



## Selling the consultative relationship way

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- Duration:** 3,5 days
- Target group:** Sales reps with more than 18 months of sales / consulting experience
- Topics:** Test your value selling skills  
How to build relationship with anybody  
Don't sell, help people buy  
Needs analysis  
Networking for sales  
The consultative presentation  
Managing customer relationships
- Requirements:** Knowledge above the level of „Advertising Training for Advanced Sales People“
- Trainer:** Hugo E. Martin (mcc consulting)

## Manage & motivate a winning sales team

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- Duration:** 5 days
- Target group:** Advertising Sales Manager / Senior Key Account
- Topics:** Manager of scarce resources  
Responsibility for profit planning  
Long term, short term paradox  
Customer types and segmentation differences  
Systems for market analyses, planning and control  
Lead, organize and manage the sales force  
Be a people developer
- Requirements:** minimum of 3 years sales and/or marketing experience
- Trainer:** Hugo E. Martin (mcc consulting)



## **Train - the - Trainer Workshop**

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- Duration:** 4 days
- Target group:** Heads of advertising / marketing depts.
- Topics:** The main topics have to be yield by the participants themselves at least two weeks before this seminar starts.  
The standard offer will content:
- How to require the best sales reps?
  - How to develop sales supporting tools
  - How to lead and to motivate the staff members
  - How to use moderation techniques
  - The use of creativity techniques
- Requirements:** Head of at least two staff members.
- Trainer:** Hugo E. Martin (mcc consulting)

## **Advertising Training – Advanced –**

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- Duration:** 3 days
- Target group:** Sales reps with more than one year sales experiences.
- Topics:** The main topics have to be yield by the participants themselves at least three weeks before the seminar starts.  
The standard program will content:
- How to deal with agencies (with exercises)
  - How to optimize fairs for advertising sales
  - Internationalizing efforts: „How to sell ads for other countries?“
- Requirements:** Knowledge about the contents of the seminar „Basics for Advertising Sales“.
- Trainer:** Hugo E. Martin (mcc consulting)



## How to Make Money With Internationalization

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**Duration:** 2 days each

**Target group:** Top-Management, Project Manager, New Business Manager

**Topics:** Get a hands-on-workshop with Hugo E. Martin on internationalization and learn how to recognize potentials and how to turn internationalization into a benefit for your enterprise. Following the workshop you can use additional services like scouting, coaching and mediation to make sure to reach your targets.

**\*\*\* How to Make Money With Internationalization I:**

Success Strategies for Internationalization of Your Publishing House and Brands

**\*\*\* How to Make Money With Internationalization II:**

How to Recognize Potential Markets and Find the Right Partners for Success

**Referent:** Hugo E. Martin (mcc consulting) in Berlin or as In-house-Workshop

Other subjects for trainings and workshops:

- **Brand-Extentions: How to maximize your income and preserve your brand**
- **CRM and CVM for Publisher**
- **Innovative Business models for B2B Publisher**
- **Public relation & Advertising for Magazine Publisher**
- **Relaunch of B2B and Special Interest Offers**
- **Value Analysis for Publisher**
- **How to increase value and budget share per subscriber?**
- **How to convert a “controlled circulation” into a value add paid circulation?**
- **How to benefit from eMail & Newsletter Marketing**
- **Brand-Extentions**



## Registration

Please use one order form per participant and per program.  
(Please make as many copies as you need first)

Name of the publishing  
House Magazine \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Contact \_\_\_\_\_

Dept. \_\_\_\_\_

eMail \_\_\_\_\_

Phone \_\_\_\_\_

We / I am interested in the following programs:

- Please mark your interest  -

- Advertising Sales – Basics –
- Getting & Keeping Subscriptions
- Advertising Sales – Advanced –
  
- Selling the consultative relationship way
- Manage & motivate a winning sales team
- Train-the-trainer workshop

Can you offer training / workshops

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Call me, I want to discussed the following topics:

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Date, Name, Signature