

Florida Newspaper
Managers and Salespeople
are Cordially Invited to Attend the



2007 Annual F.N.A.M.E. Summer Sales Seminar



Friday, July 27th, 2007

Diane Ciotta

presents

MULTI MEDIA SELLING

Why is Multi Media selling important?

-need to sell audience vs. circulation

How do you target the strongest prospects?

How to handle common objections

- talk about strengths of measurement
- spec ads
- specialists to assist in selling (assuming each paper has separate sales forces for the various Multi Media areas)

She will also incorporate needs based selling in her program, although more as a refresher and focus more on how it fits with selling something other than the core newspaper

A bit against the norm and quite outside the box, Diane Ciotta has been successfully presenting captivating skills refinement seminars to advertising sales executives and managers for 16 years. "I don't care what people want," Diane claims, "I only care about what they NEED."

Only in context can one appreciate the philosophies of Diane Ciotta, that have developed over the years since her experience of being a top producing Display Representative at The Flyer in Miami during the early 80's. "It was a kindergarten work-study program," Diane declares, "I went to school in the morning and worked all afternoon." Over nine years her experience additionally included both Classified and Display Sales Management. Now in the 18th year of taking her show on the road, Diane incorporates an uncommon ability to relate to her participants from a 'reality selling' perspective, while she humbly shares lessons learned from personal mistakes and professional mentors with sales professionals from dailies, weeklies, magazines, shoppers, and alternative publications across the country.

Even with an intense commitment to customer focus, Diane stands firm in her belief that the customer is NOT always right. However, she will remind you, that they do always have the right to make the ultimate buying decision, and that we can impact their decision by selling-out to being a consultant and not just another salesperson.

Register Now!
Deadline
July 18, 2007
FNAME.org



2007 Summer Sales Seminar “MULTI MEDIA SELLING”

Diane Ciotta

Friday, July 27th , 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 July 18th, 2007

Newspaper Name: _____

Contact Person: _____

Number of People Attending _____ X \$75=\$ _____

Check Enclosed Please Bill Us
Make check payable to FNAME

Name of Attendees:

Friday 7/27/2007 at The Orlando Sentinel
Registration begins at 8:30 am
633 N. Orange Avenue / Orlando, Florida 32801
Program: 9 am to 1 pm / \$75.00 per person
Hurry! Deadline is Wednesday, July 18th, 2007

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



Have all sales people bring a business card.

Send a promotional item from your paper for drawings.