

Florida Newspaper Managers and Salespeople are cordially invited to attend the

Register Now!
Deadline is
August 6, 2010
Only 25 Lines
Available



2010 Summer Learning Series Webinars

Cost per dial-in line is \$99 covers both webinars

Paragon Selling August 11, 2010 *a needs-based sales model*

**Training will be conducted by Cindy Ramsey,
Sales Training Consultant at the St. Petersburg Times**

The goal of Paragon Selling is to introduce the concept of needs-based selling and to present and enable participants to understand the difference between a large sale and a small sale, the importance of advancing the sale and the fundamentals applicable to determining needs. Specifically, participants will be able to:

- Describe the critical stages of a sales discussion
- Understand problems and ramifications associated with them
- Deliver intuitive sales advice that results in advances
- Understand the causes and cures for objections

Cindy has been employed with the St. Petersburg Times for 6 years and holds the position of Sales Training Consultant. Prior to joining the Times, Cindy was President of Corporate Information Solutions, where she provided sales improvement consulting to Fortune 500 companies and delivered Paragon Sales Principle training to corporations throughout the United States and Canada.



Digital Media Sales August 18, 2010 *an overview of best practices to engage local businesses in your online solutions*

**Training will be conducted by James Holmes,
Assistant Advertising Director at the Sarasota Herald-Tribune**

This webinar is a return to the basics, covering the fundamentals of incorporating your digital solutions into your customers' campaigns – ideal for both new salespeople and seasoned professionals, who need a refresher. Participants will be able to:

- Understand clients' digital needs
- Match customers with effective solutions
- Understand good creative
- Improve retention

James has been with the New York Times Regional Media Group since 1994, joining the Herald-Tribune Media Group in Sarasota as Online Sales Manager in 2006. He now oversees management of the Herald-Tribune's retail print, digital and direct mail sales efforts - across both local and national accounts.





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and marketing executives

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Register Now! Deadline August 6, 2010

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Webinar access information will be
received by August 7th

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Paragon Selling

Cindy Ramsey

Wednesday, August 11, 2010

8:30-9:30am



Digital Media Sales

James Holmes

Wednesday, August 18, 2010

8:30-9:30am

