

# Sales Fitness Series



Our goal is to help increase your sales at a profit

The ENS Media *Sales Fitness Series* is by far our most successful and comprehensive business development and sales training program.

This is a three-part, three-year program, guaranteed to give you a minimum return of five-to-one on your consulting and training investment.

We are hands-on with your sales and management team, making sales calls, facilitating client workshops, and coaching your team to higher sales levels every month.

## Your Sales Fitness Series

### 1. Revenue Development

Your sales team will be trained in these proven revenue development strategies and tactics, and we'll actually implement programs to effectively hit the street and sell with our consultants.

**TOMA Research** – using local top of mind awareness surveys to crack more categories for your stations

**Competitive Immunity**- a client seminar that positions your stations as powerful marketing tools in your market

**Sound Advice**- a direct business-to-business marketing tool that promotes your media and generates new leads

**Selling Against Yellow Pages**- a training and sale blitz to persuade clients to book more with you and less with the directory of ineffective marketers.

### 2. Sales Training

Once per quarter we come to your market and conduct a custom-tailored sales training workshop based upon a training needs analysis we conduct in your market. These workshops include:

- Inter-active Real-life Cases Studies
- Tie-ins to Re-enforce Your Corporate Culture
- Pre and Post Training Exercises
- Grab and Go Techniques to take to the streets and sell

### 3. Management Consulting

Who motivates the motivators in your company? Our proven management consultants work with your management team to train, coach and mentor them in management best practices, not just in sales, but for all of your department heads and managers. You'll get:

- a Team Building Workshop which will result in every department enthusiastically working towards a common goal
- Training in Effective Coaching
- Training in Productive Meetings
- Regular Telephone Mentoring and Coaching

All ENS Media Inc. workshops include a money back guarantee if you are not completely satisfied.  
50% deposit due upon booking and balance due upon completion.