



Florida Newspaper Managers and Salespeople
are Cordially Invited to Attend The
2003 Annual F.N.A.M.E.
Summer Sales Seminar
Friday, August 15th

A Program for Newspaper Ad Reps and Managers

NAA YELLOW PAGES PROGRAM
Conducted by Bob Scaife

This program has proven to be a benefit not only immediately but in the long term as well for those member newspapers that have taken advantage of the program.

This program is what Bob calls a 4-hour “crash” course on Yellow pages and the opportunities that are available to newspapers in any given market, small - medium or large. If you want to find a way to increase ad revenues not only from new business/non-advertisers, but also would like increased ad dollars from existing accounts and advertisers looking for ways to increase their newspaper ad budgets but are having difficulty finding the money, then **THIS PROGRAM IS FOR YOU!**

The seminar covers how the Yellow Pages “Swat” team sells, their sales approaches with retailers in the market and the data and tactics they use in their presentations.

There is a review of the Yellow Pages ad codes and costs in the market but, most important, the program zeros in on how newspapers should be selling, including such things as an understanding what the Yellow Pages sales rep is really saying (or not saying) in his/her presentation, the readership and referral to Yellow Pages categories and how many references are made to a category with an advertiser/business name already in mind before looking. Program participants learn how to research their book, set goals and objectives, develop sales strategies and prepare a newspaper program for an advertiser.

The seminar is localized to the market including samples and ideas from the newspaper and local book and a “step-by-step” review of how to build new revenues.

Since inception of the program, Bob has conducted over 600 seminars at member newspapers and regional associations and has talked to over 6,000 newspaper representatives and advertisers.

THIS PROGRAM WILL BE WORTH IT!

