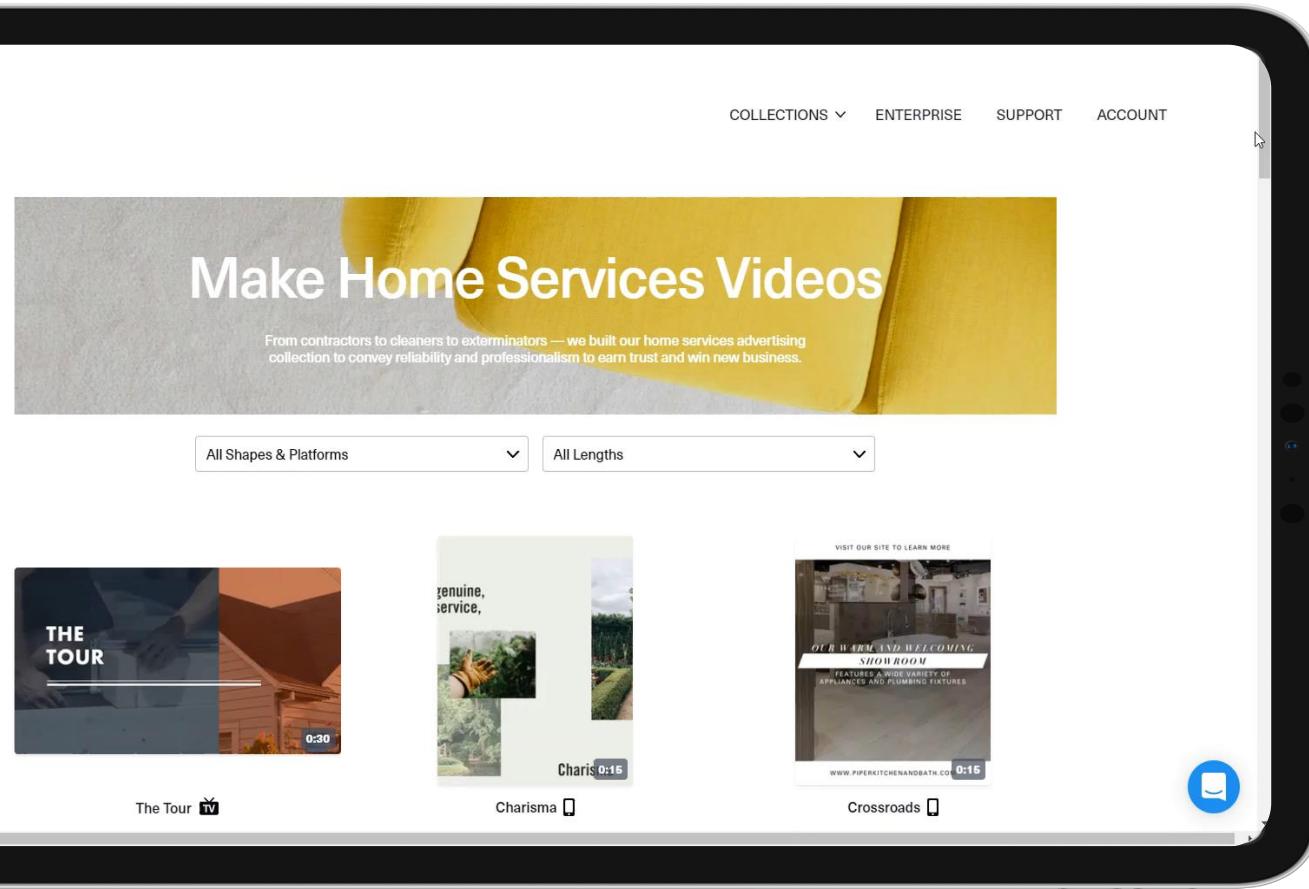
# THE EXPECTATION

**Steal at least one new idea from this training today  
and be STRONGER, BETTER, & FASTER as a result.**

A photograph of three business professionals in a meeting. A man on the left and a woman in the center are smiling and looking at a screen, while a man on the right is also smiling and looking in the same direction. They are all dressed in professional attire, including suits and blazers.

# NEW SALES RESOURCES





# A NEW RESOURCE FOR NEW BUSINESS

DEVELOP VIDEO CREATIVE  
IN UNDER ONE MINUTE  
RIGHT IN FRONT OF YOUR CLIENTS  
MOBILE OPTIMIZED  
TV & DIGITAL READY



**Waymark**

# NUMBERS I REALLY WANT YOU TO KNOW



gray

Television • Digital • Mobile

	AIU	HJI	WWE	PLO	EER	QRT	OPY
	1,822 (-35)	20,369 (-580)	890 (-20)	6,350 (-200)	10,985 (+580)	665 (-15)	6,800 (-115)
MBC	3,605 (+210)	LJR	MJB	PON	NFR	UGH	OMJ
YBV	3,224 (+156)	QMN	MMJ	IIT	KLM	CCX	EMH
MBB	3,320 (-120)	5,211 (+156)	7,100 (-60)	7,150 (-150)	782 (+74)	1,901 (+101)	3,280 (-120)
WFF	712	HUM	QLC	LSD	SDH	GHS	
				631 (+40)	6,287 (-57)	12,630 (+330)	

# QUESTION

IS THE GOOD STUFF ALREADY TAKEN?



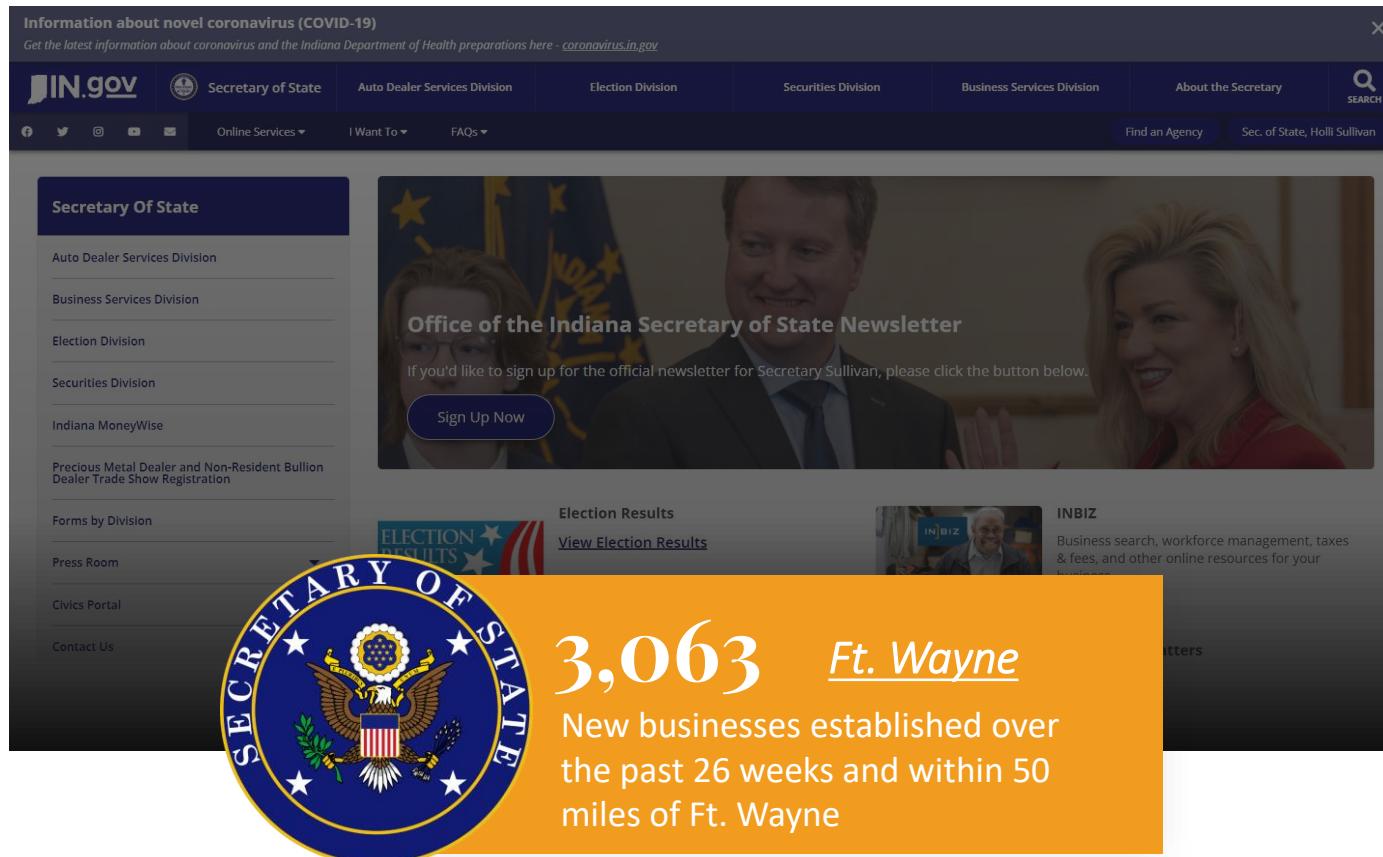
# OPPORTUNITY FUNNEL

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How many accounts have billable revenue at your station in Q4 / 2021?	<b>179</b>
What % has both broadcast and digital?	<b>5%</b>
<hr/>	
How many inactive accounts do you have over the past year?	<b>xx</b>
2 years?	<b>xx</b>
Total accounts in Matrix?	<b>245</b>
<hr/>	
How many businesses are within a 50-mile radius of Fort Wayne area?	<b>44,033</b>
How many good SIC categories can pass credit at your station?	<b>23,042</b>
<hr/>	
Net “good” opportunity	<b>43,854</b>

# NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **3,063** **NEW BUSINESSES** have been created within 50 miles of your station!



Information about novel coronavirus (COVID-19)  
Get the latest information about coronavirus and the Indiana Department of Health preparations here - [coronavirus.in.gov](https://coronavirus.in.gov)

IN.gov Secretary of State Auto Dealer Services Division Election Division Securities Division Business Services Division About the Secretary SEARCH

Online Services I Want To FAQs Find an Agency Sec. of State, Holli Sullivan

Secretary Of State

Auto Dealer Services Division

Business Services Division

Election Division

Securities Division

Indiana MoneyWise

Precious Metal Dealer and Non-Resident Bullion Dealer Trade Show Registration

Forms by Division

Press Room

Civics Portal

Contact Us

**3,063** Ft. Wayne  
New businesses established over the past 26 weeks and within 50 miles of Ft. Wayne



# QUESTION

HOW MUCH MONEY WILL BE SPENT IN  
ADVERTISING (FT. WAYNE ONLY) THIS YEAR?

**\$298** MILLION

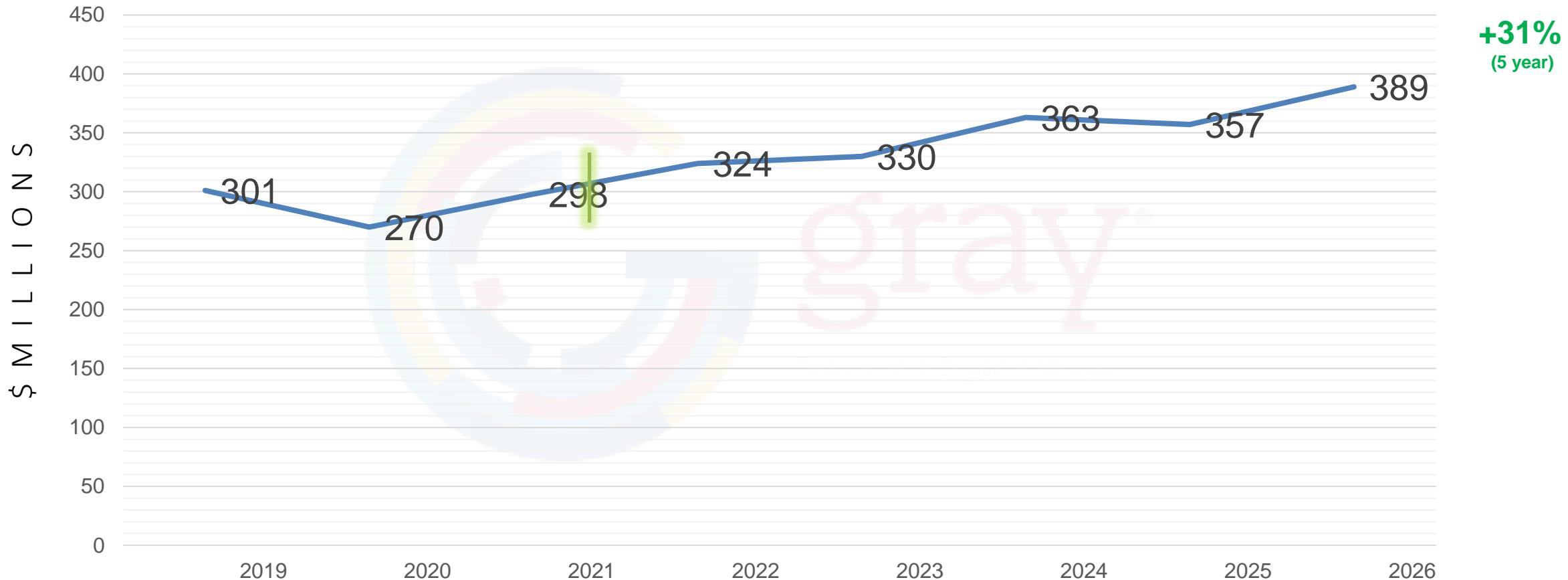
# QUESTION

HOW LONG BEFORE YOUR MARKET ECLIPSES  
PRE-COVID MEDIA AD SPENDING LEVELS?

# MEDIA AD SPEND

2019 - 2026

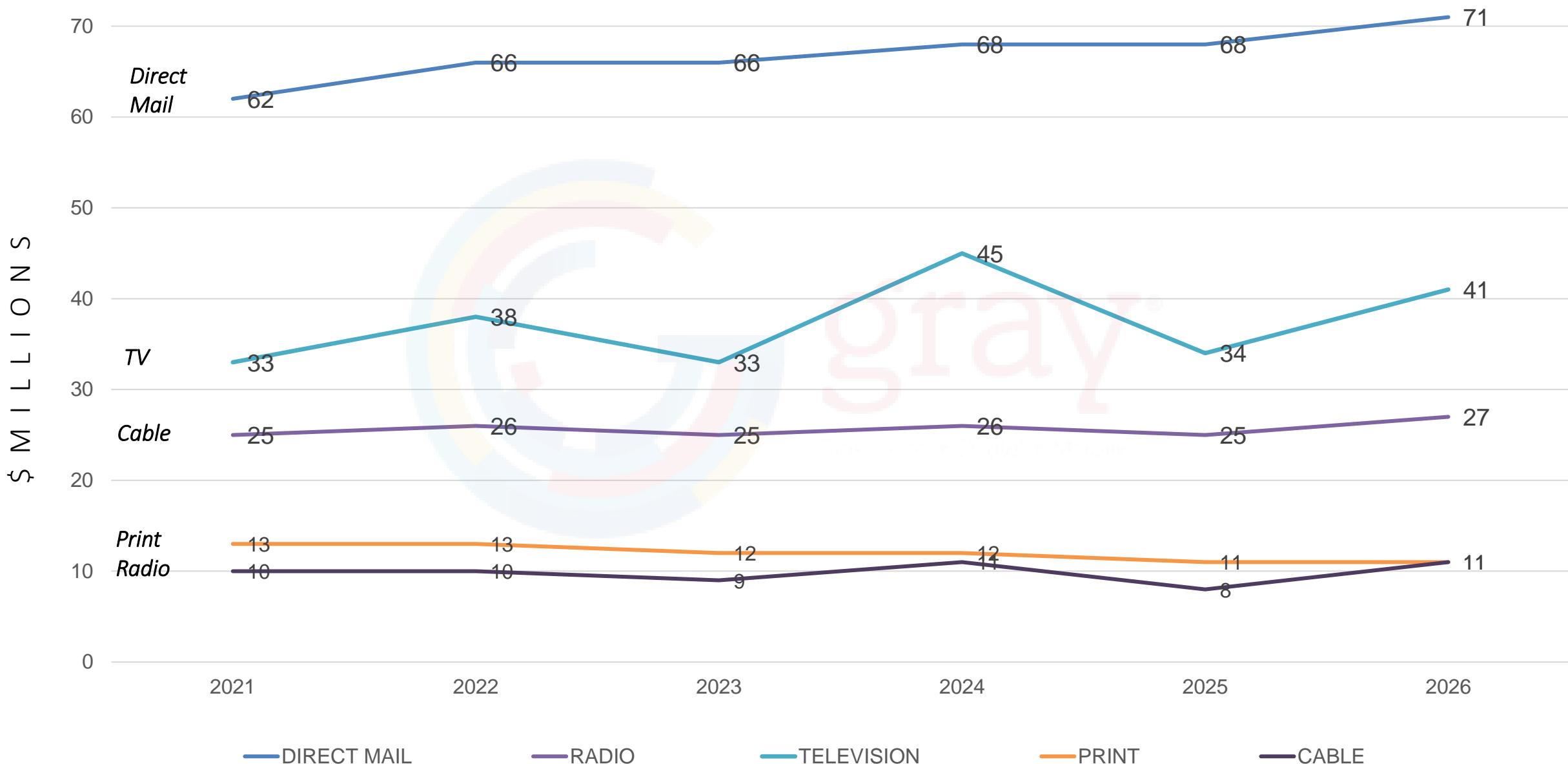
— FT. WAYNE, IN



+31%  
(5 year)

# COMPETITIVE LANDSCAPE – FT. WAYNE

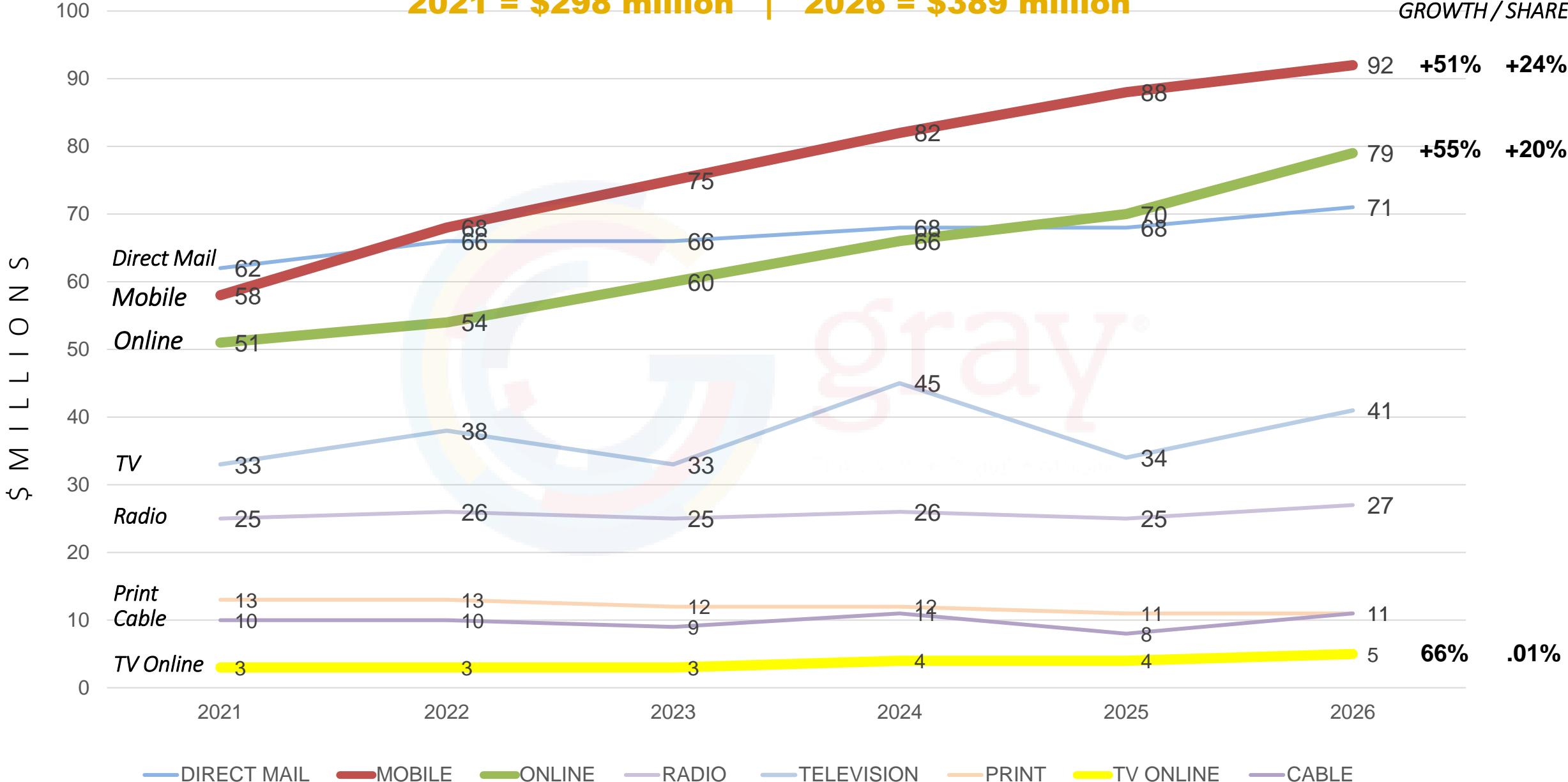
**2021 = \$298 million | 2026 = \$389 million**



# COMPETITIVE LANDSCAPE – FT. WAYNE

2021 = \$298 million | 2026 = \$389 million

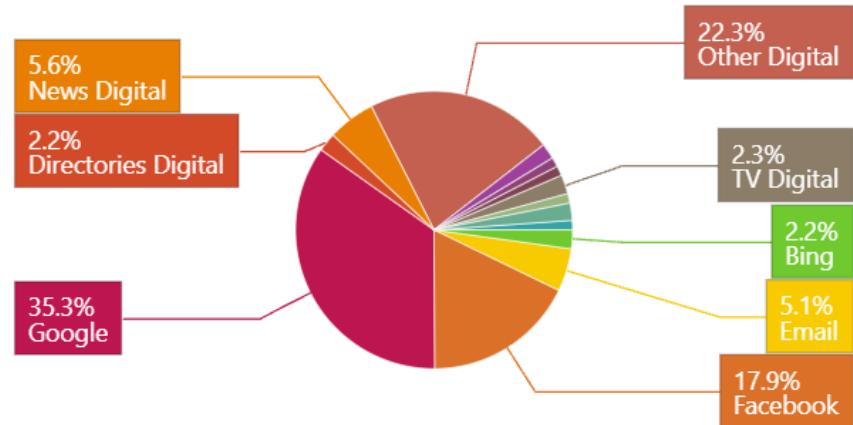
GROWTH / SHARE



# DIGITAL AD SPENDING

FT. WAYNE, IN

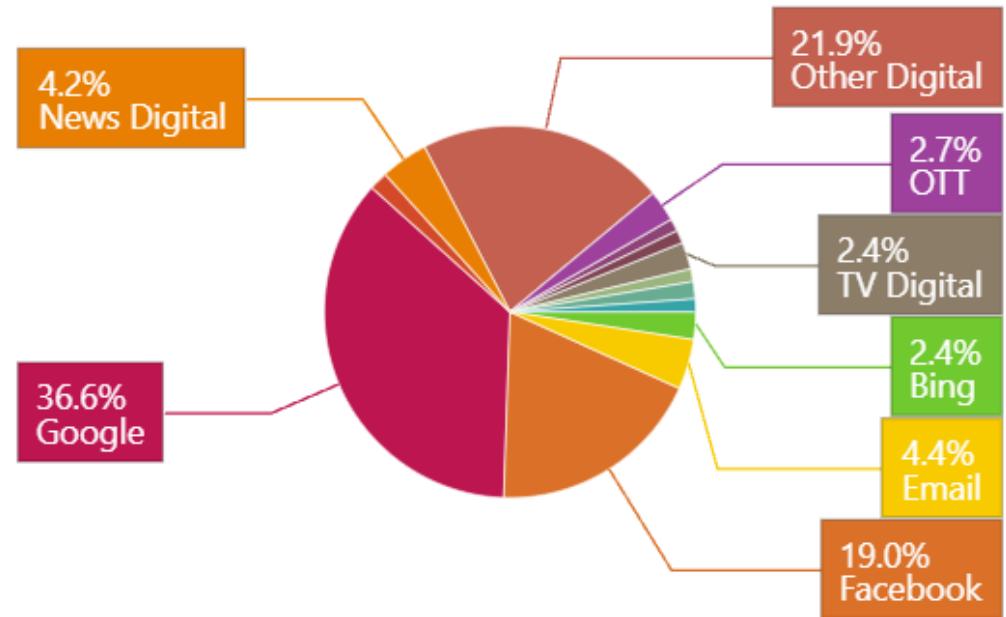
2021 DIGITAL AD SPEND - 152 MILLION



Legend for 2021 Data:

- Bing (2.2%)
- Directories Digital (2.2%)
- Radio Digital (0.9%)
- Verizon (2.0%)
- Email (5.1%)
- News Digital (5.6%)
- Reach Local (0.6%)
- Yelp (0.7%)
- Facebook (17.9%)
- Other Digital (22.3%)
- TV Digital (2.3%)
- Twitter (1.0%)
- Google (35.3%)
- OTT (1.8%)

2026 DIGITAL AD SPEND 209 MILLION

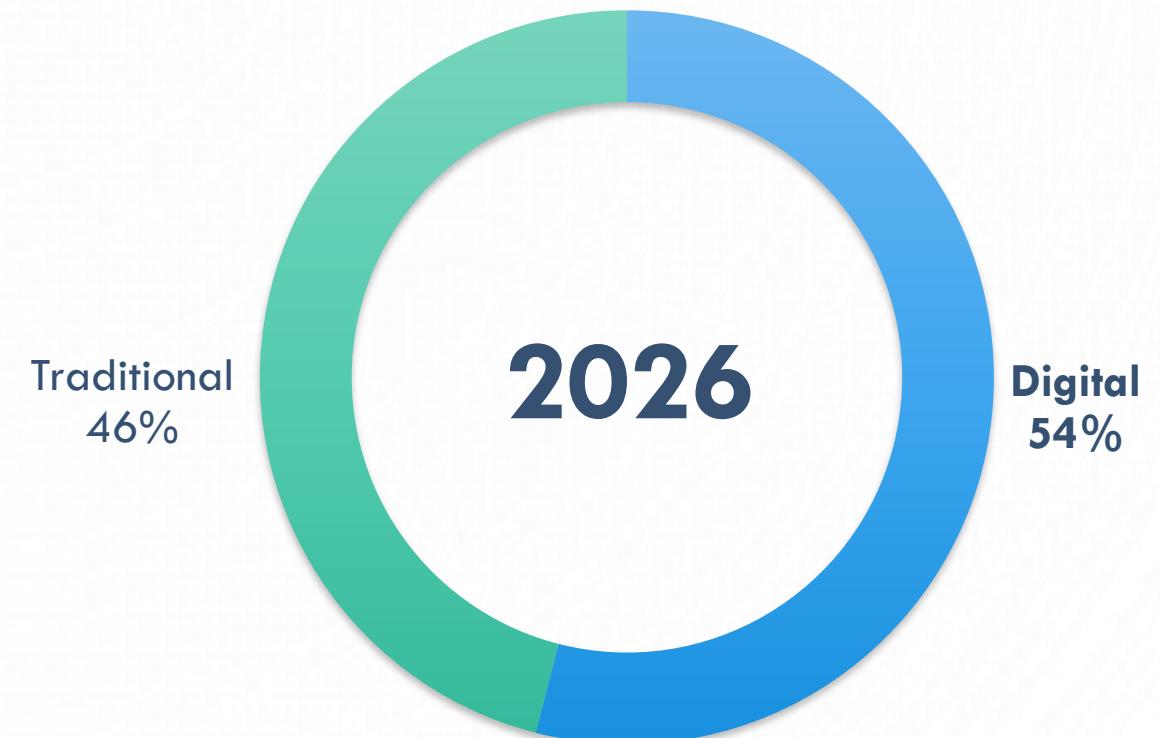


Legend for 2026 Data:

- Bing (2.4%)
- Directories Digital (1.6%)
- Radio Digital (0.9%)
- Verizon (1.5%)
- Email (4.4%)
- News Digital (4.2%)
- Reach Local (0.6%)
- Yelp (0.8%)
- Facebook (19.0%)
- Other Digital (21.9%)
- TV Digital (2.4%)
- Twitter (1.0%)
- Google (36.6%)
- OTT (2.7%)

# AD SPENDING

FT. WAYNE, INDIANA

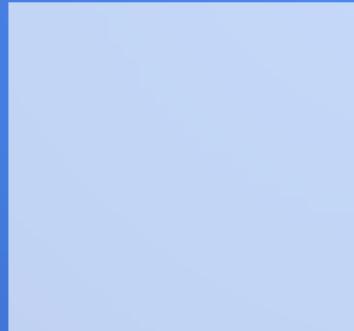


By 2023 Digital will be over 50% of local advertising spend in YOUR market.



BY 2026, WHAT IS ONE DIGITAL SHARE  
POINT WORTH IN YOUR MARKET?

» \$2 million



# QUICK EXERCISE



# BEST OF REPORTS / MATRIX

## STRATEGIC REPORTS

1. Budget Report
2. **Ranking Report**
3. Churn Report
4. Inactive Report
5. Pacing Report
6. Revenue Summary

## DEALS REPORTS

1. Deal Status Report  
BY AE - Number of Deals, Status, Deal State, Lost, Won, Pending, Proposed, and Amount
2. Forecasting Report  
By Station or AE – Pending, TY, Forecast, Budget, Diff
3. Weighted Forecast Report
4. Sales Stage Report  
BY AE – Client, What Sales Stage, Time in the Stage, and Close Ratio
5. **Forecast With Pipeline**

# BEST OF REPORTS / MATRIX

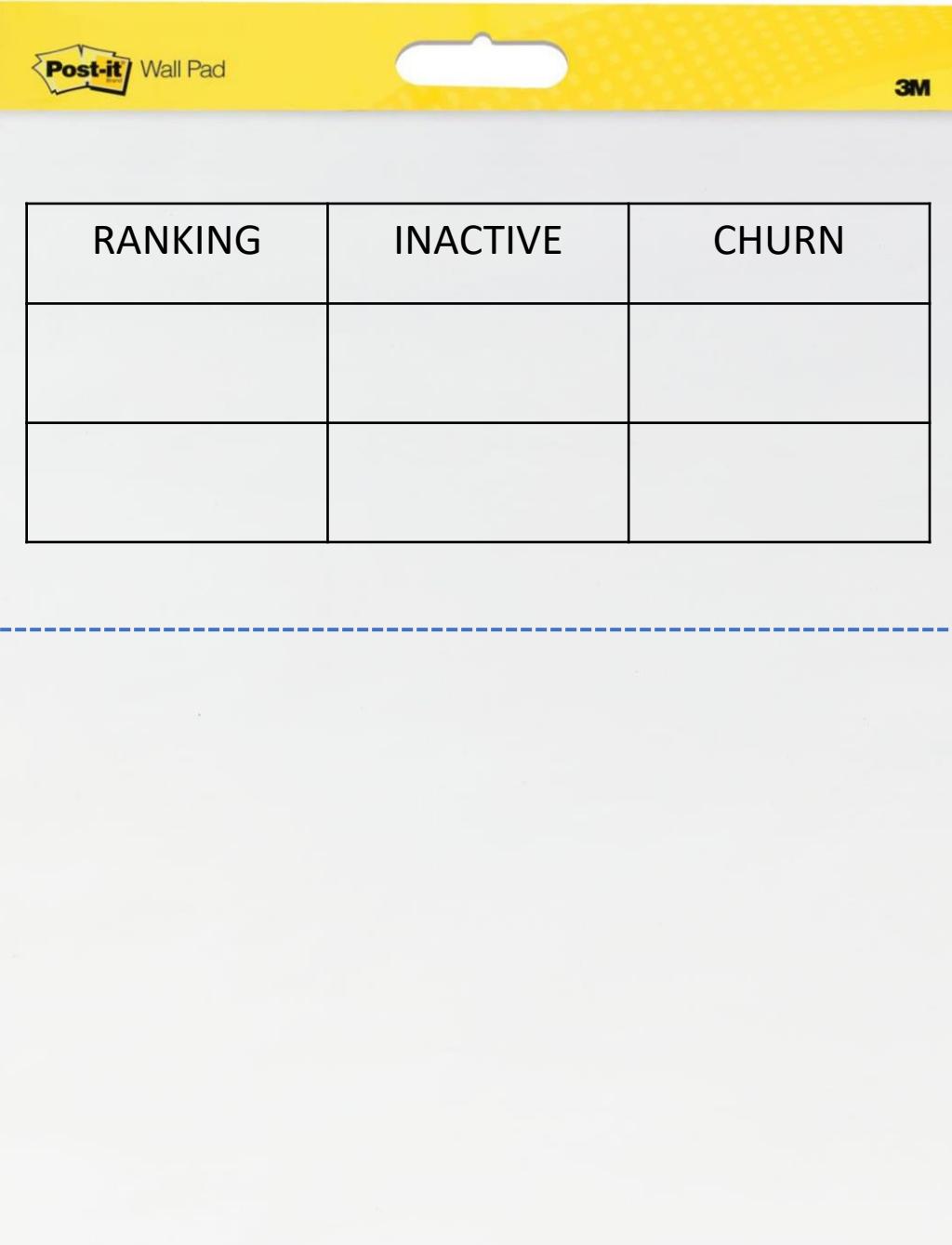
## STRATEGIC REPORTS

1. Budget Report
2. **Ranking Report**
3. Churn Report
4. Inactive Report
5. Pacing Report
6. Revenue Summary



**DRAW & WRITE  
OUT THE  
FOLLOWING...**

**\*USE TOP HALF OF SHEET**



# BRAIN-BOARDING EXERCISE

6 questions

5 minutes

Person with the highest percentage of correct answers gets a very nice prize!

**READY?**

**SET?**



# **EXERCISE – 5 MINUTES**

## **RANKING**

What are your top 10 billing categories this year?

What % of your clients with TV revenue booked in 2021 will also have Digital or OTT billing?

## **INACTIVE**

How many inactive clients do you have over the past 2 years?  
*(inactive for 3 mo., then go back 2 years)*

What is the \$\$ worth of those inactive clients with the provided timeline above?

## **CHURN**

How many current billing clients are at risk of not billing or renewing in the next 3 months?

What is the revenue risk for those clients?

# SOURCES



# QUICK EXERCISE

1. Identify 10 great new sources you can use
2. No Media or search engines can be used
3. Go for new, unique, or innovative
4. You have 2 minutes
5. Build your list on your post it sheet



# NEW SOURCES

Based on all the great ideas, and sources, shared by the group today, please write down your favorites (top 10-15 sources) that you'll use moving forward.



3M

RANKING	INACTIVE	CHURN

## NEW SOURCES

List 10-15 new sources here

# TRADITIONAL SOURCES



YAHOO!



info.com



DuckDuckGo

The **Chamber**<sup>®</sup>



 **infospace**<sup>®</sup>

 **WEBCRAWLER**

**NEW & INNOVATIVE**  
SOURCES THAT CAN HELP YOU FIND  
GREAT OPPORTUNITIES IN YOUR MARKET

# SOURCES

Start Better – Finish Better

## Common Sources

EXAMPLES      Traditional Media, Google, Yahoo, YP

ADVANTAGES      Many client options, lots of money spent here

DISADVANTAGES      Everyone is in that sandbox

## New & Innovative Sources

ADVANTAGES      Unique opportunities, Problem solving categories, First in advantage

DISADVANTAGES      Not as much volume

# CAMFIND

Identifying Opportunities

## Insights

- Search the physical world around you!
- Search businesses
- Search products
- Search for competitors
- Search pricing

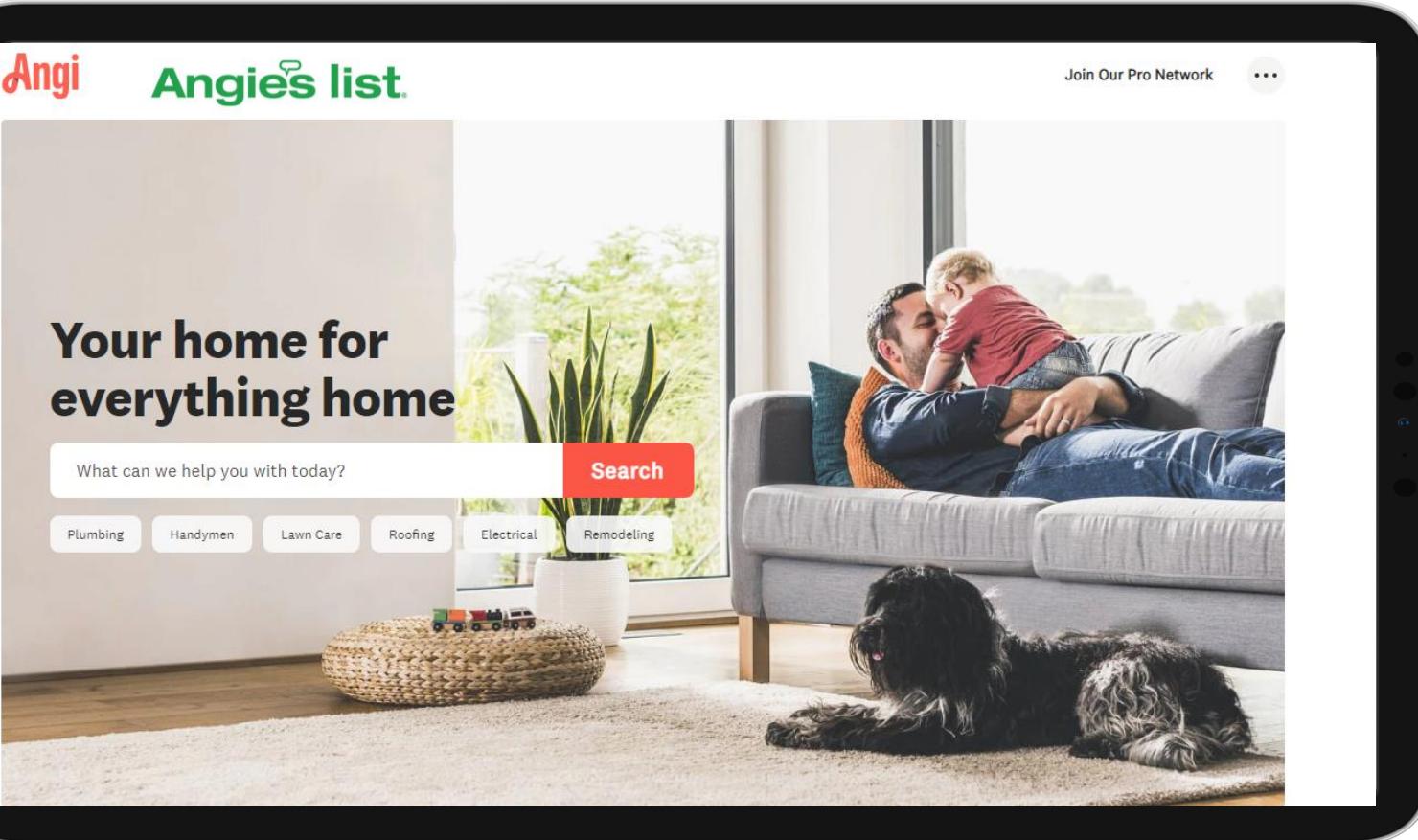
## Strategy

- Use the app to identify products, services or even businesses
- Learn more about the products or services
- Identify competition and even pricing
- Leverage this tool to identify information quickly



# HOME IMPROVEMENT

A Great Way To Find Local Businesses



## Insights

- Lots of local & regional contractors
- Great ratings and reviews
- Very competitive landscape
- Start-Up ground for home improvement bus.

## Strategy

- Don't start with the "A's," go with the "B's," also look for the companies that are aggressive to grow.
- Show them how you can build demand and trust in the community
- You don't need an Angi rating to determine your success

# HOME IMPROVEMENT

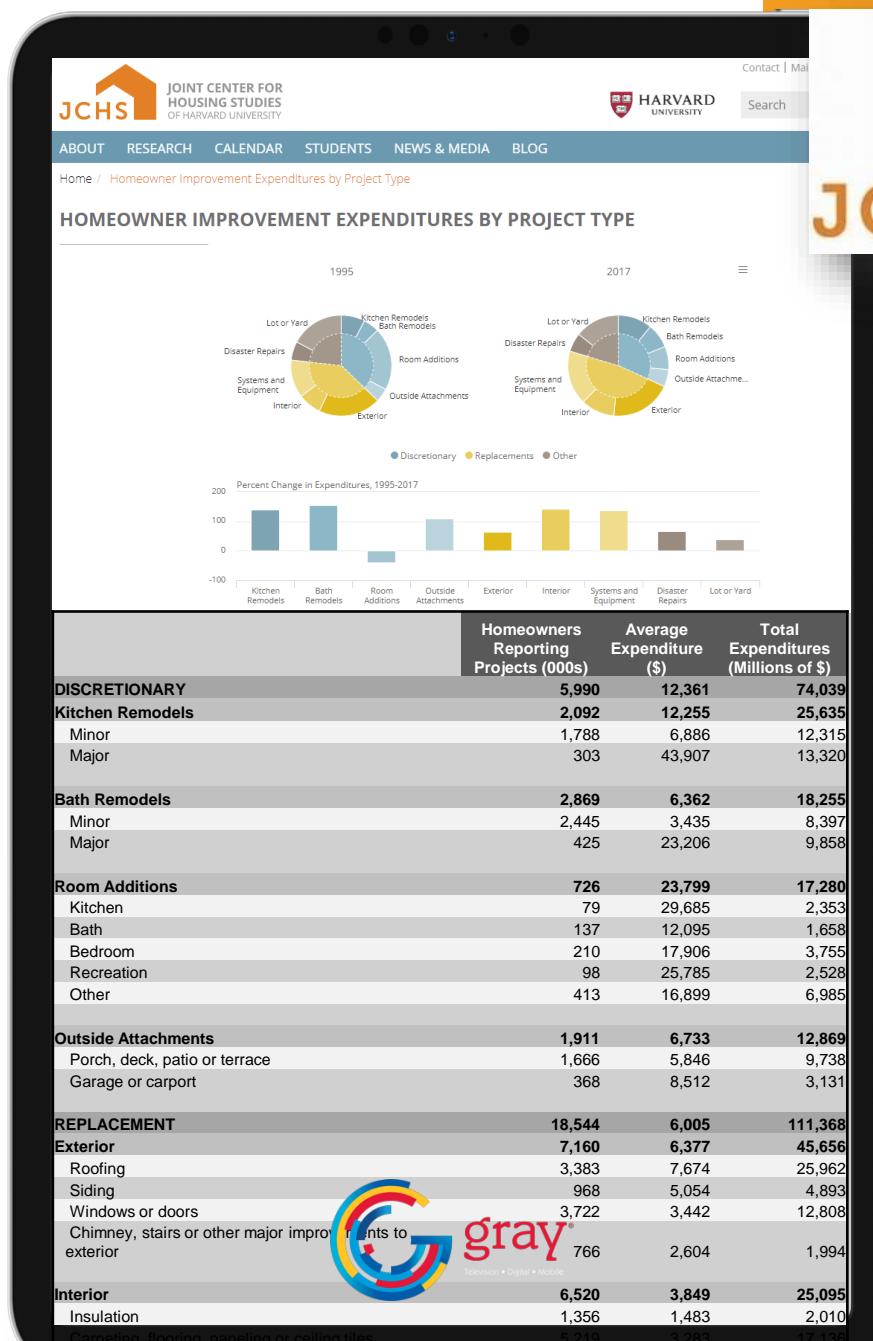
One Of Ryan's Favorites!

## Insights

- Great research from Harvard University
- Covers consumer spending for DIY and Contractors
- Provides a clearer picture of how much consumers are spending locally on certain home improvement categories
- Projection estimates by subcategories are provided

## Strategy

- Consult with prospects on your research and the potential consumer spend and growth for their category
- Consumer spending for this category will continue to grow over the next two years.
- Focus on more jobs and higher spend jobs.





# KEY QUESTION:

If I search a business category, do they both show the same search results?

Google vs



# FACEBOOK

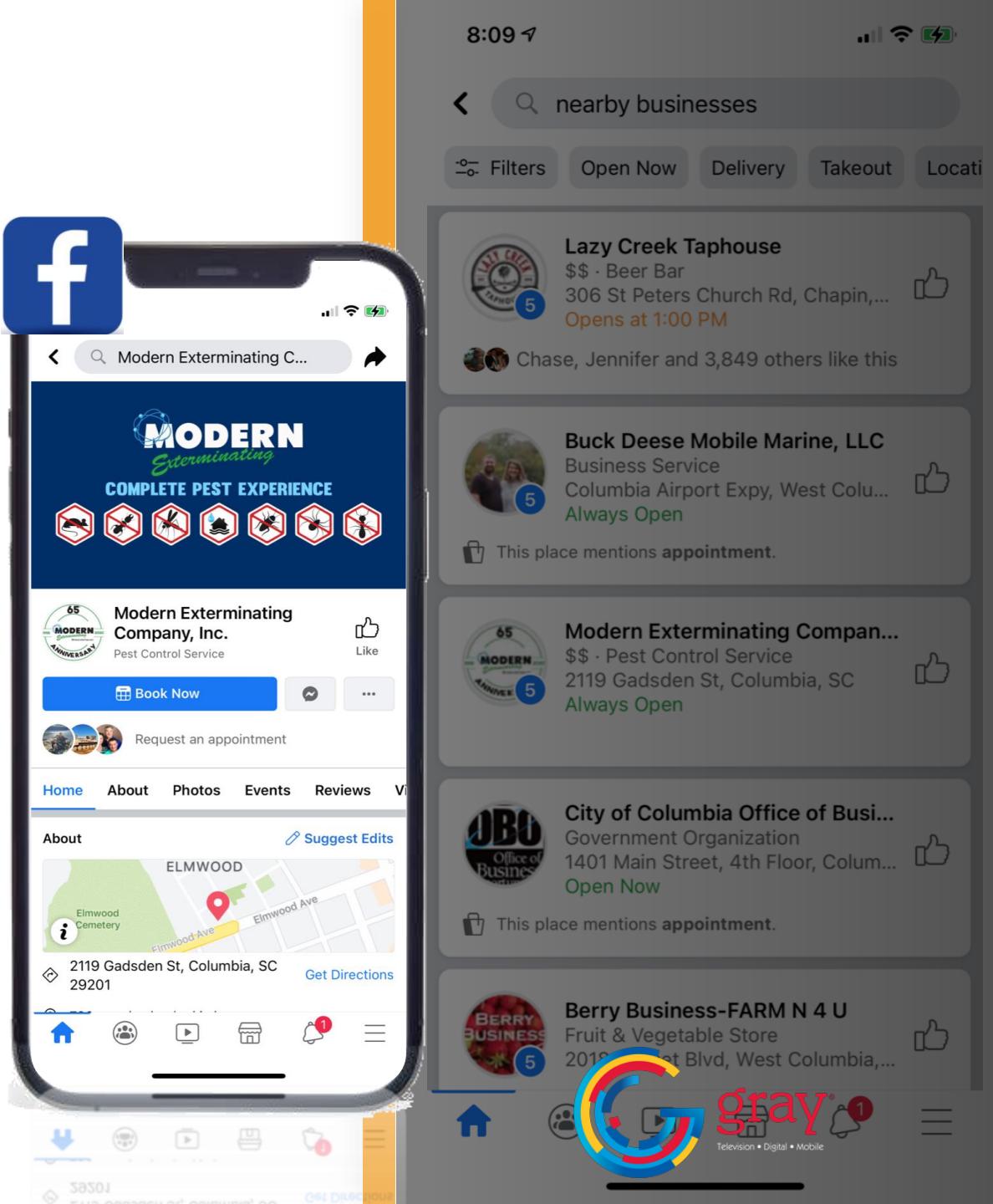
## Great Business Opportunities

## Insights

- Search businesses nearby or at a specific location
- Filter by “open now,” takeout, or even product or price
- Filter in your friend ecosystem to personalize the search and better connect with your clients

## Strategy

- Search by businesses near me
- Search by business category
- Search by businesses near a location
- Find businesses your friends like –create a connection



## SEARCH



# TOP 12 SEARCH DIRECTORIES

THAT CAN PROVIDE A BETTER RESULT!



# 21 Web Directories That Still Have Value

Do web directories still have value? Yes! Here are 21 web directories that could translate into real value for your website.



Amelia Willson / July 20, 2020 / 10 min read



# SEARCH

Enginejournal.com



# RECRUITMENT

## Big Money, Ongoing, Non-Traditional Revenue

glassdoor

Search for job titles, companies, or keywords

Charlotte, NC (US)

All Results near Charlotte, NC (US)

Job Results near Charlotte, NC (US)

Anthem, Inc.  
LCSW LTSS Service Coordinator-Clinician  
Charlotte, NC  
\$28K - \$46K (Glassdoor Est.) ① 1d

XPO Logistics, Inc.  
Technician Specialist  
Charlotte, NC  
\$33K - \$36K (Glassdoor Est.) ① 12d

Gorelick Brothers Capital, LLC  
Vice President of Acquisitions  
Charlotte, NC  
5.0★ 6d

Olde Mecklenburg Brewery LLC  
Barback  
Charlotte, NC  
3.4★ 19d

See all 44K jobs >

Company Results near Charlotte, NC (US)

Bank of America  
Banks & Credit Unions • 10K+ Employees  
Charlotte, NC (US)  
4.1★  
Bank of America is one of the world's largest financial institutions, serving individuals, small- and middle-market businesses and large corporations with a full range of banking, investing, asset management and other...

27K Reviews • 46K Salaries • 1K Jobs

Wells Fargo  
Banks & Credit Unions • 10K+ Employees  
Charlotte, NC (US)  
3.6★  
Wells Fargo & Company (NYSE:WFC) is a diversified, community-based financial services company with \$1.98 trillion in assets. Wells Fargo's vision is to satisfy our customers' financial needs and help them succeed...

30K Reviews • 46K Salaries • 1K Jobs

Deloitte



## Insights

- Search businesses nearby or at any location
- See companies' top job postings
- Learn more about their culture (good or bad)
- Build a strategy for the good and the bad
- It's not just recruiting great people, it's branding them as the best employer too!

SAVE 50% ON Y  
LAWN SERVICE  
\*CALL FOR DETAILS. RESTRICT  
ED

TRUGREEN

BUILD YOUR  
BEST LIFE  
HD Supply  
HD Supply  
More jobs from

Field Sales Supervisor  
Columbia, SC

Local Delivery Driver  
El Paso, TX

Demand Planner  
Atlanta, GA

Heroes w  
PRISMA  
Prisma Health  
More jobs from

Physician - Chief of Staff  
Columbia, SC

Specimen Processor  
Columbia, SC

Phlebotomist, Lab Tech  
Columbia, SC

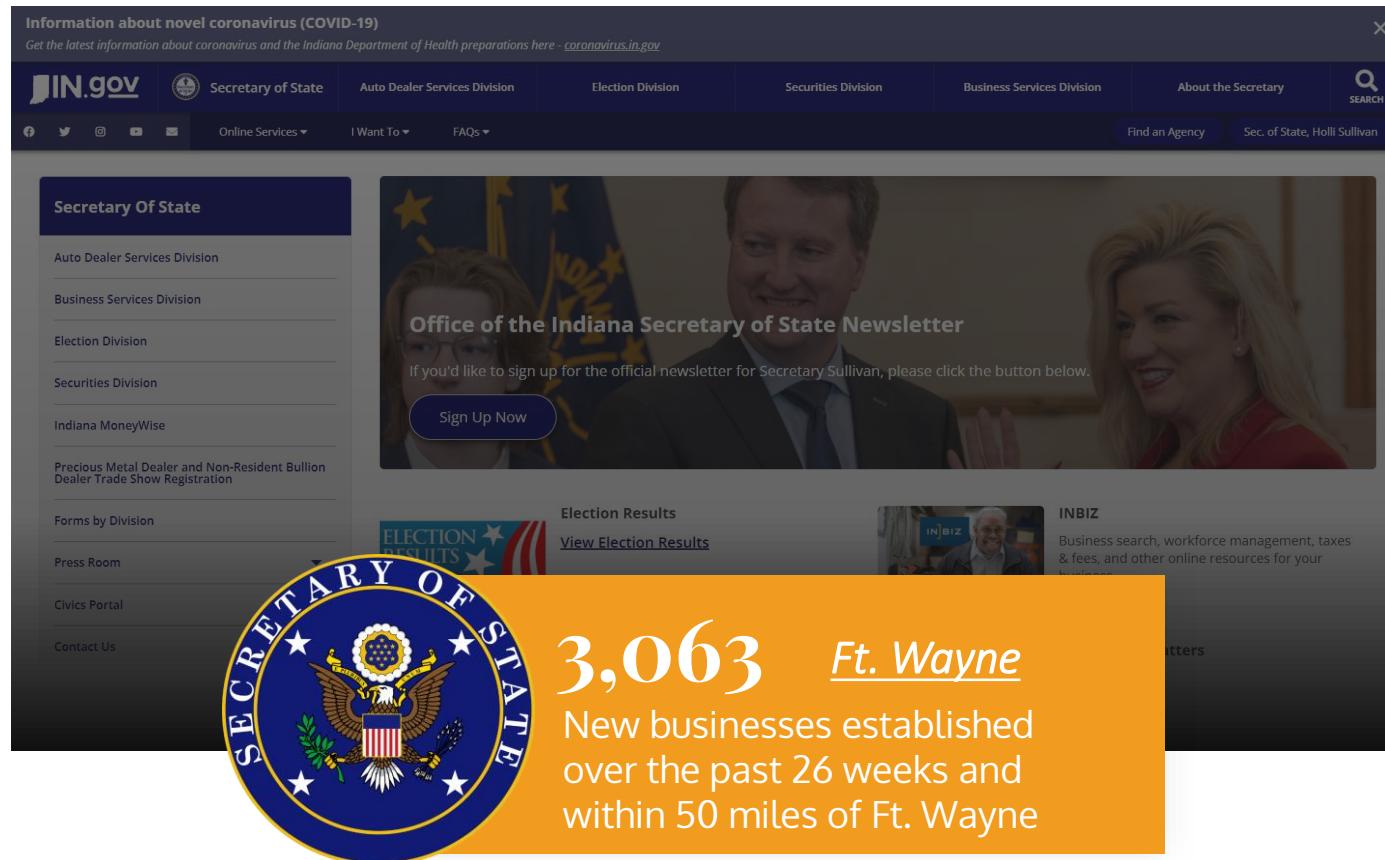
## Strategy

- TV reaches more PASSIVE QUALIFIED CANDIDATES
- It's about quality, not quantity
- Show the community your business is the best place to work, and why, through the power of video
- EOE | OFCCP



# NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **3,063 NEW BUSINESSES** have been created within 50 miles of your station!



Information about novel coronavirus (COVID-19)  
Get the latest information about coronavirus and the Indiana Department of Health preparations here - [coronavirus.in.gov](https://coronavirus.in.gov)

IN.gov Secretary of State Auto Dealer Services Division Election Division Securities Division Business Services Division About the Secretary SEARCH

Online Services I Want To FAQs Find an Agency Sec. of State, Holli Sullivan

Secretary Of State

Auto Dealer Services Division

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Election Division

Securities Division

Indiana MoneyWise

Precious Metal Dealer and Non-Resident Bullion Dealer Trade Show Registration

Forms by Division

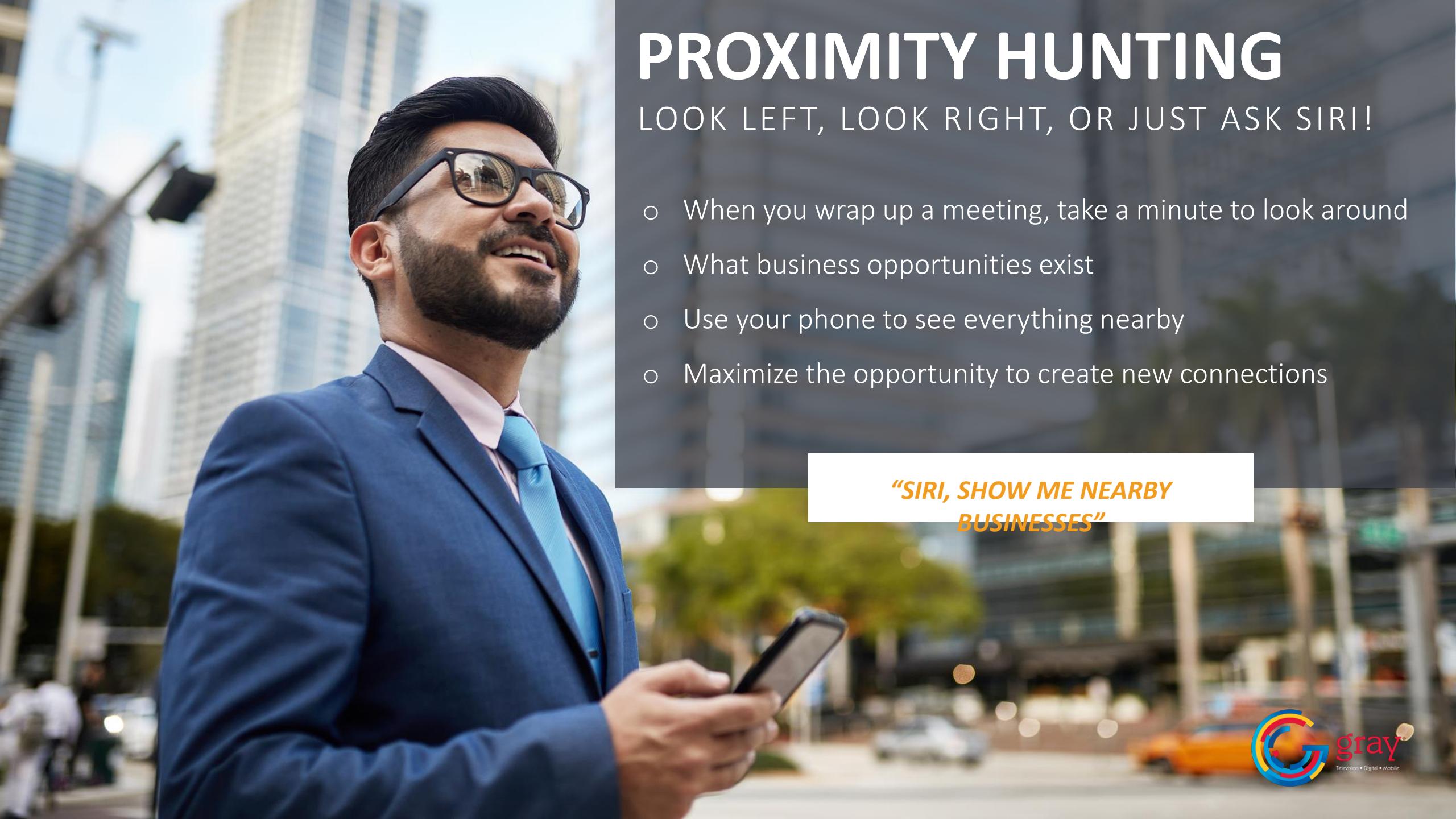
Press Room

Civics Portal

Contact Us

**3,063** Ft. Wayne  
New businesses established over the past 26 weeks and within 50 miles of Ft. Wayne



A professional man with a beard and glasses, wearing a blue suit, is looking up and smiling while holding a phone. He is standing in a city street with tall buildings in the background.

# PROXIMITY HUNTING

LOOK LEFT, LOOK RIGHT, OR JUST ASK SIRI!

- When you wrap up a meeting, take a minute to look around
- What business opportunities exist
- Use your phone to see everything nearby
- Maximize the opportunity to create new connections

***“SIRI, SHOW ME NEARBY  
BUSINESSES”***



# PRINT TO VIDEO

INCREDIBLE OPPORTUNITY WITH WAYMARK

VIDEO IS THE MOST **POWERFUL** TOOL IN YOUR TOOLKIT – USE IT!

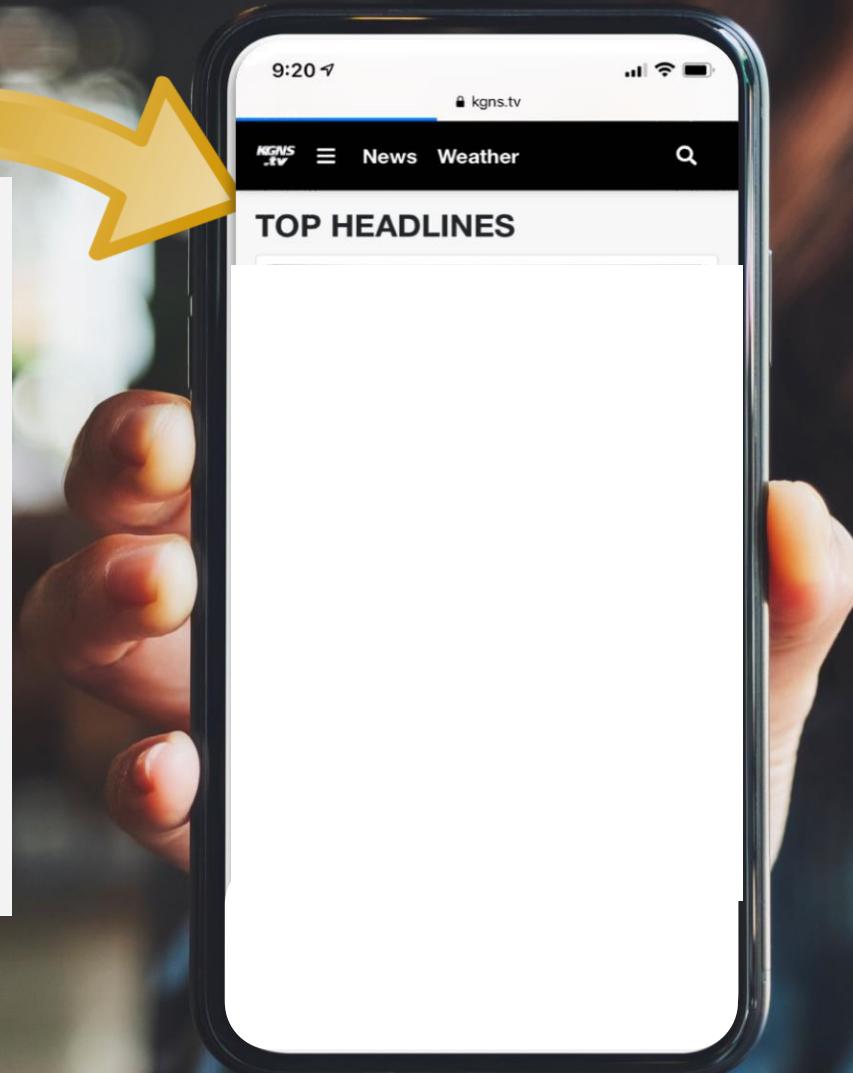
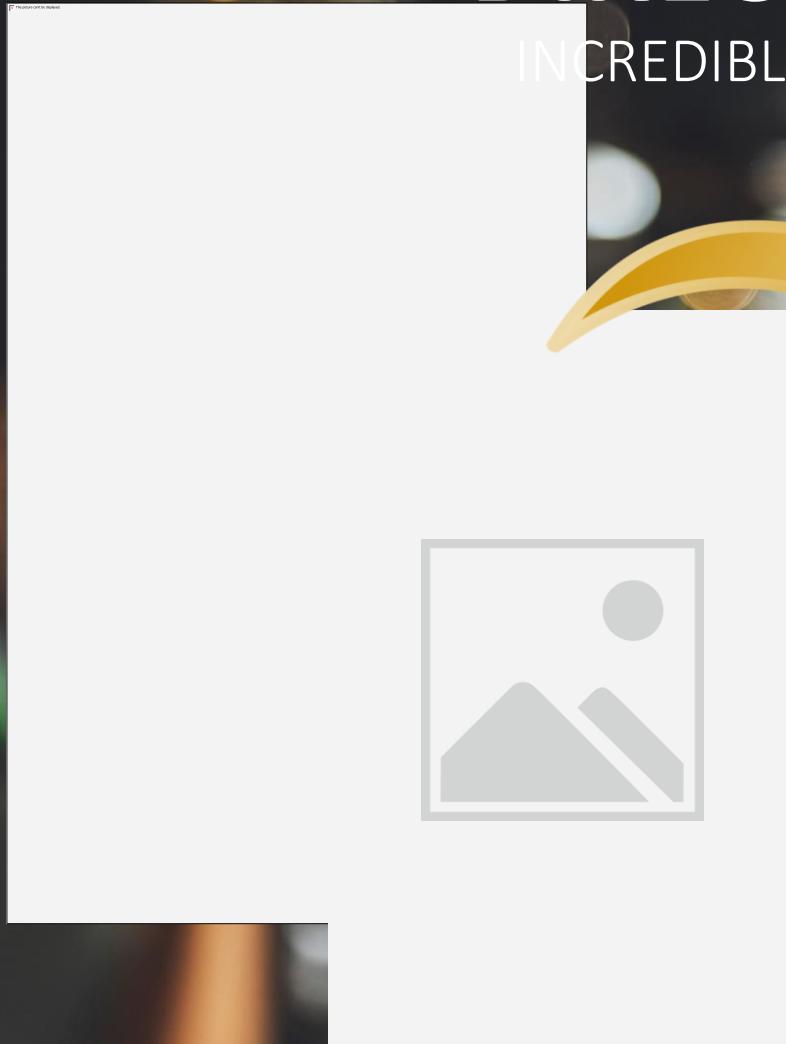
## Strategy

- Browse your local newspaper and magazines for print ads
- Create a video campaign with Waymark
- Go see your client and impress them!



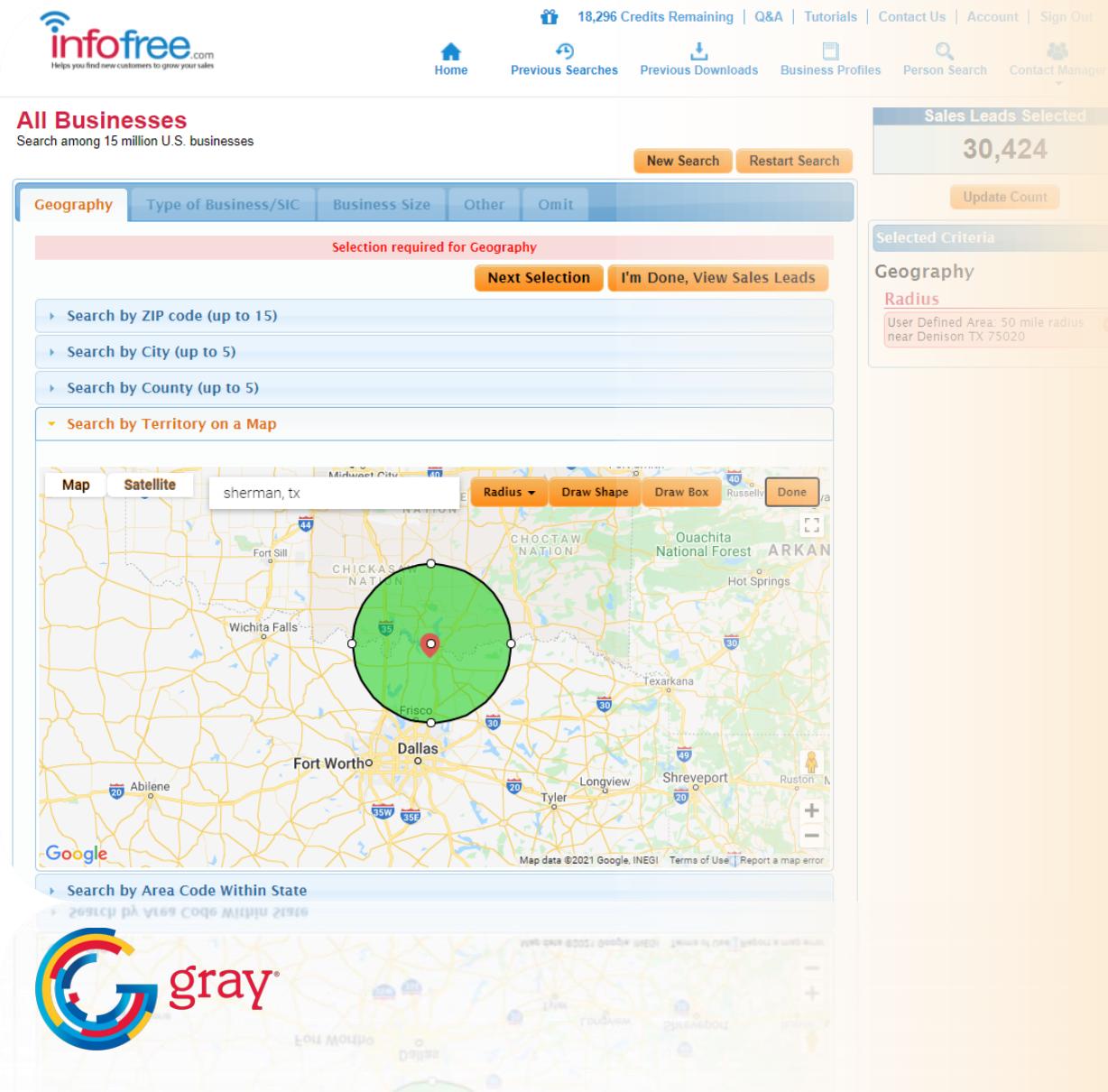
# DIRECT MAIL TO VIDEO

INCREDIBLE OPPORTUNITY WITH WAYMARK



# FIND ANY BUSINESS

Effective Business Targeting With Ease!



## Insights

- Search and find any business in your area
- Search by SIC or NAICS code
- Filter businesses out by credit rating
- Identify businesses that advertise based on tax records

## Strategy

- I recommend every sales manager purchase this (\$50 a month)
- Share leads based on target categories with your sellers
- Identify new accounts to replace churn accounts
- Identify potential consumers by lifestyle choices in geo regions

# TRADITIONAL SOURCES

COMMON SOURCES THAT OFFER GREAT  
VALUE IN FINDING LOCAL BUSINESSES

# COMMON, BUT GOOD SOURCES



YAHOO!



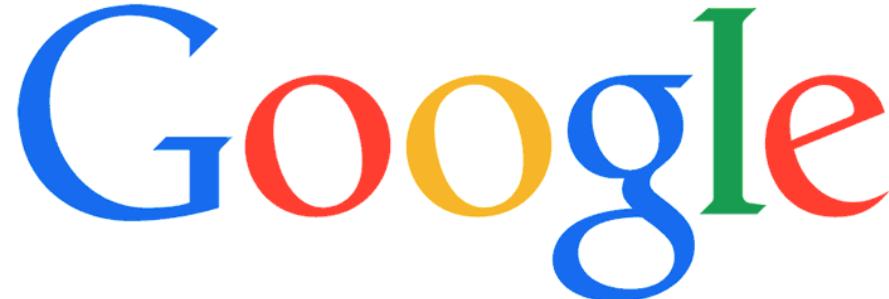
DuckDuckGo

info.com



TheChamber®





PAID SEARCH RESULTS > PPC

FT. WAYNE, IN

35.3%

48.3 million



Google

hvac laredo tx

All Maps Images Shopping News More Tools

About 676,000 results (0.71 seconds)

Ad · <https://www.prestigearairconditioningtx.com/> • (956) 320-6846  
HVAC Repair & Service - Commercial & Residential  
Offers HVAC Service Repair In Laredo & McAllen Texas. Installation & Repair Service. Call Now. 24/7 Service Available. Licensed Contractor. Request An Estimate. Highlights: Service Appointment Available, 24/7 Service Technicians Available, Estimate Available. Residential HVAC Services · Commercial HVAC Services - Industrial HVAC Services



Rating Hours Your past visits

Service Pros Heating & AC Laredo  
4.7 ★★★★★ (94) · HVAC contractor  
10+ years in business · Laredo, TX · (956) 420-0723  
Open 24 hours  
"I'd recommend them anytime for all things hvac."

Directions

Express Air Cooling And Heating, LLC  
4.6 ★★★★★ (21) · HVAC contractor  
3+ years in business · Laredo, TX · (956) 722-2665  
Open · Closes 5PM  
"We had a lot of bad experiences in Laredo with sub-par HVAC repair."

Website Directions

Be Cool Air Conditioning Inc.  
4.9 ★★★★★ (53) · Air conditioning contractor  
5+ years in business · Laredo, TX · (956) 635-7507  
Open · Closes 6PM  
Provides: Air Conditioner Filter Change

View all

People also ask :

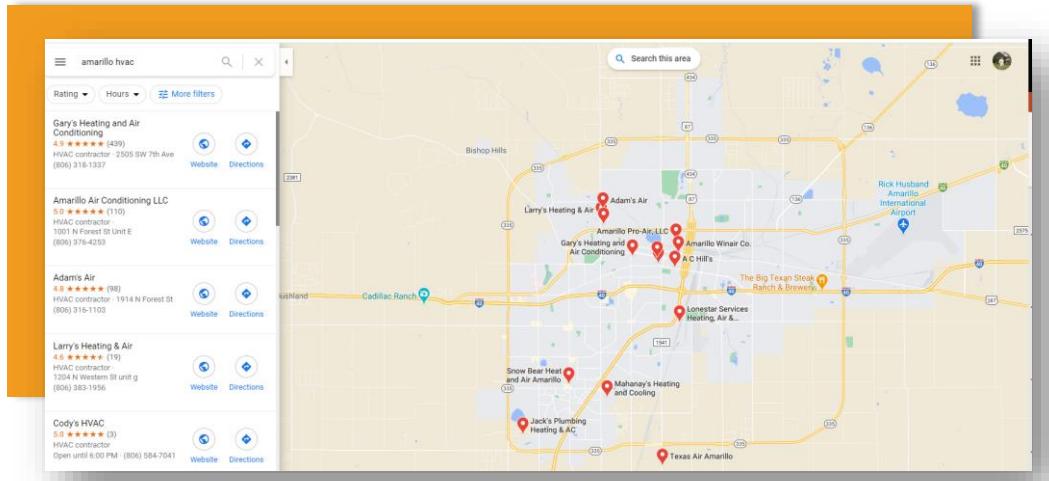
How much does a new AC unit cost in Texas?

How much does it cost to install a new HVAC system?

What is the average cost to replace a 3 ton AC unit?

How much does it cost to replace a 3 ton air conditioner and air handler?

Feedback



# GOOGLE MAPS

- Search nearby businesses
- Search by target areas
- Get ratings & reviews
- See their website and learn
- Plot your course for the day to effectively call on new business

# GOOGLE GUARANTEE

Businesses with the "Google Guaranteed" badge are screened, and are guaranteed to get the job done right or your money back



AC maintenance - 20+ HVAC pros nearby  
Evergreen Heating & C...  
4.8 ★★★★★ · See reviews  
✓ GOOGLE GUARANTEED  
Serves Waco  
Open now

Lochridge-Priest Inc.  
4.9 ★★★★★ · See reviews  
✓ GOOGLE GUARANTEED  
Serves Waco  
Open now

Campbell Appliance H...  
4.1 ★★★★★ · See reviews  
✓ GOOGLE GUARANTEED  
Serves Waco  
Open 24/7



# Insights

- Find great business opps
- BDB list builder
- Find decision makers
- Learn more about the company and their culture
- Connect with other businesses they are tied to



# Strategy

- Prepare a 30 second commercial and include in your profile
- Add connections to your network
- Build out a lead list
- Follow your clients and prospects
- Post updates often, especially your best work and testimonials
- Join groups
- Celebrate accomplishments by others in your network

# NEW SOURCES

Based on all the great ideas and sources just shared with you, please write down your new favorites (top 10 sources) that you'll use moving forward.



Post-it Wall Pad

3M

CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

---

NEW PLAYBOOK

**NEW SOURCES**

List 10-15 new sources here

**NEW SOURCES**

Add another 10 sources from what we just reviewed

# CATEGORIES

## DIVERSIFY YOUR STRATEGY



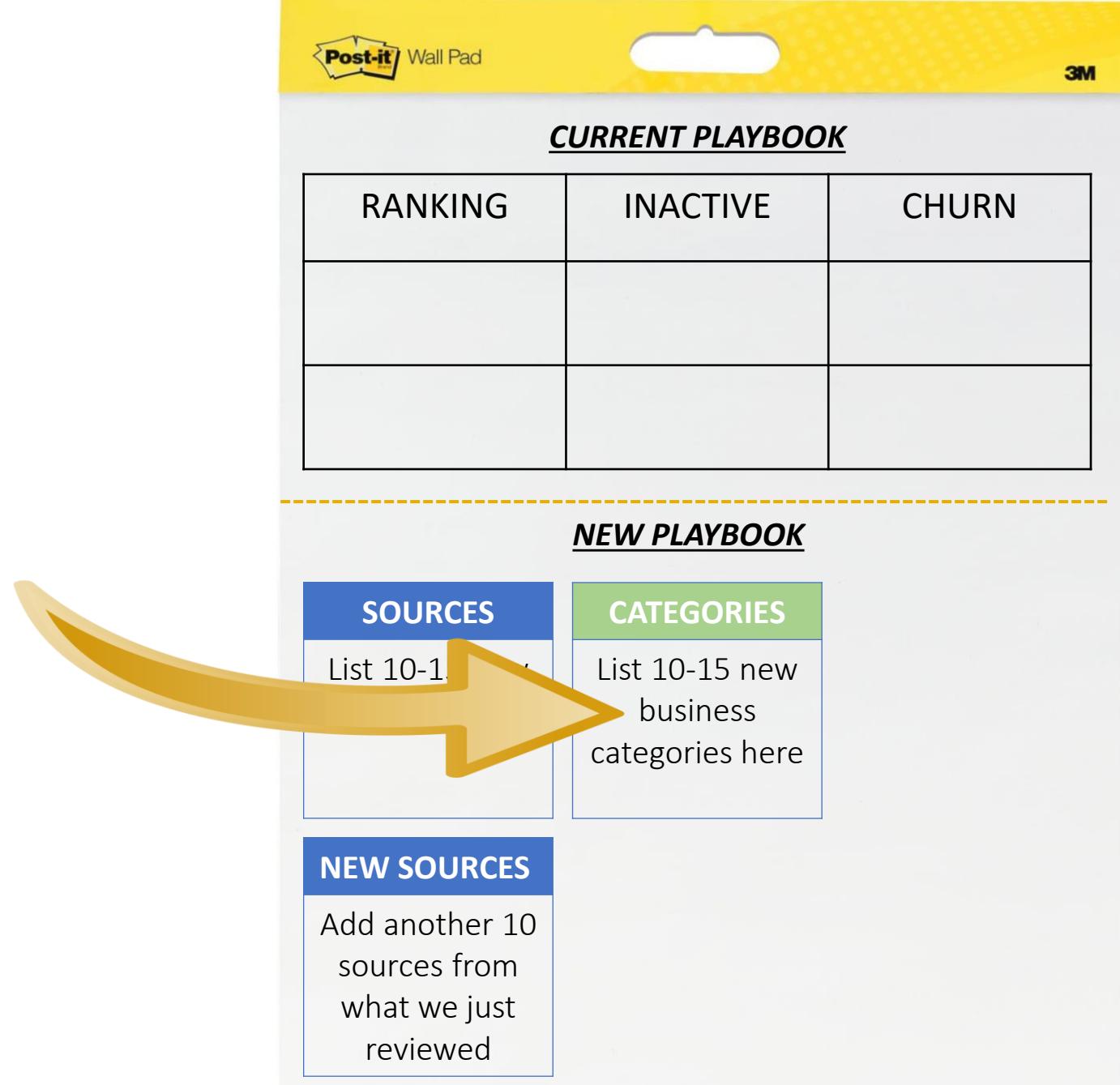
# QUICK EXERCISE

1. Identify 10 new business categories you should go after
2. They must be different than your current top 10 (top of sheet)
3. You have 2 minutes to identify 10 new categories that you feel have incredible potential over the next year.



# BUSINESS CATEGORIES

Based on all the great business categories that were just shared, please write down your top 10 favorites. They need to be different than your current top 10 and they cannot be high level categories. (e.g., healthcare or home improvement).



# TOP LOCAL BUSINESS CATEGORIES 2021



## TOP 10

1. ALL AUTO
2. PROFESSIONAL / LEGAL SERVICES
3. FURNITURE STORES
4. HOSPITALS
5. DENTISTS / MEDICAL
6. BANKS
7. PLUMBING & HVAC
8. BUILDING MATERIALS / HARDWARE
9. REPAIR / MAINTENANCE
10. CONSTRUCTION / TRADES

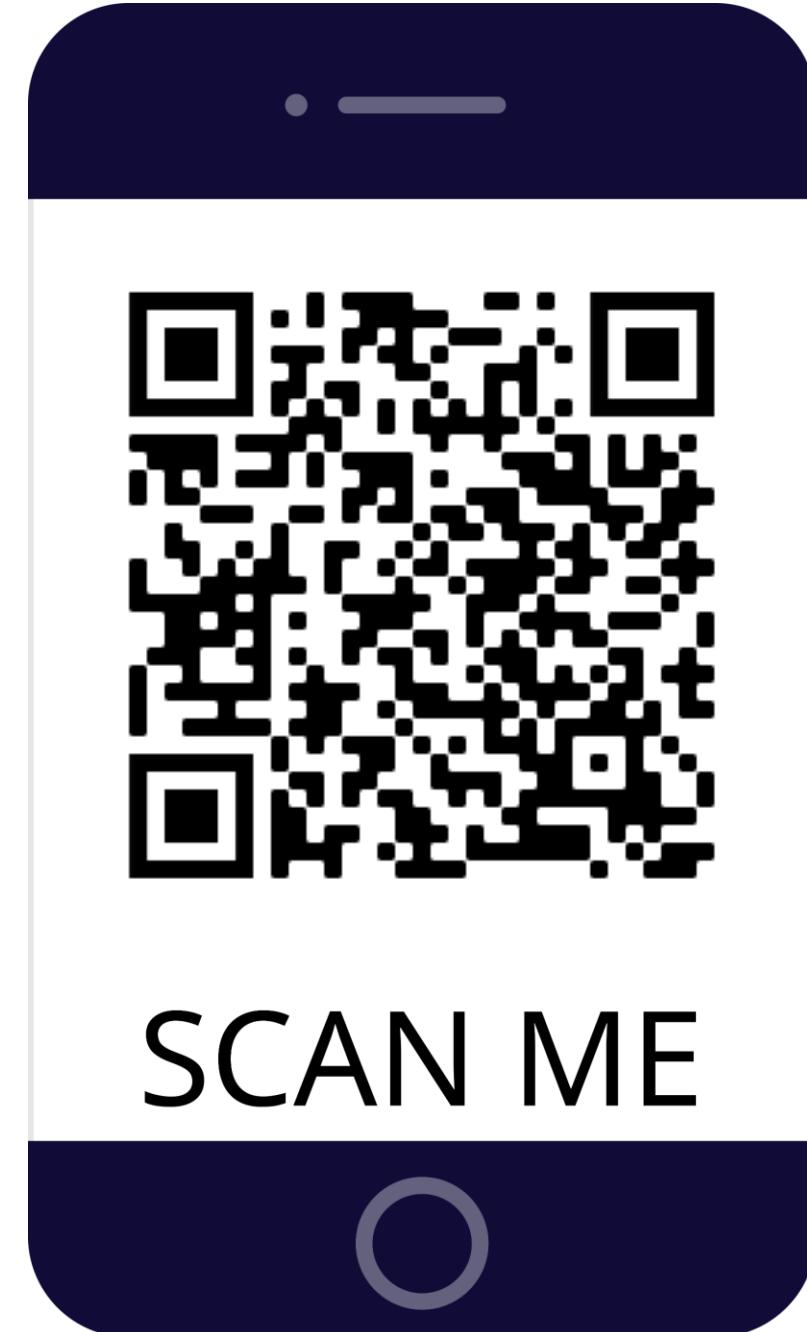
## NEXT 15

1. FAST FOOD
2. EDUCATION / SCHOOLS
3. GROCERY
4. INSURANCE
5. NURSING / RESIDENTIAL CARE
6. HOME FURNISHINGS
7. HEALTH / PERSONAL CARE
8. CASINOS
9. REAL ESTATE
10. ENTERTAINMENT
11. FLOOR COVERINGS
12. CASUAL DINING
13. UTILITIES
14. POOLS & SPA
15. RELIGIOUS

# 335 SIC BILLING CATEGORIES

Shopping/Retail	Other Services	Food/Beverage	Auto	Things To Do	Home	Health
Accessories Books Boutique Bridal Candle Candy / Treats Cell / Accessories Consignment Edible Arrangements Electronics Equipment Eyeglasses / Eyewear Fabrics Frame Furniture Gadgets Gaming Gift / Novelty Groceries Gun / Ammo Handbags/Purses Hardware Stores Health & Beauty Hobby Jewelry Kitchen Lawn Equipment Lingerie Maternity Mattress Mens/Women Clothing Music / Instrument Pawn Perfume, Makeup, Skin Plant Nursery Shirts (custom) Shoes Shopping Centers Smoke / Tobacco Sports Suits/Professional Wear Sunglasses Thrift Tools Travel Watches	Alterations Attorney's Business Career Catering Church Cleancers Computer Counseling Education Financial Funeral Home Hotel / Resort Identity Protection Insurance Landscaping Party / Events Personal Trainer Photography Rentals Salons Schools/Learning Spas Tailoring Tanning Tree, Landscape Removal Waste Removal Wedding	American Asian Bakery Burger Cajun Coffee Coffee Desserts Fast Food Healthy Ice Cream / Yogurt Italian Organic Pizza Sandwhich Seafood Smoothies Southern Steak Sushi	Accessories ATV Boat Brakes Detailing Education / Classes Engine Repair Insurance Loan Motorcycle Oil Change / Service Paint Parts/AfterMarket PRE-OWNED DEALERS Restoration RV's Scooter / Moped Security/Alarm Tire / Wheel Transmission Repair Transport Wheel Repair Window Repair	Arts / Culture Classes / Learning Comedy Food & Drink Events Hunting Kids Family Fun Music / Concerts Painting / Clay Skydiving / Handgliding Sporting Events	Animal Removal Air Duct / Dryer Vent Appliances Architect Art / Décor Awnings Beth Builders Carpet Cleaning Chimney Cleaning Services Electrical Energy Efficiency Fence Fire, Water Damage Rest. Floors Foundation Repair Garage / Door Garbage / Landfill Garden / Plants Gutter Home Décor Hurricane HVAC Kitchen Lawn Locksmith Marble / Granite Mattress Media Mosquito Treatment Painting Patio Pest Control Plumbing Pool Pressure Washing Remodeling Roofing Security Sewer / Septic Siding Stone / Masonry Storage Sun/Patio Rooms Supplies / Equipment Window/Gutter Cleaning Windows	Addiction Allergy / Asthma Audiology Bariatric Cardiology Chiropractic Colon Hydrotherapy Dentistry Cosmetic Dentistry General Dentistry Pediatric Dentistry Sedation Dermatology Ear Nose Throat Fertility Fitness Gastroenterology Hair Replacement Home Health Hospice Care Liposuction Med Spas Medical Equipment Medical Imaging Mental Health Mobility Services Nails / Manicure Nutrition OB/GYN Oncology Ophthalmology - Cataracts Ophthalmology - Lasik Oral Surgery Orthodontics Orthopaedics Pain Management Pediatrics Pharmacy Physical Therapy Plastic Surgery Podiatry Prosthetics Rehabilitative Services Senior Living Sleep Medicine Spine Urgent Care Urology Vascular / Vein Services Womens Health Wound Care
Real Estate Agents Appraisal Brokers Builders FSBO Home Inspection Insurance Mortgage Rental	Nutrition Organic Fresh Markets Vitamin Whole Foods	Alcohol Bars Beer Store Liquor Store Party Supplies Wine Store	Pets Bath Boarding Equipment Fencing Food Grooming Insurance Merchandise Pet Sitters Pet Walkers Supplies Training Transport Vet	Places To Go Local Attractions Recreation Travel Getaways Events Weddings	Sports & Recreation Bowling Camping Camps Fishing Golf Hunting Clubs Indoor Sports Kayak Tours Leagues Miniture Goif Paint Ball Shooting Range/Gun Training/Education	Fitness Gyms Crossfit Dance/Fitness Kickboxing / Martial Arts Pilates Pure Barre Reflexology Self Defense Spin Classes Yoga Zumba
Financial Auto Banks Investments Mortgage	Beauty Fitness Acupuncture Hair / Salon Hair Removal Hair Restoration Laser Lipo/Cellulite Reduc. Tanning Tattoo / Tatoo Removal Toenails / Nails Varicose / Spider Vein Waxing	Kids Bounce House After School Lessons Childcare Clothing Entertainment Gymnastics / Ballet / Etc. Health Learning Party Rentals Playsets Toys				

**DOWNLOAD  
THE CATEGORY  
LIST**





## SPRAY ON GRANITE

- New & Innovative
- Less demolition time
- Fraction of the price
- More design options



## REAL ESTATE

- The market is hot now
- Go after the top performing agents
- VIDEO
- Brand Builder



## RECRUITMENT

- Big Money
- Non-Traditional
- Passive Audience
- Quality over Quantity



## PEST CONTROL

- You can have fun with the creative on this!
- Competitive
- New Profit Centers

# SOME OF RYAN'S FAVORITE CATEGORIES

# EMPLOYMENT PROJECTIONS

## TOP 10 CATEGORIES | 10 YEAR FORECAST

[https://texaslmi.com/LMIbyCategory/  
Projections](https://texaslmi.com/LMIbyCategory/Projections)

CATEGORY
OCCUPATIONAL THERAPY ASSISTANT
BIOMEDICAL ENGINEER
HOME HEALTH AID
WEB DEVELOPER
PHYSICAL THERAPIST
NURSE PRACTITIONER
OPERATIONS ANALYST
MUSIC THERAPIST
PHYSICIAN ASSISTANT
PHYSICAL THERAPIST

# SERVICE COMPANIES



## QUESTION

*What's a customer worth for a landscaping company?*

WHAT'S THE COST  
OF LAWN SERVICE  
EACH MONTH?

**\$200**

HOW MANY MONTHS  
OUT OF THE YEAR?

**8**

How long does  
the average family  
live in a home?

**13 YEARS**

**1 NEW CUSTOMER = \$20,800**



LANDSCAPING CATEGORY



# YOUR MANAGER'S RECOMMENDATION

## TOP NEW BUSINESS CATEGORIES TO FOCUS ON

1. Elective Surgeries / Specialty Medical	\$3m
2. Legal: Family, Criminal, Bankruptcy	\$10.3m
3. Recruitment	\$3.3m
4. Retirement Homes	\$2m
5. Private Banks & Credit Unions	\$7.1m
6. Home Mortgage	\$3.5m
7. Retail Heating & Cooling	\$2.7m
8. Retail Carpet & Flooring	\$1.3m
9. Restaurants, Dining, Bar	\$6.7m
10. Pharmacy, Drugstores	\$3m
11. Schools & Universities	\$1.4m
12. Dental	\$6.5m
13. Optical	\$1m
14. Realtors / Real Estate	\$6.6m
15. Home Construction	\$1.4m



# JOEY BOHM

## TOP 10

### FAVORITE LOCAL CATEGORIES



1. Mission
2. Credit Unions
3. Home Health Care
4. Mental Health
5. Continuing Education
6. Public Service / Non-Profits
7. Utility Companies
8. Dentists (4)
9. Recruitment
10. Agriculture

# BUSINESS CATEGORIES

Based on all the great business categories that were just shared, please write down your top 10 favorites. They need to be different than your current top 10 and they cannot be high level categories. (e.g., healthcare or home improvement).



Post-it Wall Pad

3M

CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

NEW PLAYBOOK

<b>SOURCES</b> List 10-15 new sources here	<b>CATEGORIES</b> List 10-15 new business categories here
<b>NEW SOURCES</b> Add another 10 what we reviewed	<b>NEW CATEGORIES</b> List 10 new business categories here

# V.B.R. DEVELOPMENT

VALID BUSINESS REASON



# MY FIRST RECOMMENDATION

Don't do a  
Dwight!



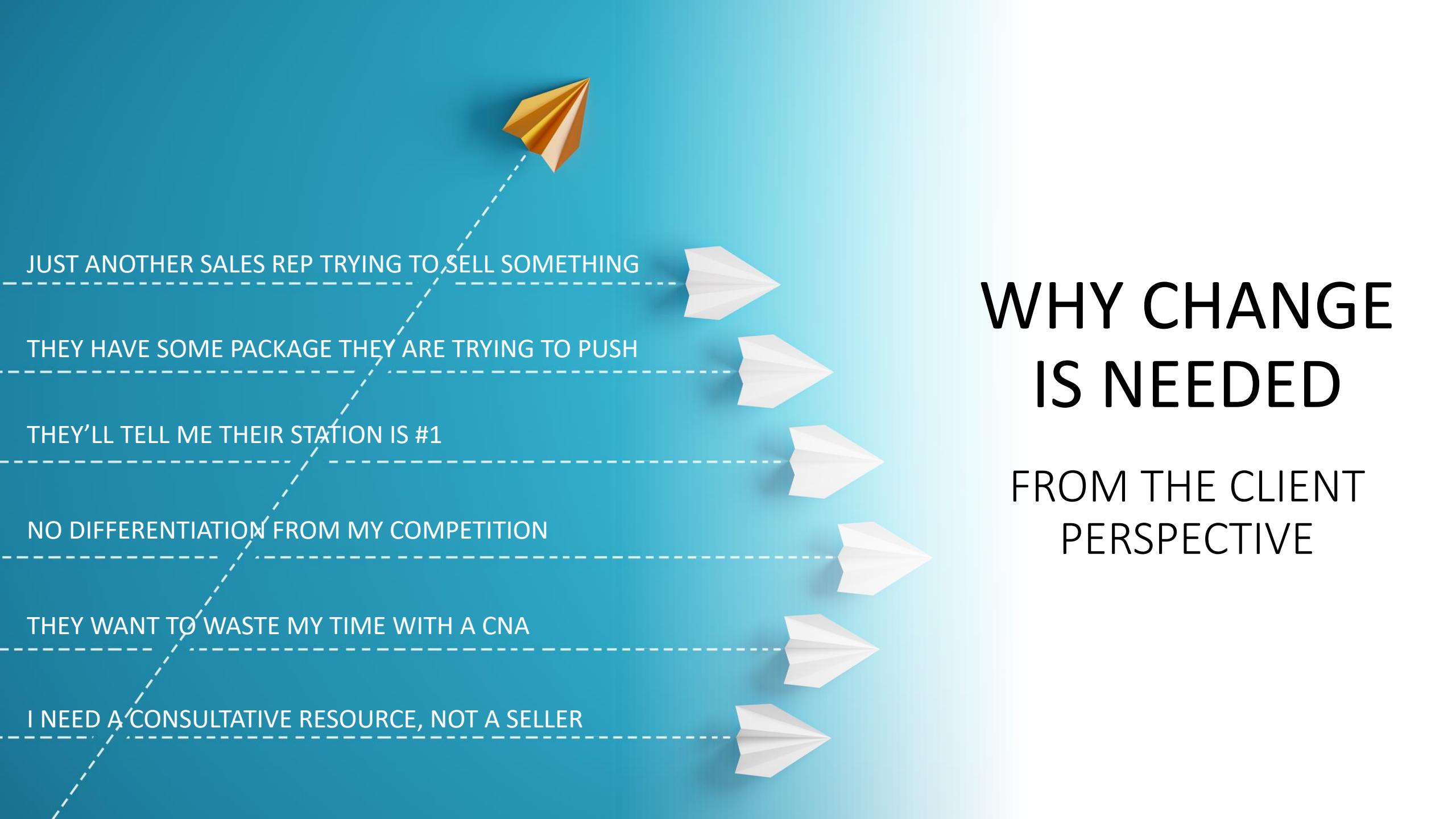
# ROUNDTABLE DISCUSSION

HOW DO YOU “INTRO”  
THE COLD CALL OR DROP IN?



# THE MOST COMMON INTRO'S WE SEE IN TRAINING

- I'd like to setup a time to conduct a CNA
- You are on my list and I'd like to stop by
- I'd like to stop by with my manager
- I want to talk to you about your advertising
- I saw your ad on another TV station
- I've got this really cool new Digital product you need to see
- I'm going to be visiting one of your competitors near you next week, how about I stop by
- We are the #1 station in the market
- Are you interested in growing your business



JUST ANOTHER SALES REP TRYING TO SELL SOMETHING



THEY HAVE SOME PACKAGE THEY ARE TRYING TO PUSH



THEY'LL TELL ME THEIR STATION IS #1



NO DIFFERENTIATION FROM MY COMPETITION



THEY WANT TO WASTE MY TIME WITH A CNA



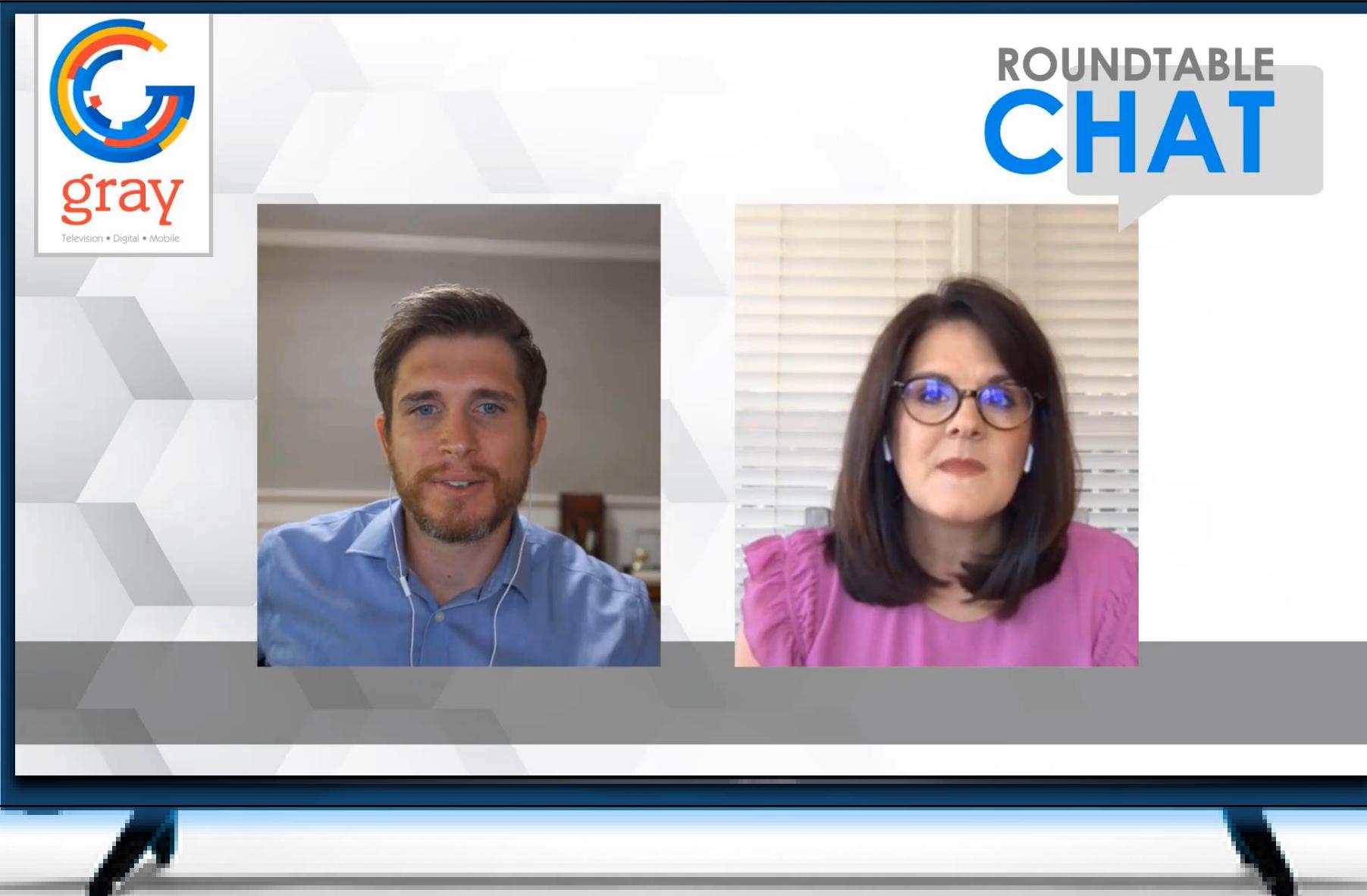
I NEED A CONSULTATIVE RESOURCE, NOT A SELLER



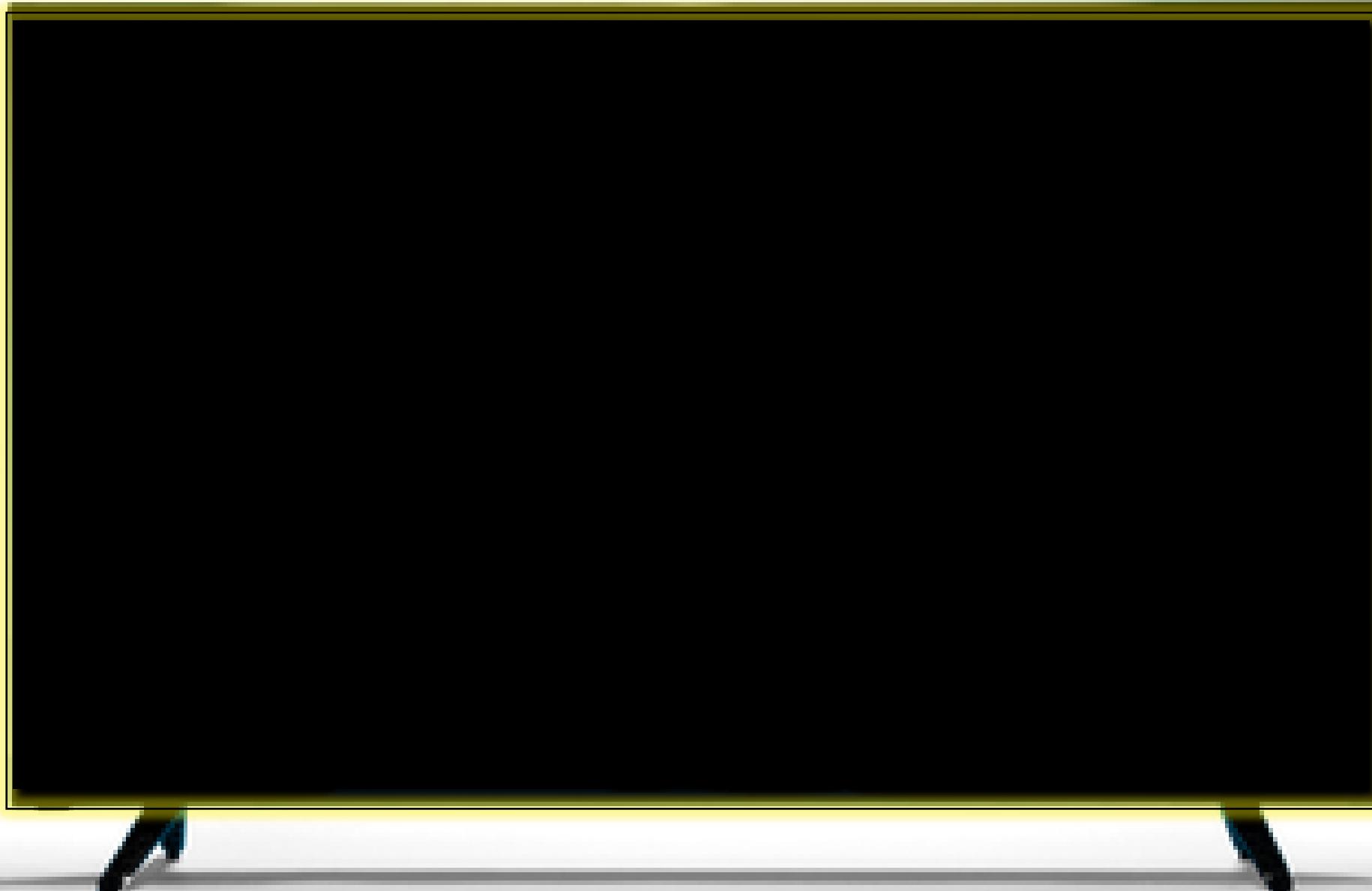
# WHY CHANGE IS NEEDED

FROM THE CLIENT  
PERSPECTIVE

# CLIENT INTERVIEW & PERSPECTIVE



# CLIENT INTERVIEW & PERSPECTIVE



LET'S TRY A NEW WAY  
TO ENGAGE OUR CLIENTS



# VALID BUSINESS REASON

**THE REASON THE TARGET WOULD WANT TO MEET WITH YOU**  
*AND NOT THE REASON YOU WANT TO MEET WITH THEM!*



INDUSTRY  
CHALLENGE



CATEGORY  
KNOWLEDGE



OPPORTUNITY  
OR IDEA



BUSINESS  
CONVERSATION



CONVICTION

# THE FIVE PILLARS

of a powerful VBR



INDUSTRY  
CHALLENGE



CATEGORY  
KNOWLEDGE



OPPORTUNITY  
OR IDEA



BUSINESS  
CONVERSATION



CONVICTION

# THE FIVE PILLARS

of a powerful VBR



dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY  
CHALLENGE



CATEGORY  
KNOWLEDGE



OPPORTUNITY  
OR IDEA



BUSINESS  
CONVERSATION



CONVICTION

THE FIVE PILLARS

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CONVICTION

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dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY  
CHALLENGE

The collision repair business is forecasted to be worth upwards of 225.2M in the Memphis area this year



CATEGORY  
KNOWLEDGE

Educating home-owners on why they should consult with you on HVAC system operating performance, energy efficiency and how to reduce air-born allergnes, are all critical reasons for creating a better home & life for any family



OPPORTUNITY  
OR IDEA

BUSINESS  
CONVERSATION



CONVICTION



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OPPORTUNITY  
OR IDEA

I'd like to schedule a business conversation soon to discuss your goals, where you want to be and strategize ideas on how we get you there quickly with a trusted message your customers can connect with!



BUSINESS  
CONVERSATION



CONVICTION

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BUSINESS  
CONVERSATION

**POWER** BALI

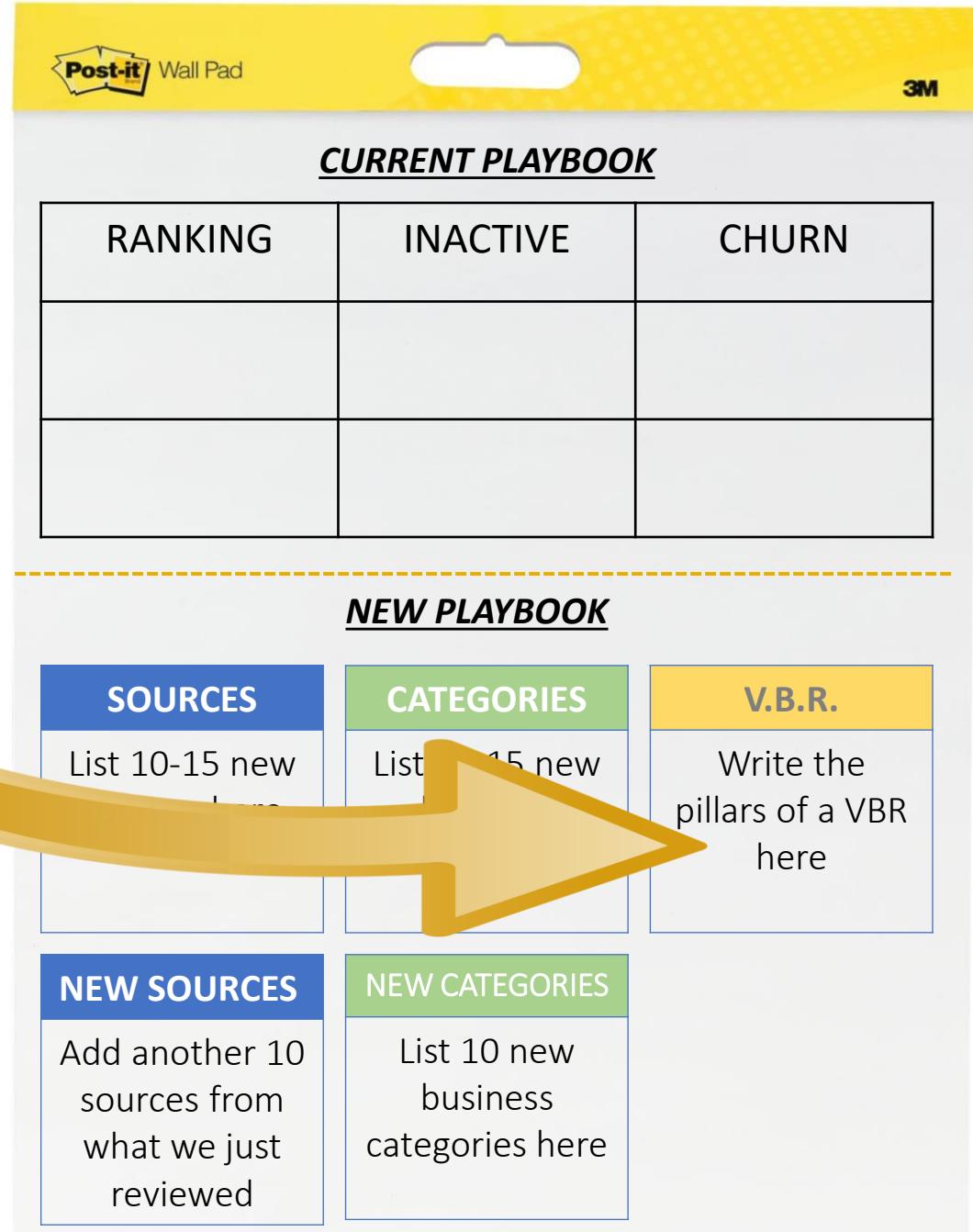


CONVICTION

# V.B.R. DEVELOPMENT

## STEP 1:

Write down the pillars of the V.B.R. on your brain-board sheet.



# REMEMBER

THERE ARE TWO WAYS YOUR CALL OR DROP -  
IN CAN BE PERCEIVED BY A CLIENT

Z.B.R.

or

V.B.R.

**ZERO** BUSINESS REASON

**VALID** BUSINESS REASON



LET'S MINE SOME **BIG GOLD!**

A technician wearing a cap and safety glasses is working on the interior of an HVAC unit. The unit has a large metal grille on the left. The technician is kneeling and reaching into the open compartment where the electrical components and wires are located.

# HVAC EXAMPLE



# Crafting A Valid Business Reason



Would you take  
this appointment?

Hi, this is Ryan with WPTA, I'd like to speak with the person in charge of your advertising and marketing...

**I want to stop by and talk to you about your advertising.**

What does your calendar look like this week?



**Better, but still  
NOT GOOD  
ENOUGH!**

Hi, this is Ryan with WPTA. I'd like to speak with the person in charge of your advertising and marketing...

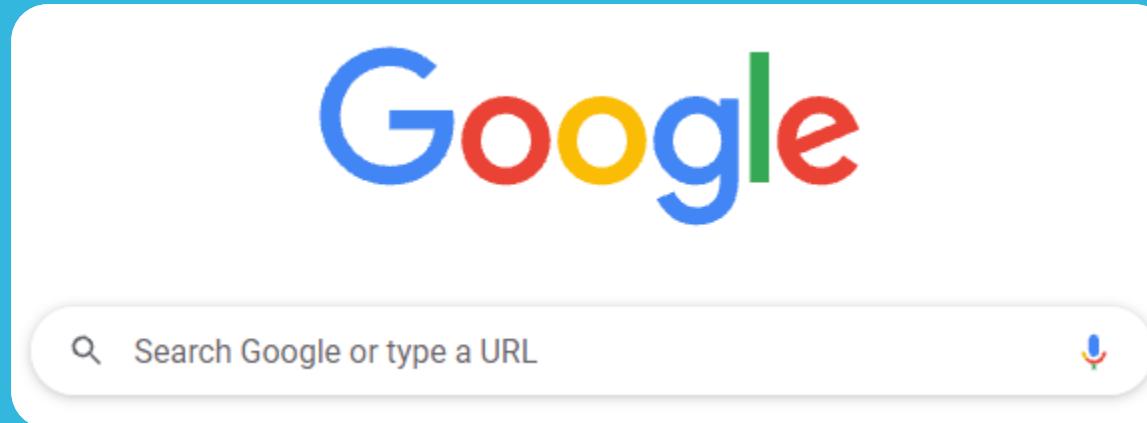
The Heating & Air industry is hot right now! I want to show you some ideas to grow your customers!

What does your calendar look like this week?

LET'S DO OUR  
HOMEWORK FIRST!



Site Source:



## SEARCH STRATEGIES:

*“HVAC INDUSTRY CHALLENGES”*

*“HVAC INDUSTRY RESEARCH”*

*“HVAC TECHNOLOGY ADVANCEMENTS”*

*“HVAC INDUSTRY CHALLENGES”*

*“WHAT CONSUMERS SHOULD KNOW ABOUT  
THE HVAC INDUSTRY TODAY”*

LET'S DO OUR  
HOMEWORK FIRST!



## INDUSTRY CHALLENGES

SEARCH STRATEGIES: "HVAC INDUSTRY CHALLENGES"

### SEARCH FINDINGS:

#### TOP 8 CHALLENGES IN THE HVAC INDUSTRY TODAY:

SITE SOURCE: <https://www.procrewschedule.com/the-top-8-biggest-challenges-in-the-hvac-industry/>

1. Complex Teams
2. Talent Crunch
3. **Changing Client Behavior**
4. **Climate**
5. Higher Costs
6. Competition
7. Fluctuating Busy Periods
8. Smart Home Challenges

LET'S DO OUR  
HOMEWORK FIRST!



## CATEGORY KNOWLEDGE

SEARCH STRATEGIES: "HVAC INDUSTRY FACTS" OR BGP CALCULATOR

### SEARCH FINDINGS:

ACCORDING TO THE BGP CALCULATOR:

- **\$119 billion will be spent on HVAC in 2021 (U.S.)**
- **Ft. Wayne has 297,000 households (or 0.266% of the U.S. HH)**
- **We estimate that \$352 million will be spent on HVAC alone this year in Ft. Wayne**
- **1 slice of that opportunity for you (or 1%) is 3.52 million!**

LET'S DO OUR  
HOMEWORK FIRST!



## OPPORTUNITY OR IDEA

SEARCH STRATEGIES: *BGP, YOUTUBE, GOOGLE, OR GET YOUR CREATIVE ON!*

### THE BIG IDEA

- Educate home owners – risks & opportunities
- System operating performance – avoid more expensive fixes later
- Quality of life – reduce air-born allergens
- BUILD TRUST

LET'S DO OUR  
HOMEWORK FIRST!



# THE BUSINESS CONVERSATION

- I'd like to have a BUSINESS CONVERSATION with you
- Discuss your goals and objectives
- Strategize with you on the opportunities ahead
- Show you how we can get to those objectives quickly
- Let's meet



Hi, this is Ryan with WPTA. I'd like to speak with the person in charge of all your advertising and marketing...

#### INDUSTRY KNOWLEDGE

As a business consultant & strategist, I recognize your industry is up against a few challenges from increased competition, to higher costs, which affects profitability, to higher expectations and turn-around time from clients, all while trying to recruit and retain the best skilled workers in the market.

#### CATEGORY KNOWLEDGE

However, there's one heck of an opportunity ahead for your business! The HVAC industry is expected to grow by 6% each year, over the next 8 years and consumer spending for your category will hit an all-time high of 352 million in just the next few years. One slice of that revenue pie is 3.5 million dollars to you!

#### OPPORTUNITY & IDEA

There's a real appetite from your future and potential customers for better solutions and they are willing to spend good money, and provide loyalty, to those businesses that know how to establish trust!

#### BUSINESS CONVERSATION

Let's get together soon and have a business strategy discussion around how we can connect you with the right customers, that are willing to spend money, and establish loyalty with a preferred quality service provider. How does your schedule look tomorrow?

IS THE SCRIPT TOO LONG?  
*NOT AT ALL!*

# EXERCISE

1. We are going to pair you all up in teams of two
2. A manager will pick a category for each team
3. Each team will develop a V.B.R in stages by each pillar
4. Then you'll have an opportunity to practice/pitch what you've developed
5. You have 40 minutes to complete this exercise





INDUSTRY  
CHALLENGE



CATEGORY  
KNOWLEDGE



OPPORTUNITY  
OR IDEA



BUSINESS  
CONVERSATION



CONVICTION

# THE FIVE PILLARS

of a powerful VBR

## IDENTIFY A KEY INDUSTRY CHALLENGE FOR YOUR CATEGORY

EXAMPLE: dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



## INDUSTRY CHALLENGE

\*You have 7 minutes



### CATEGORY KNOWLEDGE



### OPPORTUNITY OR IDEA



### BUSINESS CONVERSATION



### CONVICTION

## THE FIVE PILLARS

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## INDUSTRY CHALLENGE

*\*You have 7 minutes*

## IDENTIFY CATEGORY KNOWLEDGE

EXAMPLE: the collision repair business is forecasted to be worth upwards of 225 million in our market over the next year



## CATEGORY KNOWLEDGE

*\*You have 7 minutes*

## OPPORTUNITY OR IDEA



## BUSINESS CONVERSATION



## CONVICTION



# THE FIVE PILLARS

# THE FIVE PILLARS

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## IDENTIFY AN OPPORTUNITY OR IDEA FOR THE CATEGORY

EXAMPLE: Educating home-owners on why they should consult with you on HVAC system operating performance, energy efficiency and how to reduce air-born allergens, are all critical reasons for creating a better home & life for any family



## OPPORTUNITY OR IDEA

*\*You have 7 minutes*

## BUSINESS CONVERSATION



## CONVICTION



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*\*You have 7 minutes*



## OPPORTUNITY OR IDEA

## CREATE A BUSINESS CONVERSATION

EXAMPLE: I'd like to schedule a meeting with you to have a business conversation to discuss your goals, where you want to be and strategize ideas on how we get you there quickly with a trusted message your customers can connect with!

*\*You have 7 minutes*



## BUSINESS CONVERSATION



## CONVICTION

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*\*You have 7 minutes*



## BUSINESS CONVERSATION

**POWER BALI**



## CONVICTION



# ROLE PLAY TIME!



IMPRESSIVE  
**IDEAS THAT  
WILL GET YOUR  
FOOT IN THE  
DOOR!**

A black and white photograph of a man in a dark t-shirt working at a desk. He is looking down at a piece of paper. In the background, there is a whiteboard with various handwritten notes and diagrams. One note on the board says 'JUST THE'. The overall scene suggests a creative or professional workspace.

# NEED IDEAS

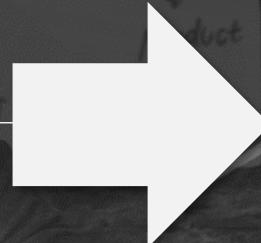
ON HOW TO MOVE BUSINESS  
FORWARD?

SCAN ME



# NEED IDEAS

ON HOW TO MOVE BUSINESS  
FORWARD?



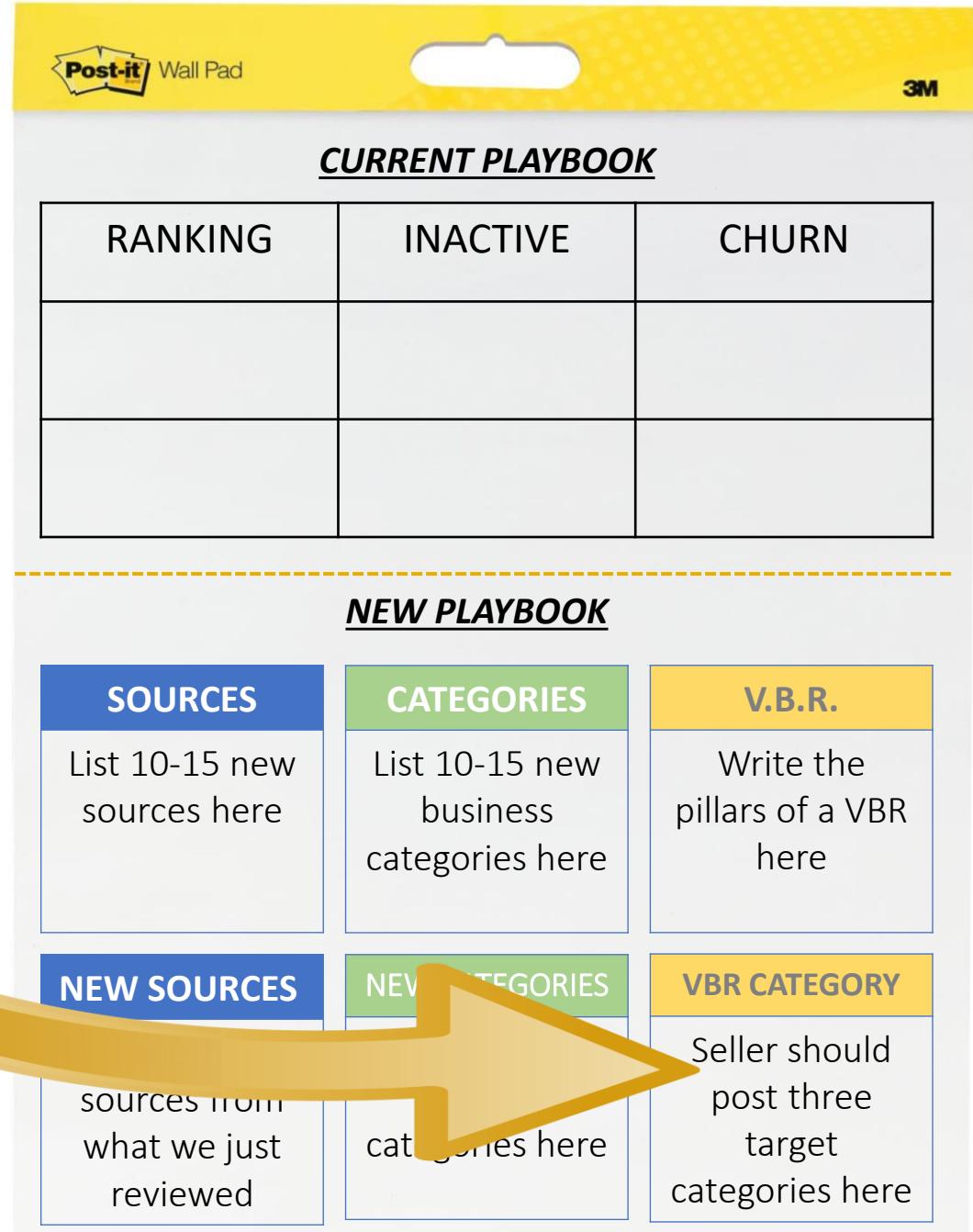
Need More Ideas?  
Contact Me

Ryan Burlison  
555-555-5555

# V.B.R. DEVELOPMENT

## STEP 2:

AE should pick three new categories from the middle column and write them down on the sheet.



# V.B.R. DEVELOPMENT

CATEGORY EXAMPLES



# EXERCISE

1. You're solo on this exercise!
2. Pick one of your three final VBR categories
3. You'll have 15 minutes to find industry challenges, category research and an idea
4. Work with a Trainer or Manager to help you find info for your category
5. There is a prize for the best V.B.R. pitch – TAKE THIS SERIOUSLY!





Hi, this is Ryan with KGNS. I'd like to be in charge of all your advertising and

V.B.R.

**Attorney marketing trends are trusted campaigns with strong connections and educational elements paramount in 2021.**

**As THE trusted brand in Laredo, we know community more than anyone else. It's the trust that drives awareness. Let's talk ideas!**

What day works best for you this week? Let's talk ideas that will build even more trust and awareness in our community?

# EXERCISE #2

## NEXT STEPS

1. Organize the intel you gathered into a script
2. Then, turn the script into a CONVERSATION!
3. You have 15 minutes
4. Leverage your assigned manager for consultation
5. The best V.B.R. pitch will take home a cash prize!



# ROLE PLAY

LET'S PUT ALL OF THIS TRAINING IN ACTION

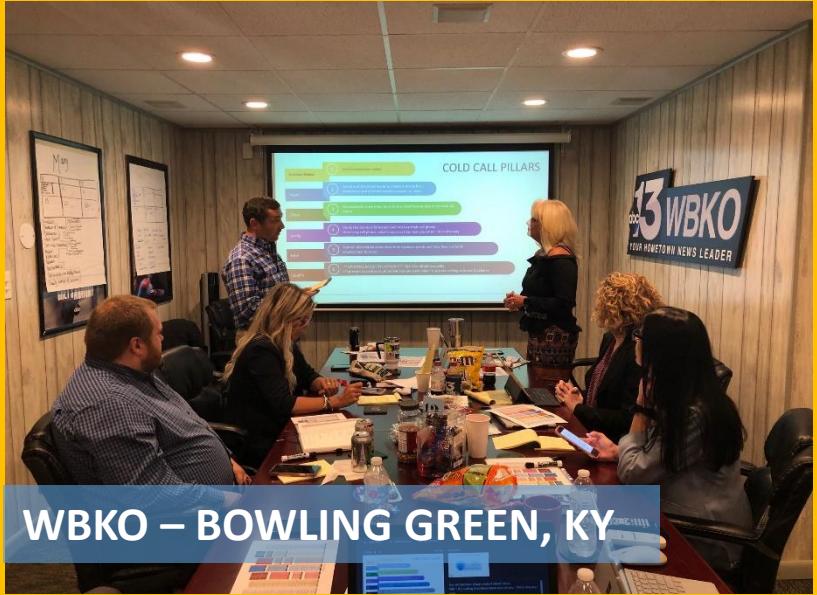
# BE CONFIDENT



**THE BEST V.B.R. PITCH  
AND OUR WINNER IS...**

## *next steps*

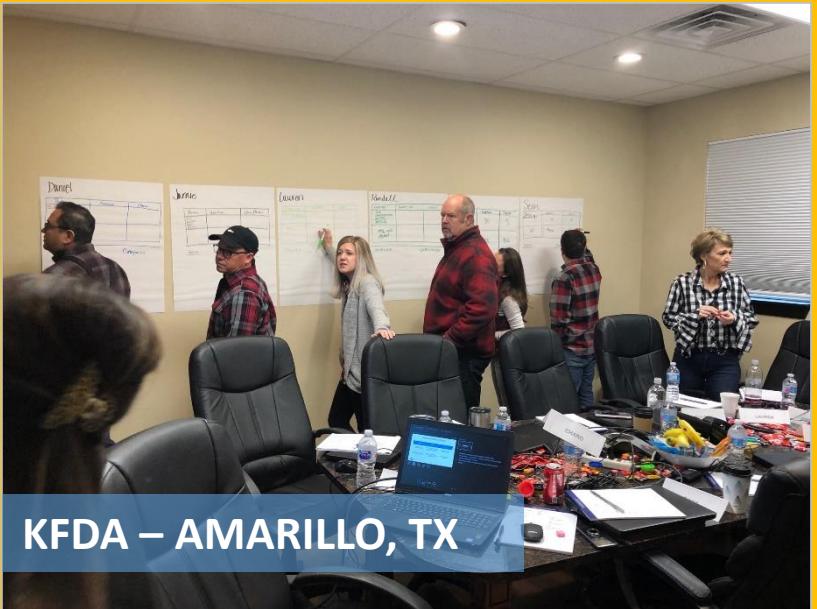
**What have other stations  
accomplished after this training?**



WBKO – BOWLING GREEN, KY



WBRC – BIRMINGHAM, AL



KFDA – AMARILLO, TX



KOSA – ODESSA, TX

# NEW BUSINESS WORKSHOP

SHARPEN YOUR  
HUNTING SKILLS

WHAT YOUR  
COLLEAGUES IN  
OTHER MARKETS  
ACCOMPLISHED



KFDA – AMARILLO, TX



KY3 – SPRINGFIELD, MO

256k  
New local direct  
In 8 weeks

879k  
Overall new business  
This year

# RESULTS

EXCEPTIONAL PERFORMANCE

559k  
New local direct  
In 8 weeks

984k  
Overall new business  
In 8 weeks

# NEXT STEPS

MARNIE IS SENDING ME INFORMATION....



**DOWNLOAD  
TODAY'S  
PRESENTATION**



**SCAN ME**





*What Questions*  
**DO YOU HAVE**