



Florida Newspaper Managers and Salespeople
are Cordially Invited to Attend The
2003 Annual F.N.A.M.E.
Summer Sales Seminar
Friday, August 15th

A Program for Newspaper Ad Reps and Managers

NAA YELLOW PAGES PROGRAM
Conducted by Bob Scaife

This program has proven to be a benefit not only immediately but in the long term as well for those member newspapers that have taken advantage of the program.

This program is what Bob calls a 4-hour “crash” course on Yellow pages and the opportunities that are available to newspapers in any given market, small - medium or large. If you want to find a way to increase ad revenues not only from new business/non-advertisers, but also would like increased ad dollars from existing accounts and advertisers looking for ways to increase their newspaper ad budgets but are having difficulty finding the money, then **THIS PROGRAM IS FOR YOU!**

The seminar covers how the Yellow Pages “Swat” team sells, their sales approaches with retailers in the market and the data and tactics they use in their presentations.

There is a review of the Yellow Pages ad codes and costs in the market but, most important, the program zeros in on how newspapers should be selling, including such things as an understanding what the Yellow Pages sales rep is really saying (or not saying) in his/her presentation, the readership and referral to Yellow Pages categories and how many references are made to a category with an advertiser/business name already in mind before looking. Program participants learn how to research their book, set goals and objectives, develop sales strategies and prepare a newspaper program for an advertiser.

The seminar is localized to the market including samples and ideas from the newspaper and local book and a “step-by-step” review of how to build new revenues.

Since inception of the program, Bob has conducted over 600 seminars at member newspapers and regional associations and has talked to over 6,000 newspaper representatives and advertisers.

THIS PROGRAM WILL BE WORTH IT!

NAA YELLOW PAGES PROGRAM

Summer Sales Seminar
Friday, August 15th , 9 a.m. to 1 p.m.

complete this form and mail or fax to:

Ms. Sandy Osteen, FNAME
8759 Bay Pointe Drive
Tampa, Florida 33615
Call: 813-882-4979 or Fax To: 813-290-9180

Register NOW! Deadline August 8th, 2003

Newspaper Name: _____

Contact Person: _____

Number of People Attending _____ X \$55=\$ _____

Check Enclosed Please Bill Us
Make check payable to FNAME

Name of Attendees:

Friday 8/15/03 at The Orlando Sentinel
Registration begins at 8:30 am
633 N. Orange Avenue / Orlando, Florida 32801
Program: 9 am to 1 pm / \$55.00 per person
Hurry! Deadline is Friday, August 8th, 2003

Directions: From Jacksonville to Orlando, go West on I-4 and exit at Hwy 50 (Colonial Drive), turn left and go to Orange Avenue. Turn right and enter at the gates on the left. The meeting is in the Conference Center which faces Colonial Drive, all gated driveways will be open. Or continue to next light (Concord), turn left. Parking on right.

Directions: From Ft. Myers to Orlando, take I-75 North to I-4 and go East. Take Amelia Avenue exit and go straight to Colonial Drive (Hwy 50), turn right and go to Orange Avenue, turn right and enter at the first gate on your left. Or continue to next light (Concord), turn left. Parking on right.

The meeting is in the Company Conference Center

**Register
Now!
Deadline August 8th**

Have all sales people bring a business card.

Send a promotional item from your paper for drawings.

