

Florida Newspaper  
Managers and Salespeople  
are Cordially Invited to Attend the



# 2005 Annual F.N.A.M.E. Summer Sales Seminar

**Friday, June 10<sup>th</sup>, 2005  
9am to 1pm**



**A program for  
Newspaper Ad Reps and Managers**

**LANDY CHASE**  
presents  
**SELLING  
AD VALUE  
EFFECTIVELY**

[www.landychase.com](http://www.landychase.com)

**Register Now!  
Deadline  
June 3rd, 2005  
FNAME.org**

When competing against other media, knowing how to persuasively communicate your publication's value is the key to justifying the advertising investment and winning the sale. This excellent, foundational session will provide proven, highly effective tools for explicitly conveying your unique value proposition. Participants will learn:

- What skill separates top performers from average.
- Why advertising sales are rarely lost on "price"
- How to present pricing to maximize perceived value
- How to integrate value into the price presentation
- How top achievers sell high-margin ad programs
- How to gain access to those with the power to say "yes"
- How to work effectively with ad agencies
- How to sell effectively to customer expectations
- How to move from selling ads to providing solutions
- "Power Tools" for persuasively communicating value
- How to negotiate a win-win agreement professionally
- How to close for the business professionally and effectively

