

# WELCOME

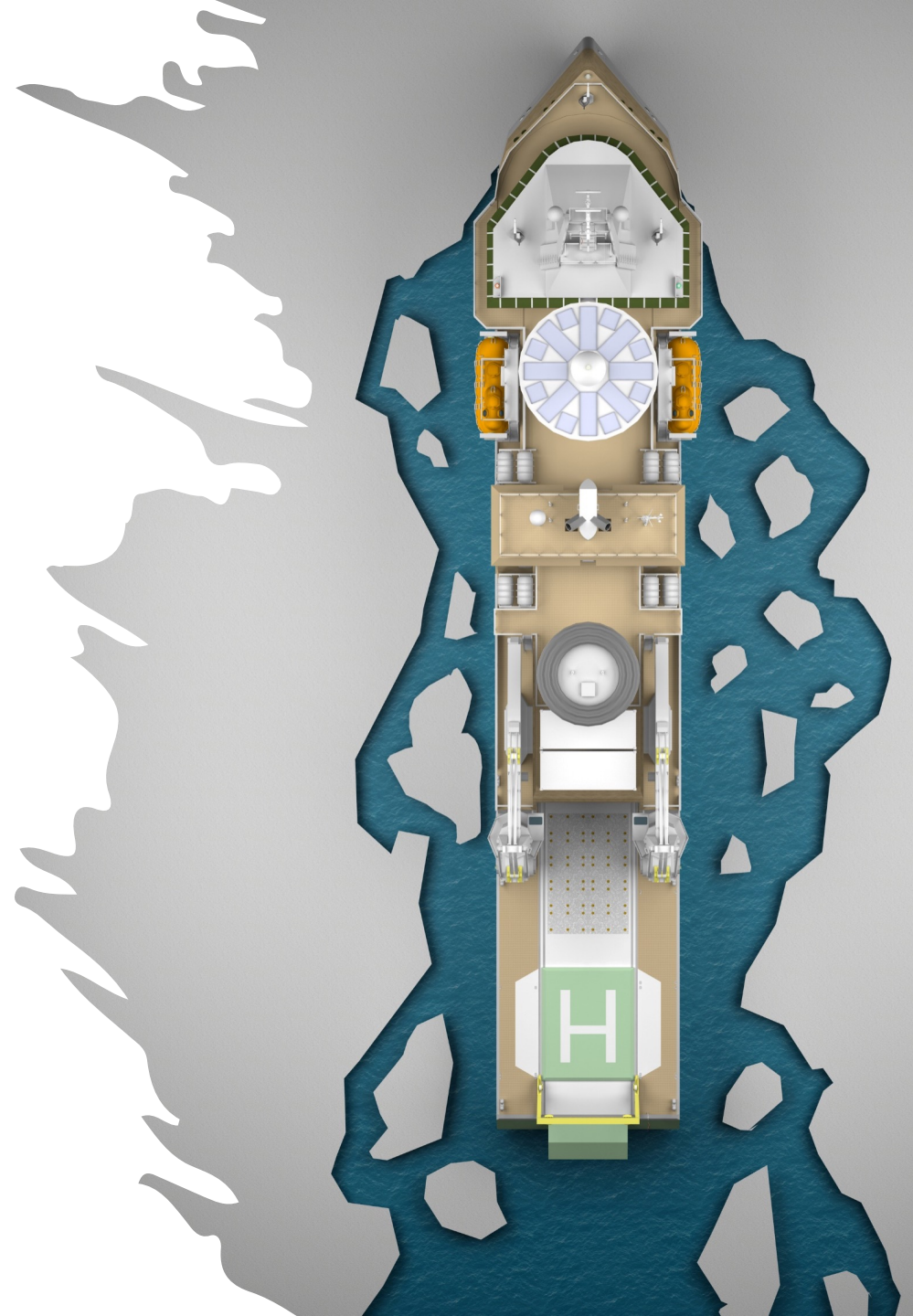
ADVANCED NEW BUSINESS  
WORKSHOP



"OBJECTION  
There's no m  
good digital d  
in our market,  
tapped it all

# ICE-BREAKER

- Name
- How many years in the business
- One fun fact about you!
- What do you want to get out of today



# TODAY'S AGENDA

01

## **SALES RESOURCES**

Getting more familiar with resources that will help generate more dollars

02

## **LOCAL RESEARCH**

A glimpse of the local market dynamics and spending

03

## **BETTER SOURCES, CATEGORIES & RESEARCH**

Sourcing and Category strategies that will help you hunt smarter

04

## **V.B.R. DEVELOPMENT**

Steps to crafting a great V.B.R.  
Cold call to HOT call

05

## **CREATIVE SOLUTIONS**

Creative solutions that get you in the door and in front of the decision maker

06

## **STRENGTH TRAINING**

Practice & develop your new skillset

**THIS SESSION WILL BE INFORMATIVE, COLLABORATIVE AND FUN!**



# OUR GOAL TODAY

Is to sharpen your capabilities, push you out of your comfort zone and make you the best at hunting new business opportunities



*BUT FIRST*

Let's show you how NOT to do a cold call.



# NUMBERS I WANT YOU TO KNOW

AIU 1,822 (-35)	HJI 20,369 (-580)	WWE 890 (-20)	PLO 6,350 (-200)	EER 10,985 (+580)	QRT 665 (-15)	OPY 6,800 (-115)
MBC 3,605 (+210)	LJH 9,542 (-128)	MJB 2,609 (+35)	PON 7,654 (+169)	NFR 6,522 (+122)	UGH 1,632 (-54)	OMJ 3,652 (+182)
YBV 3,320 (-120)	QMN 5,211 (+156)	MMJ 7,100 (-60)	IIT 7,150 (-150)	KLM 782 (+74)	CCX 1,901 (+101)	EMH 3,280 (-120)
MBB 3,320 (-120)	WFF 712	HJM	QLC	LSD 831 (+40)	SDH 6,287 (-57)	GHS 12,630 (+330)



gray  
Television • Digital • Mobile

# QUESTION

IS THE GOOD STUFF ALREADY TAKEN?

# OPPORTUNITY FUNNEL



How many billable accounts do you have currently in Q1 / 2023?

**225**

What % of your top 100 broadcast accounts are billing digital?

**28%**

How many inactive accounts are there over the past 24 months?

**241**

What's the worth of those clients?

**\$2.3m**

Total accounts in Matrix?

**2,328**

How many businesses are in the Hattiesburg area?

**16,771**

How many good SIC categories can pass credit at your station?

**7,817**

How many businesses generated more than 2 million in sales last year?

**4,665**

Net "good" opportunity

**16,546**



The image is a screenshot of the official website of Michael Watson, Secretary of State of Mississippi. The website header includes the Mississippi state seal, the name "Michael Watson" and "SECRETARY OF STATE", and navigation links: "Y'all Business", "Y'all Vote", "About Us", and "Contact Us". A quote from Michael Watson is displayed: "My mission is to make government smaller, more accessible, cost-effective and transparent while providing the highest level of customer service. I'm here for YOU!" with his signature below it. A large blue banner at the bottom of the screenshot contains the following information:

-  **2,216** Hattiesburg, MS
- New businesses established over the past 26 weeks and within 50 miles of Hattiesburg, MS

# NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **2,216** *NEW BUSINESSES* have been created within 50 miles of your station!

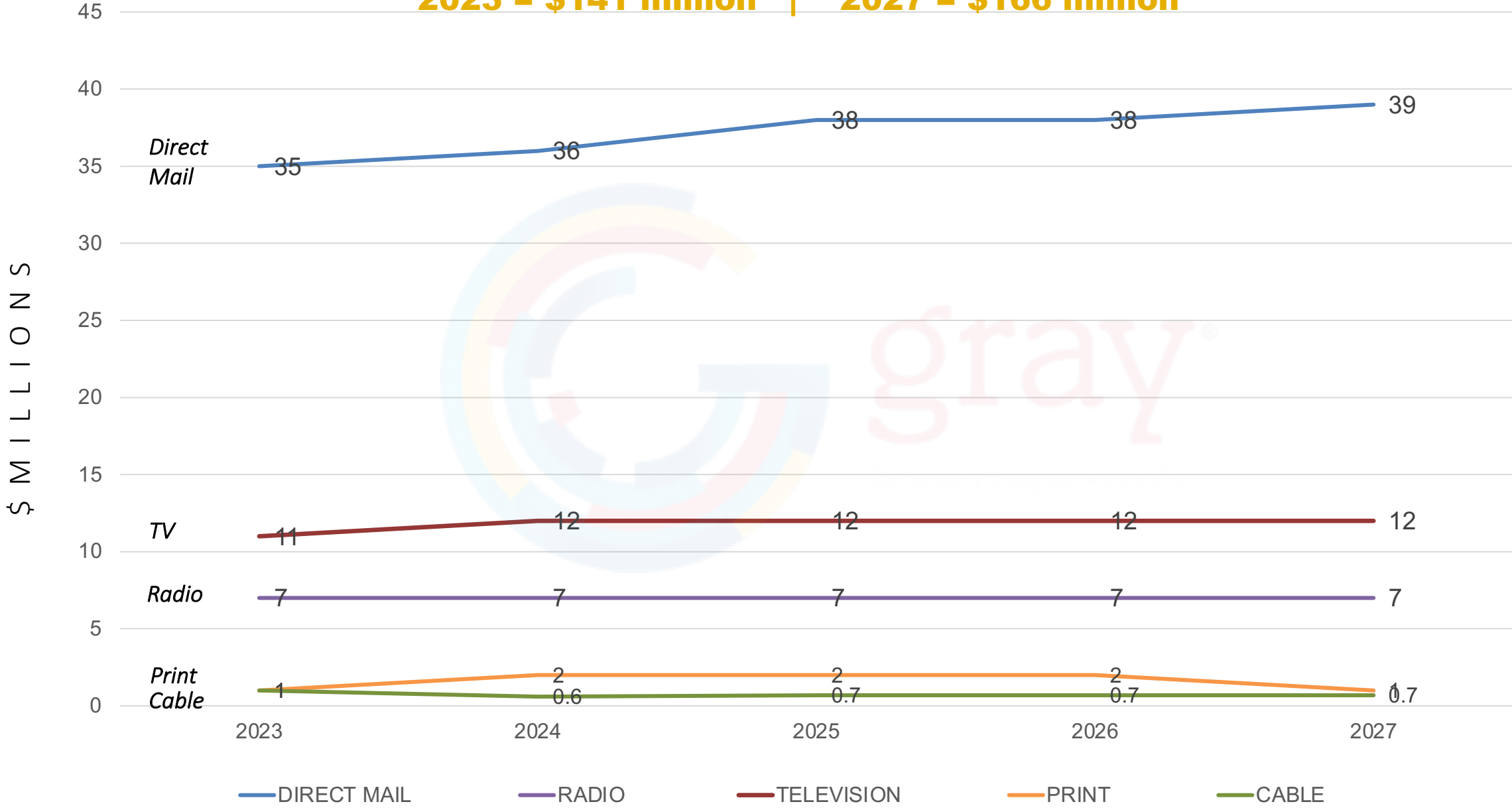
# QUESTION

WHAT WILL THE ADVERTISING SPEND  
LOOK LIKE IN YOUR MARKET THIS YEAR?

**\$141** *MILLION*

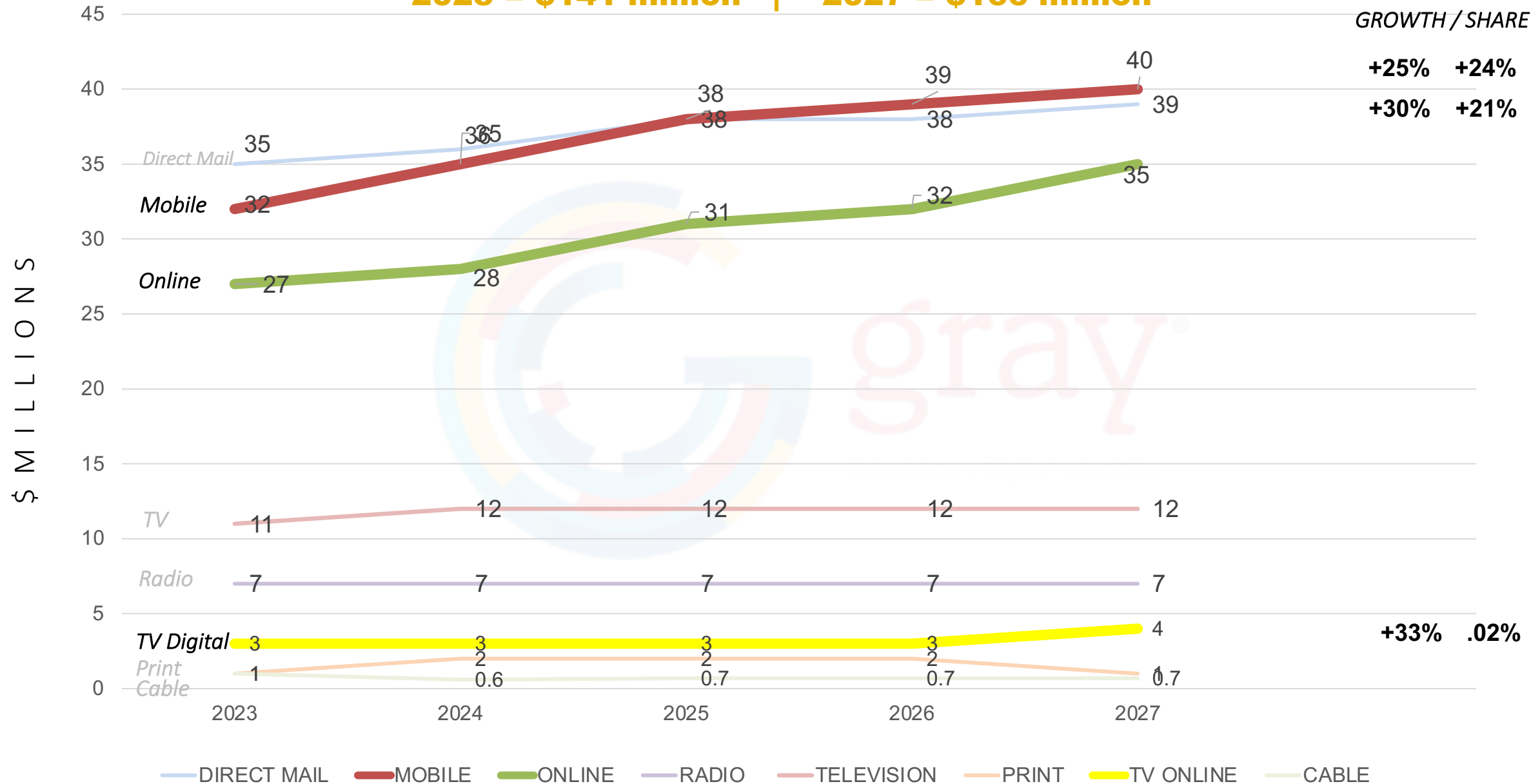
# COMPETITIVE LANDSCAPE – HATTIESBURG

2023 = \$141 million | 2027 = \$166 million



# COMPETITIVE LANDSCAPE – HATTIESBURG

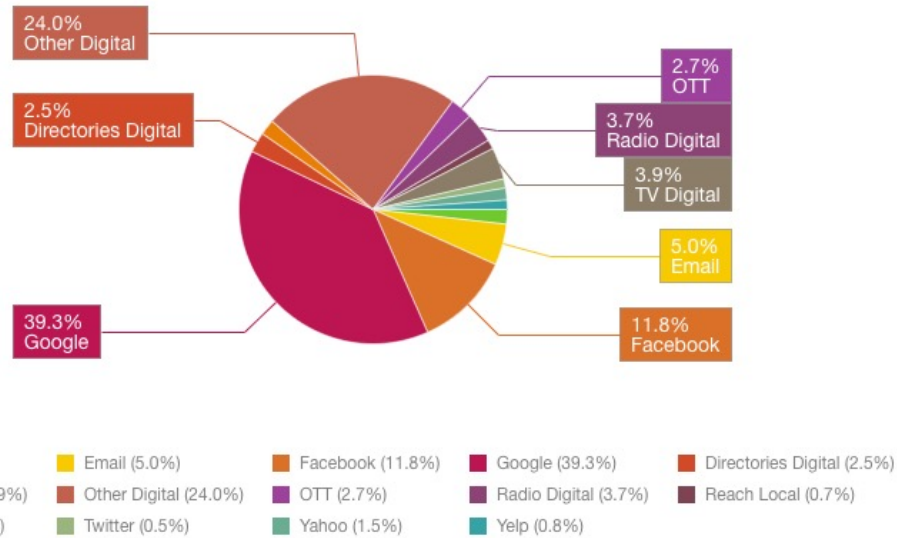
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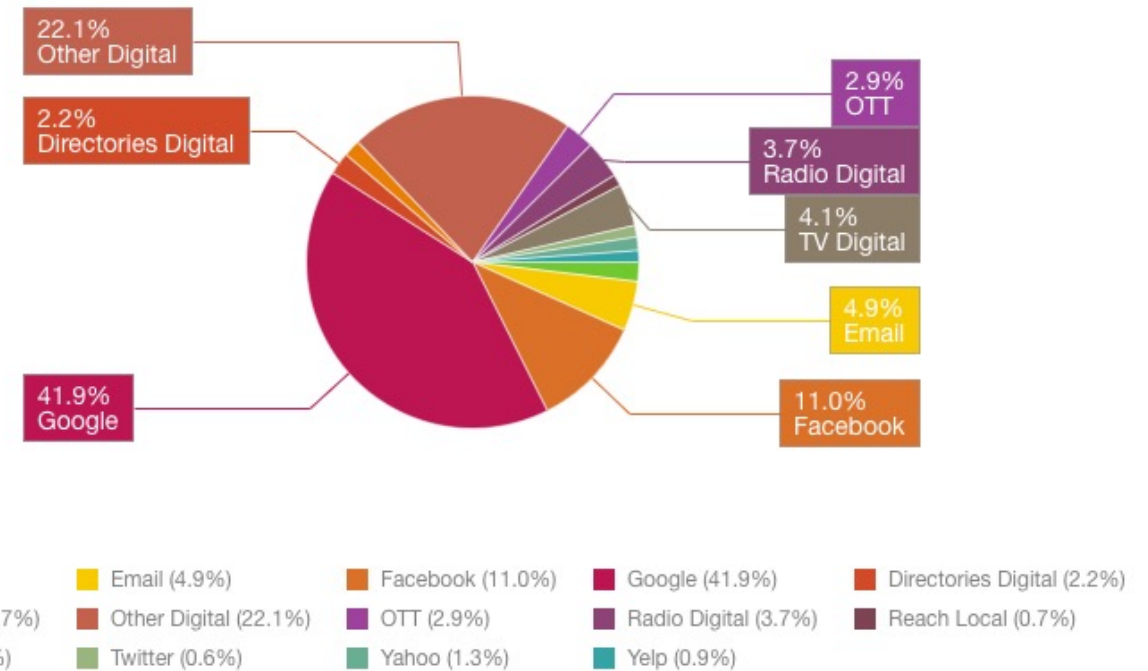
# DIGITAL AD SPENDING

HATTIESBURG, MS

2023 DIGITAL AD SPEND - 75 MILLION

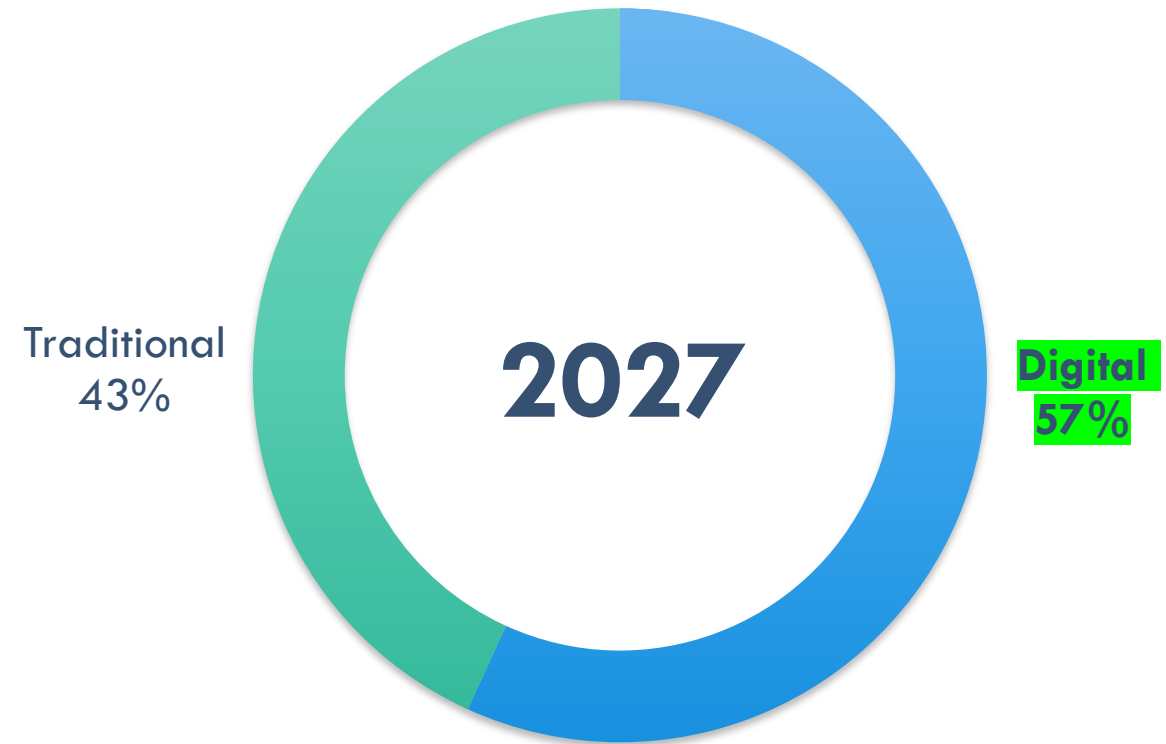


2027 DIGITAL AD SPEND 94 MILLION



# AD SPENDING

HATTIESBURG, MS



In 2021 Digital took over 50% of the local advertising spend in YOUR market.



**BY 2027, WHAT IS ONE DIGITAL SHARE  
POINT WORTH IN YOUR MARKET?**

**»» \$1.6 million**

# QUICK EXERCISE



# BEST OF REPORTS / MATRIX

## STRATEGIC REPORTS

1. Budget Report
2. Ranking Report
3. Churn Report
4. Inactive Report
5. Pacing Report
6. Revenue Summary

## DEALS REPORTS

1. Deal Status Report  
BY AE - Number of Deals, Status, Deal State, Lost, Won, Pending, Proposed, and Amount
2. Forecasting Report  
By Station or AE – Pending, TY, Forecast, Budget, Diff
3. Weighted Forecast Report
4. Sales Stage Report BY AE – Client, What Sales Stage, Time in the Stage, and Close Ratio
5. Forecast With Pipeline



**DRAW & WRITE  
OUT THE  
FOLLOWING...**

**\*USE TOP HALF OF SHEET\***



Post-it Wall Pad 3M

RANKING	INACTIVE	CHURN

---

# BRAIN-BOARDING EXERCISE

6 questions

5 minutes

Answer as many questions as you can, as  
accurately as you can in the time provided!

**READY?**

**SET?**



# EXERCISE – 5 MINUTES

## RANKING

What are your top 10 billing categories this year?

What % of your clients with TV revenue booked in 2022 also have Digital or OTT billing?

## INACTIVE

How many inactive clients do you have over the past 2 years?  
*(inactive for 3 mo., then go back 2 years)*

What is the \$\$ worth of those inactive clients with the provided timeline above?

## CHURN

How many current billing clients are at risk of not billing or renewing in the next 3 months?

What is the revenue risk for those clients?

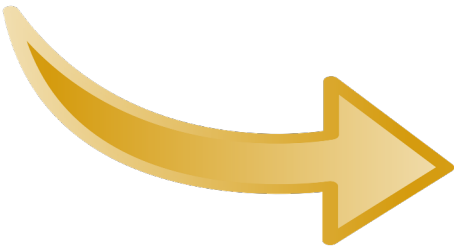
# SOURCES

# QUICK EXERCISE

1. Identify 10 great new sources you can use
2. No Media or search engines can be used
3. Go for new, unique, or innovative
4. You have 2 minutes
5. Build your list on your post it sheet

# NEW SOURCES

Based on all the great ideas, and sources, shared by the group today, please write down your favorites (top 10-15 sources) that you'll use moving forward.



Post-itWall Pad

3M

RANKING	INACTIVE	CHURN

NEW SOURCES

List 10-15 new sources here

NEW PLAYBOOK

# TRADITIONAL SOURCES

Google



YAHOO!



info.com



DuckDuckGo

The Chamber®





***MORE***  
***LET'S GET ^ CREATIVE***  
**AND IDENTIFY BETTER &  
MORE INNOVATIVE SOURCES**



The image shows a screenshot of the official website of Michael Watson, Secretary of State of Mississippi. The website header includes the Mississippi Secretary of State seal, the name "Michael Watson SECRETARY OF STATE", and navigation links: "Y'all Business", "Y'all Vote", "About Us", and "Contact Us". A quote from Michael Watson is displayed: "My mission is to make government smaller, more accessible, cost-effective and transparent while providing the highest level of customer service. I'm here for YOU!" with his signature below it. A human trafficking hotline number is also visible. A blue overlay at the bottom left features the Secretary of State seal and the following text:

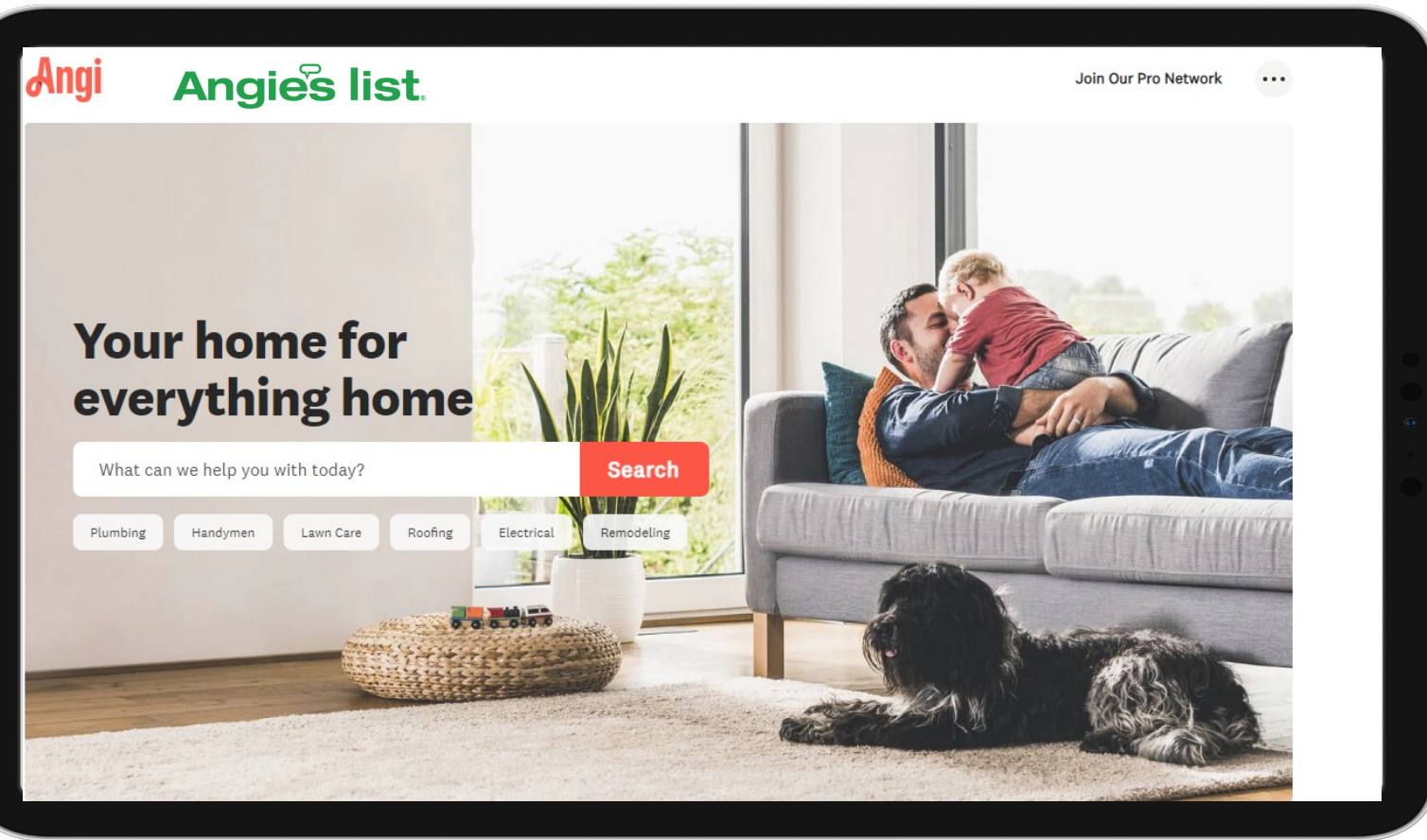
**2,216** Hattiesburg, MS  
New businesses established over the past 26 weeks and within 50 miles of Hattiesburg, MS

# NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **2,216** *NEW BUSINESSES* have been created within 50 miles of your station!

# HOME IMPROVEMENT

A Great Way To Find Local Categories & Businesses



## Insights

- Lots of local & regional contractors
- Great ratings and reviews
- Very competitive landscape
- Start-Up ground for home improvement bus.

## Strategy

- Don't start with the "A's," go with the "B's," also look for the companies that are aggressive to grow.
- Show them how you can build demand and trust in the community
- You don't need an Angi rating to determine your success

# LEGAL

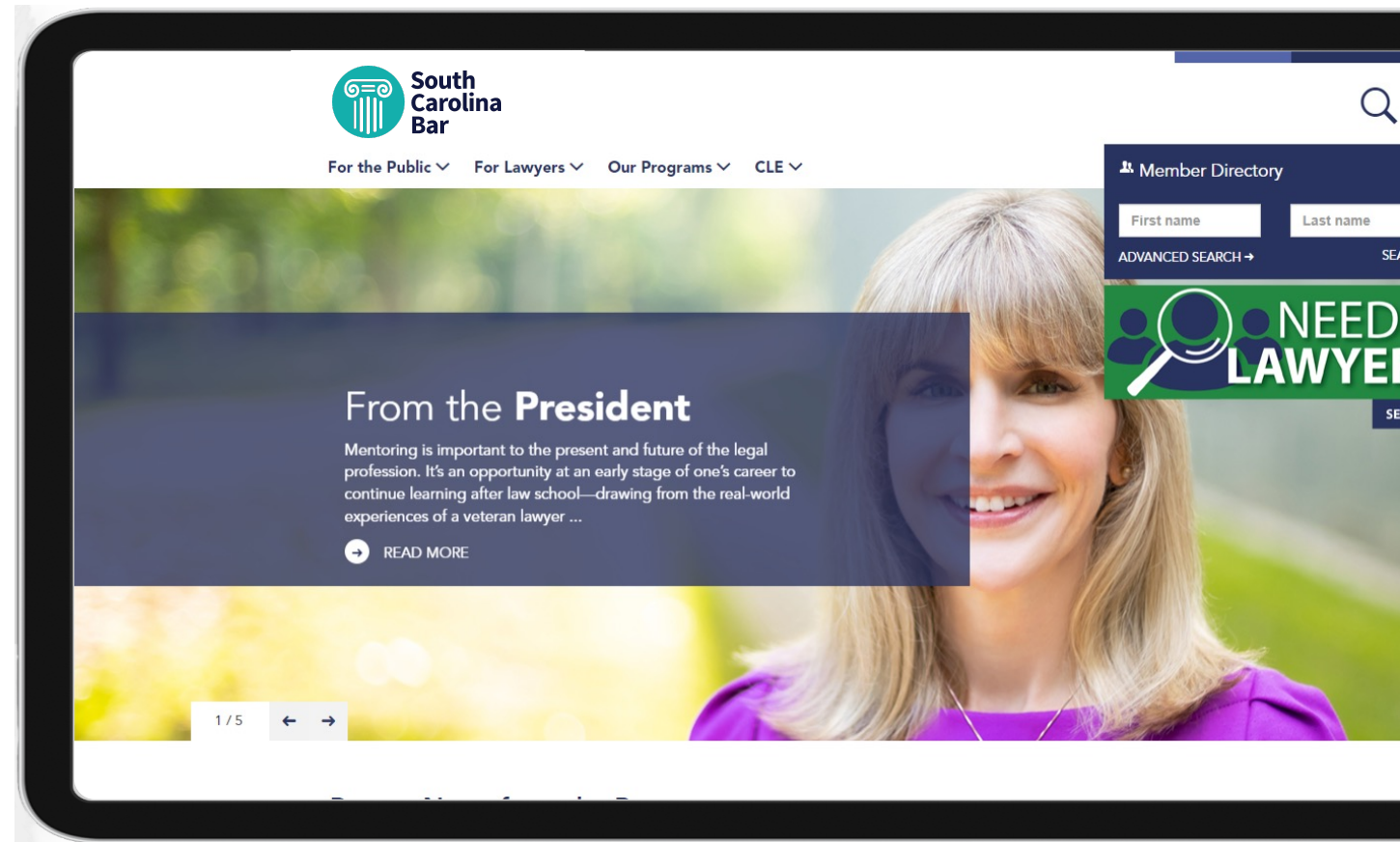
Identifying Opportunities

## Insights

- Find a Lawyer or Firm
- Learn more about their specialty & history
- Public Resources
- Legal Resources

## Strategy

- Search by specialty (consumer, criminal, education, etc.)
- Search by location
- Identify great firms that need marketing help!





# VEHICLE WRAPS

Identifying Opportunities

## Insights

- Wraps are EXPENSIVE!
- The business obviously cares about marketing their products or services
- What messaging are they trying to convey & is it the right one?
- Take their marketing further with video and audience

## Strategy

- When you're not driving, take a photo or video
- Make it your goal to find a dozen a week and save them to a special folder on your phone just for hunting new businesses
- Contact the business and focus on taking their message to the next level and with the power of VIDEO!

# YOUTH SPORTS

## Identifying Opportunities

## Insights

- Great “COMMUNITY OF INTEREST” Opportunities
- Attending Parents = Business Owners & Decision Makers
- Businesses that see the importance of investing

## Strategy

- If you have kids in youth sports, spend more time here
- Get to know other parents
- Build local core relationships

# YOUTH SPORTS

## KIDS SPORTING EVENTS



- Great “COMMUNITY OF INTEREST” Opportunities
- Advertisers are commonly church members or have friends and family that attend the church
- If they value the importance of advertising here, they will see the value with you too!

- Build relationships
- Network
- Find business owners or decision makers
- Become a trusted expert that can help
- Accelerate their results to the next level



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# CONSTRUCTION SITES

Identifying Opportunities

## Insights

- Building owner
- Tenant owner
- Construction company
- Stage of the process
- Estimated completion

## Strategy

- Snap a photo of the permit
- Make sure you have the permit #
- Contact the owner/tenant with a first in advantage





# KEY QUESTION:

If I search a business category, do they both show the same search results?

Google vs



# FACEBOOK

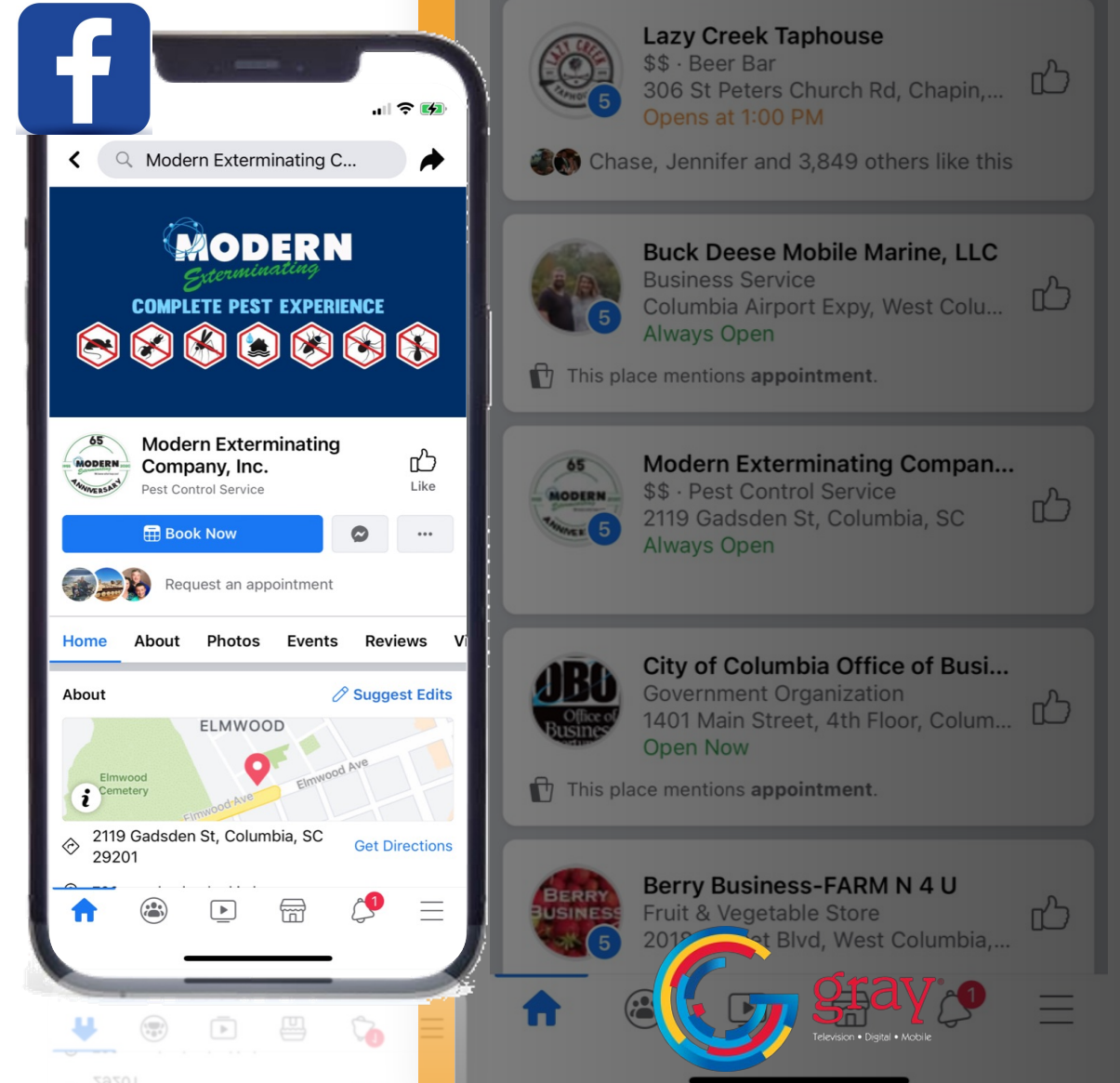
Great Business Opportunities

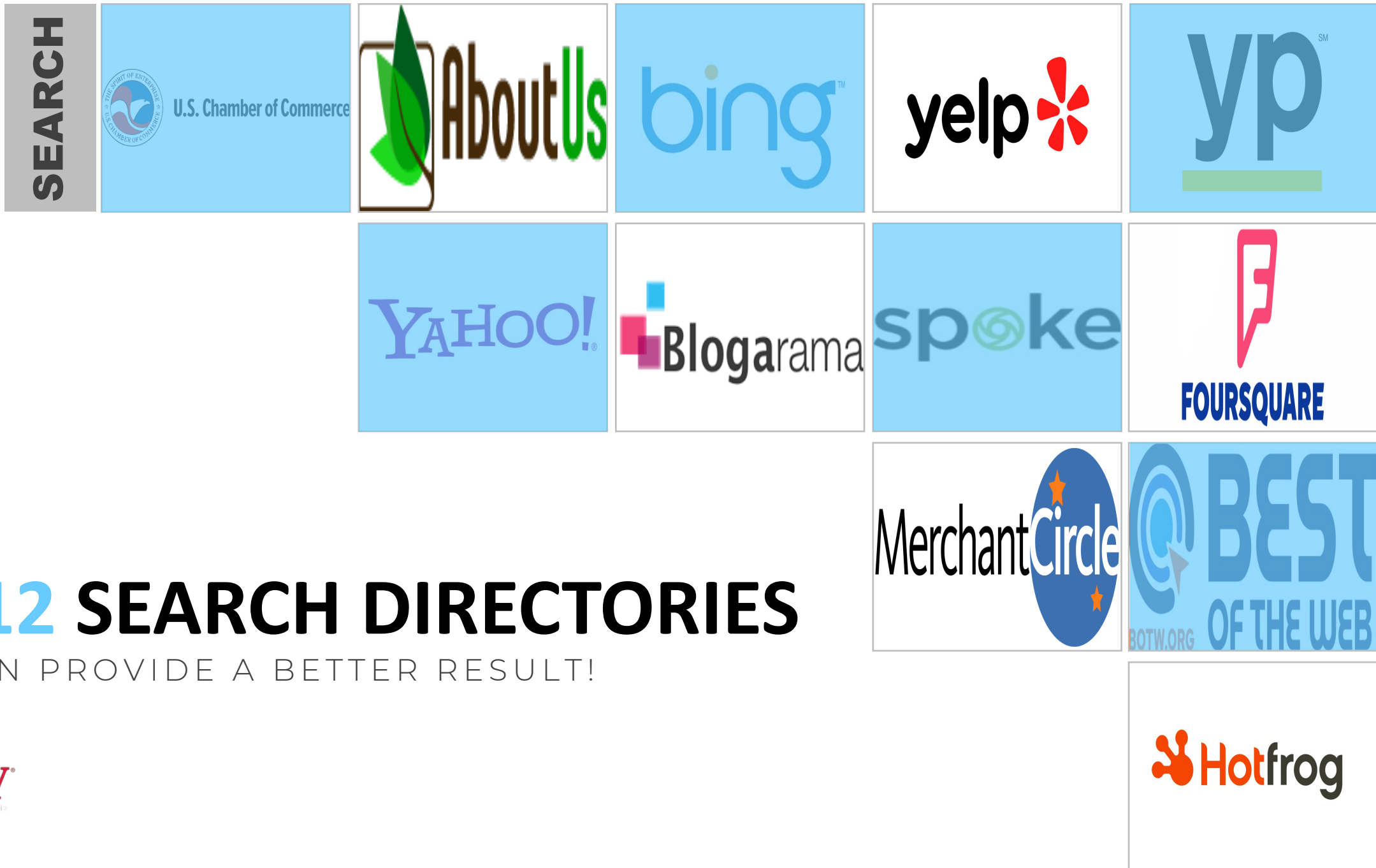
## Insights

- Search businesses nearby or at a specific location
- Filter by “open now,” takeout, or even product or price
- Filter in your friend ecosystem to personalize the search and better connect with your clients

## Strategy

- Search by businesses near me
- Search by business category
- Search by businesses near a location
- Find businesses your friends like –create a connection





# TOP 12 SEARCH DIRECTORIES

THAT CAN PROVIDE A BETTER RESULT!



# 21 Web Directories That Still Have Value

Do web directories still have value? Yes! Here are 21 directories with real traffic that could translate into real value for your business.



Amelia Willson / July 20, 2020 / 10 min read



# SEARCH

Enginejournal.com





Find Jobs

Salary Tools

Career Advice

Upload Resume

Find the right fit.

Job Title or Keyword

Popular Searches

Work from home

Part-time

Administration

Manufacturing



# RECRUITMENT

Big Money, Ongoing, Non-Traditional Revenue



## Insights

- Search businesses nearby or at any location
- See companies' top job postings
- Learn more about their culture (good or bad)
- Build a strategy for the good and the bad
- It's not just recruiting great people, it's branding them as the best employer too!

## Strategy

- TV reaches more PASSIVE QUALIFIED CANDIDATES
- It's about quality, not quantity
- Show the community your business is the best place to work, and why, through the power of video
- EOE | OFCCP

A man with a beard and glasses, wearing a blue suit and a light blue tie, is looking down at a smartphone in his hands. He is standing on a city street with tall buildings in the background. The image is split into two main sections: the left side shows the man, and the right side has a dark overlay with white text.

# PROXIMITY HUNTING

LOOK LEFT, LOOK RIGHT, OR JUST ASK SIRI!

- When you wrap up a meeting, take a minute to look around
- What business opportunities exist
- Use your phone to see everything nearby
- Maximize the opportunity to create new connections

***“SIRI, SHOW ME NEARBY BUSINESSES”***



# PRINT TO VIDEO

INCREDIBLE OPPORTUNITY WITH WAYMARK

VIDEO IS THE MOST **POWERFUL TOOL** IN YOUR TOOLKIT – **USE IT!**

## Strategy

- Browse your local newspaper and magazines for print ads
- Create a video campaign with Waymark
- Go see your client and impress them!



<https://waymark.com/preview/c503268d-5a80-4d94-a33e-d730fb19af27>


# DIRECT MAIL TO VIDEO


## INCREDIBLE OPPORTUNITY WITH WAYMARK


**TAKE THE NEXT STEP**


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Of course you're ready. **You've always been ready.** You just didn't know it yet. Becoming an OTC Eagle is pretty simple. In just a few short steps you'll be enrolled, registered and ready to go. **We can't wait to have you join us.**


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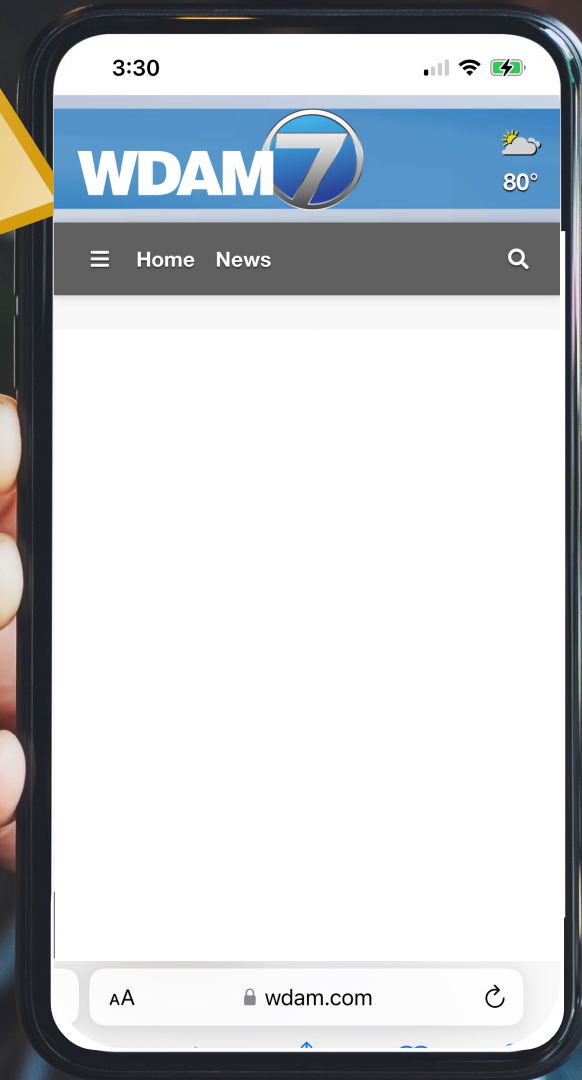
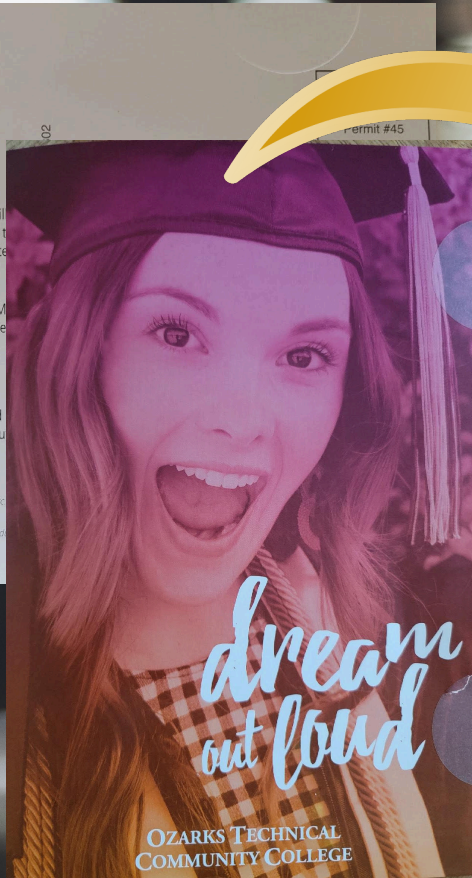
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# FIND ANY BUSINESS

Effective Business Targeting With Ease!

## Insights

- Search and find any business in your area
- Search by SIC or NAICS code
- Filter businesses out by credit rating
- Identify businesses that advertise based on tax records

## Strategy

- I recommend every sales manager purchase this (\$50 a month)
- Share leads based on target categories with your sellers
- Identify new accounts to replace churn accounts
- Identify potential consumers by lifestyle choices in geo regions

The screenshot displays the InfoFree website interface. At the top, the logo "infofree.com" is visible with the tagline "Helps you find new customers to grow your sales". Navigation links include "Home", "Previous Searches", "Previous Downloads", "Business Profiles", "Person Search", and "Contact Manager". A user status bar shows "18,296 Credits Remaining" and links to "Q&A", "Tutorials", "Contact Us", "Account", and "Sign Out".

The main section is titled "All Businesses" with the subtitle "Search among 15 million U.S. businesses". It features buttons for "New Search" and "Restart Search". Below this is a filter bar with tabs for "Geography", "Type of Business/SIC", "Business Size", "Other", and "Omit". A red message states "Selection required for Geography" with buttons for "Next Selection" and "I'm Done, View Sales Leads".

The "Geography" section includes search options: "Search by ZIP code (up to 15)", "Search by City (up to 5)", "Search by County (up to 5)", and "Search by Territory on a Map". The "Search by Territory on a Map" option is selected, showing a map of Texas with a green radius search area centered on Sherman, TX. The map includes labels for various cities and regions, and a search bar at the top left of the map area.

On the right side, a "Sales Leads Selected" box shows "30,424" with an "Update Count" button. Below this is a "Selected Criteria" box showing "Geography" and "Radius" with a description: "User Defined Area: 50 mile radius near Denison TX 75020".

At the bottom left, there is a logo for "gray" with the tagline "Business Intelligence".

# TRADITIONAL SOURCES

COMMON SOURCES THAT OFFER GREAT  
VALUE IN FINDING LOCAL BUSINESSES

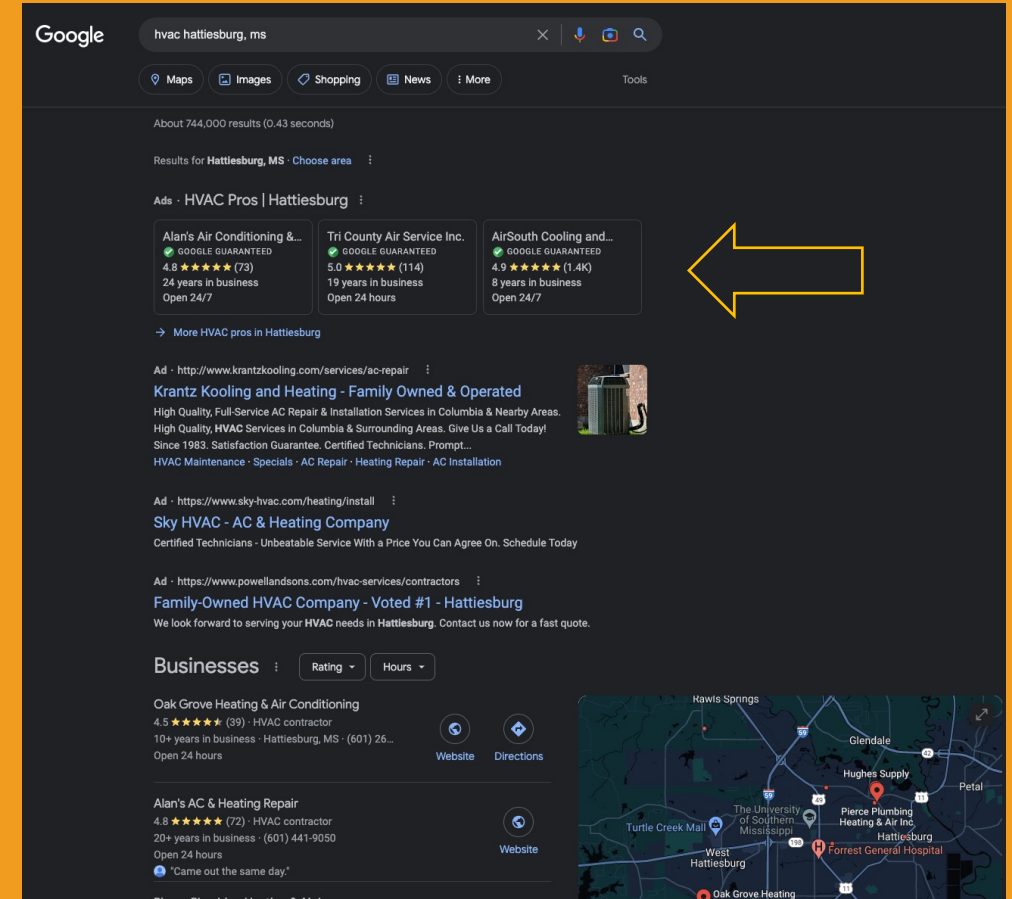


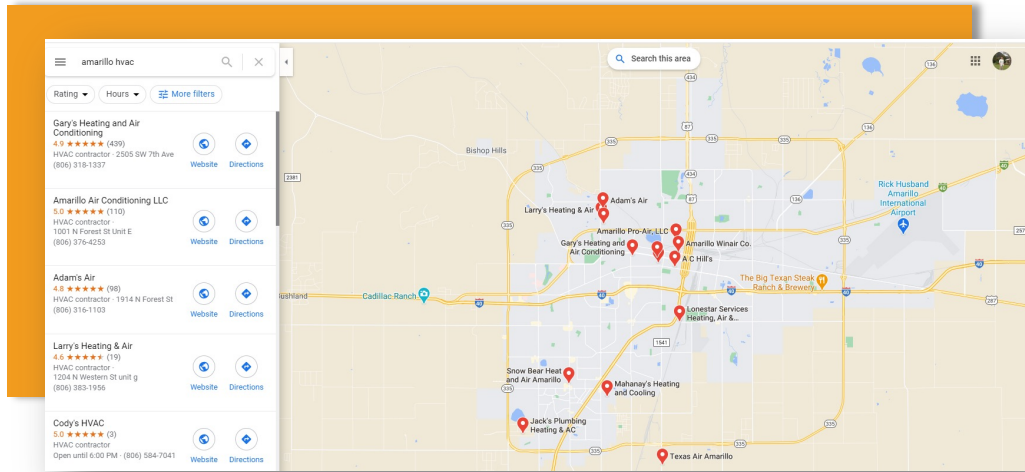
PAID SEARCH RESULTS > PPC

HATTIESBURG AREA

39.3%

30 million



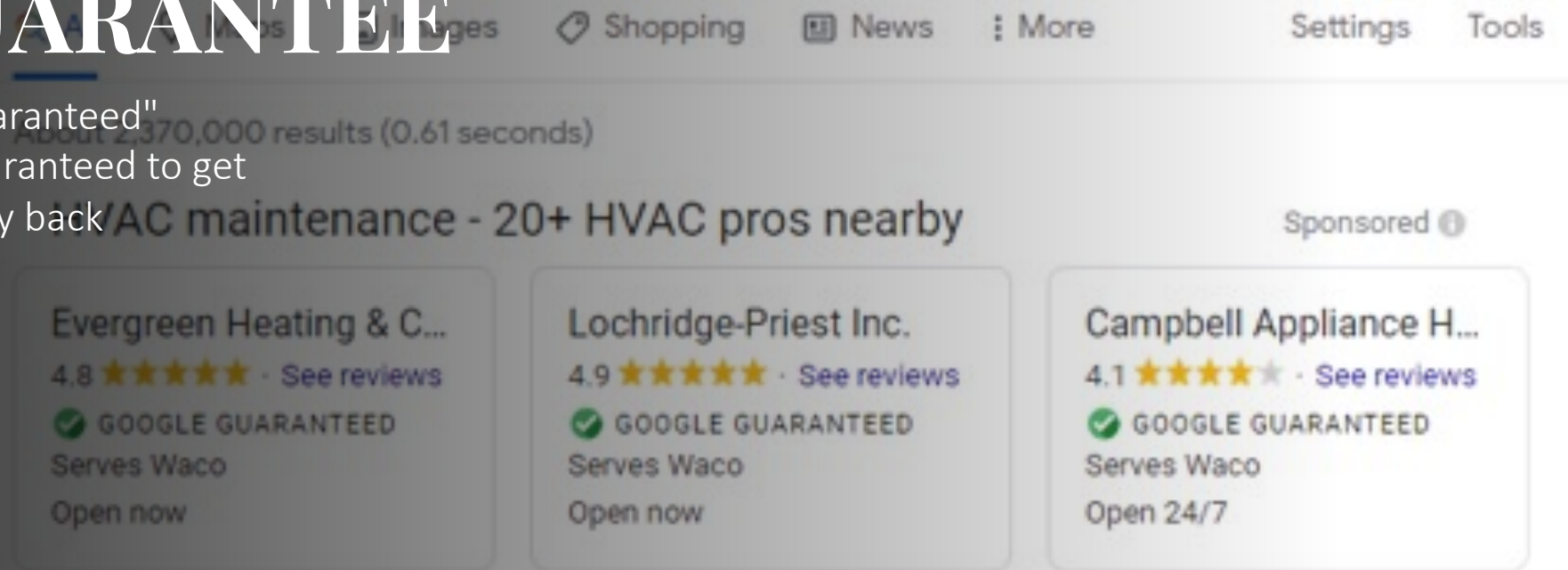


# GOOGLE MAPS

- Search nearby businesses
- Search by target areas
- Get ratings & reviews
- See their website and learn
- Plot your course for the day to effectively call on new business

# GOOGLE GUARANTEE

Businesses with the "Google Guaranteed" badge are screened, and are guaranteed to get the job done right or your money back



# LINKEDIN



## Insights

- Find great business opps
- BDB list builder
- Find decision makers
- Learn more about the company and their culture
- Connect with other businesses they are tied to



## Strategy

- Prepare a 30 second commercial and include in your profile
- Add connections to your network
- Build out a lead list
- Follow your clients and prospects
- Post updates often, especially your best work and testimonials
- Join groups
- Celebrate accomplishments by others in your network

# NEW SOURCES

Based on all the great ideas and sources just shared with you, please write down your new favorites (top 10 sources) that you'll use moving forward.



Post-it

Wall Pad

3M

RANKING	INACTIVE	CHURN

NEW PLAYBOOK

NEW SOURCES

List 10-15 new sources here

NEW SOURCES

Add another 10 sources from what we just reviewed

# CATEGORIES

DIVERSIFY YOUR STRATEGY



# QUICK EXERCISE

1. Identify 10 new business categories you should go after
2. They must be different than your current top 10 (top of sheet)
3. Don't list an industry, list a specific category (e.g. not home improvement, but flooring)
4. You have 2 minutes to identify 10 new categories that you feel have incredible potential for you over the next year.

# BUSINESS CATEGORIES

Based on all the great business categories that were just shared, please write down your top 10 favorites. They need to be different than your current top 10 and they cannot be high level categories. (e.g., healthcare or home improvement).



**Post-it** Wall Pad 3M

---

**CURRENT PLAYBOOK**

RANKING	INACTIVE	CHURN

---

**NEW PLAYBOOK**

**SOURCES**

List 10-15 sources here

**CATEGORIES**

List 10 new business categories here

**NEW SOURCES**

Add another 10 sources from what we just reviewed

# TOP LOCAL BUSINESS CATEGORIES 2023



## TOP 10

1. LEGAL
2. AUTO
3. FURNITURE STORES
4. BUILDING MATERIALS/RETAIL
5. PLUMBING/HVAC
6. MEDICAL/DENTISTS
7. BANKS/CREDIT UNIONS
8. REPAIR, MAINTENANCE
9. CONSTRUCTION & TRADES
10. EDUCATION / SCHOOLS

## NEXT 15

1. HOME FURNISHINGS
2. FAST FOOD
3. CASINOS
4. NURSING CARE
5. REAL ESTATE
6. FLOOR COVERINGS
7. FINANCE
8. ENTERTAINMENT
9. RELIGIOUS
10. GROCERY
11. UTILITIES
12. PERSONAL CARE
13. INSURANCE
14. LOTTERY / GAMBLING
15. AUTO SERVICE & REPAIR

Shopping Retail	Other Services	Food/Beverage	Auto	Things To Do	Home	Health
Accessories	Alterations	American	Accessories	Arts/Culture	Animal Removal	Addiction
Books	Attorney's	Asian	ATV	Classes/Learning	Air Duct/Dryer Vent	Allergy/Asthma
Boutique	Business	Bakery	Boats	Comedy	Appliances	Audiology
Bridal	Career	Burger	Brake	Food & Drink Events	Architect	Bariatric
Candle	Catering	Cajun	Detailing	Hunting	Art/Décor	Cardiology
Candy/Treats	Church	Coffee	Education/Classes	Kids Family Fun	Awnings	Chiropractic
Cell/Accessories	Cleaners	Desserts	Engine Repair	Music/Concerts	Bath	Colon Hydrotherapy
Consignment	Computer	Fast Food	Insurance	Painting/Clay	Builders	Dentistry Cosmetic
Edible Arrangements	Counseling	Healthy	Loan	Skydiving/Hand gliding	Carpet Cleaning	Dentistry General
Electronics	Education	Ice Cream/Yoghurt	Motorcycle	Sporting Events	Chimney	Dentistry Pediatric
Equipment	Financial	Italian	Oil Change/Service		Cleaning Services	Dentistry Sedation
Eyeglasses/Eyewear	Funeral Homes	Organic	Paint		Electrical	Dermatology
Fabrics	Hotel/Resort	Pizza	Parts/Aftermarket	<u>Places To Go</u>	Energy Efficiency	Ear Nose Throat
Frame	Identity Protection	Sandwich	Pre-Owned Dealers	Local tractions	Fence	Fertility
Furniture	Insurance	Seafood	Restoration	Recreation	Fire, Water Damage Rest	Fitness
Gadgets	Landscaping	Smoothies	RV's	Travel	Floors	Gastroenterology
Gaming	Party/Events	Southern	Scooter/Moped	Getaways	Foundation Repairs	Hair Replacement
Gift/Novelty	Personal Trainer	Steak	Security/Alarm	Events	Garage/Door	Home Health
Groceries	Photography	Sushi	Tyre/Wheel	Weddings	Garbage/Landfill	Hospice Care
Gun/Ammo	Rentals		Transmission Repair		Garden/Plants	Lipo Suction
Handbags/Purses	Salons		Wheel Repair		Gutter	Med Spas
Hardware Stores	Schools/Learning	<u>Alcohol</u>	Window Repair	<u>Sports &amp; Recreation</u>	Home Décor	Medical Equipment
Health & Beauty	Spas	Bars		Bowling	Hurricane	Medical Imaging
Hobby	Tailoring	Beer Store		Camping	HVAC	Mental Health
Jewelry	Tanning	Liquor Store	<u>Pets</u>	Camps	Kitchen	Mobility
Kitchen	Tree, Landscape Removal	Party Supplies	Bath	Fishing	Lawn	Nails/Manicure
Lawn Equipment	Waste Removal	Wine Store	Boarding	Golf	Locksmith	Nutrition
Lingerie	Wedding		Equipment	Hunting Clubs	Marble/Granite	OB/GYN
Maternity			Fencing	Indoor Sports	Mattress	Oncology
Mattress		<u>Nutrition</u>	Food	Kayak Tours	Media	Ophthalmology-Cataracts
Men's/Women's Clothing	<u>Real Estate</u>	Organics	Grooming	Leagues	Mosquito Treatment	Ophthalmology-Lasik
Music/Instruments	Agents	Fresh Markets	Insurance	Miniature Golf	Painting	Oral Surgery
Pawn	Appraisals	Vitamins	Merchandise	Paintball	Patio	Orthodontics
Perfume, Makeup, Skin	Brokers	Whole Foods	Pet Sitters	Shooting Range/Gun	Pest Control	Orthopedics
Plant Nursery	Builders		Pet Walkers	Training/Education	Plumbing	Pain Management
Shirts (Custom)	FSBO		Supplies		Pool	Pediatrics
Shoes	Home Inspection	<u>Beauty</u>	Training		Pressure Washing	Pharmacy
Shopping Centers	Insurance	Fitness	Transport	<u>Fitness</u>	Remodeling	Physical Therapy
Smoke/Tobacco	Mortgage	Acupuncture	Yet	Gyms	Roofing	Plastic Surgery
Sports	Rental	Hair/Salon		CrossFit	Security	Podiatry
Suits/Professional Wear		Hair Removal	<u>Kids</u>	Dance Fitness	Sewer/Septic	Prosthetics
Sunglasses		Hair Restoration	Bounce House	Kickboxing/Martial Arts	Siding	Rehabilitation Services
Thrift	<u>Financial</u>	Laser Lipo/Cellulite Reduc	After School Lessons		Stone/Masonry	Senior Living
Tools	Auto	Tanning	Childcare	Pilates	Storage	Sleep Medicine
Travel	Banks	Tattoo/Tattoo Removal	Clothing	Pure Barre	Sun/Patio Rooms	Spine
Watches	Investments	Toenails/Nails	Entertainment	Reflexology	Supplies/Equipment	Urgent Care
	Mortgage	Varicose/Spider Veins	Gymnastics/Ballet/etc.	Self Defense	Window/Gutter Cleaning	Urology
		Waxing	Health	Spin Classes	Windows	Vascular/Vein Services
			Learning	Yoga		Women's Health
			Party Rentals	Zumba		Wound Care
			Playsets			
			Togs			

# DOWNLOAD THE CATEGORY LIST



SCAN ME

The background is a vibrant, abstract composition. On the left, a large, billowing cloud-like shape transitions from deep red to bright yellow and green. To the right, a dark, stormy sky in shades of purple and blue contains a person running towards the right, holding a glowing torch. The overall mood is one of dynamic energy and creative pursuit.

# CREATIVE **CATEGORY** IDEAS YOU CAN **STEAL**

A person is running across a dark, textured surface, leaving a bright, glowing trail behind them. The background is a dark, moody sky with a large, colorful, abstract cloud formation in shades of green, blue, and yellow. The overall aesthetic is dynamic and creative.

# CREATIVE **CATEGORY** IDEAS YOU CAN **STEAL**



gray

Television • Digital • Mobile

**NEW & INNOVATIVE  
REVENUE OPPORTUNITY**  
**PEST CONTROL**

# MOLD BARRIER PROTECTION

## Key Points of Idea

- Pest Control companies are already under the home checking for moisture
- Home lending institutions are starting to require a CL100 for underwriting
- Pest control companies have a prime opportunity to serve a need
- This is the perfect incremental revenue stream for them
- 1 job in mold barrier protection can easily be \$4k to 8k, maybe more
- 1 job for mold barrier protection can be 22 year's worth of a pest control client!

# The Concept



REVENUE  
OPPORTUNITY

**\$100k+**



Marquette, MI

# PADDLING MICHIGAN

***OUTDOOR RECREATION***

**PADDLING MICHIGAN** – focused around bringing attention to outdoor recreation during COVID.

### Key Points of Idea

- Idea and Strategy were built around a unique business category that is often not thought of within our business.
- Outdoor Recreation – everything from kayaking, mountain biking, rock climbing, backpacking, cycling, etc. has grown substantially over the last year.
- Outdoor Recreational businesses have a unique opportunity right now to build a stronghold in their local & regional marketplace.

**The  
Concept**  
from **WLUC**  
*Marquette, MI*



REVENUE  
GENERATED

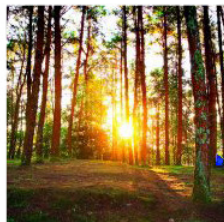
**\$140k**  
OVER 4 MONTHS

ALL-INCLUSIVE  
VACATION PACKAGES  
**15% OFF**

*Paddling  
Michigan*

**All-Inclusive Vacation Packages:**  
*Lodging, Dining, and Adventures in one  
stress-free booking!*

*Leave the planning to us. Bring a spirit  
of adventure and create memories that last!*



Upper Michigan's Pictured Rocks  
Getaway. *Book your adventure now!*

[Start Your Adventure](#)

1331 West M28 Munising, MI 49862 | (906) 387-1695



# The Creative

from **WLUC**  
Marquette, MI



**WLUC TV**

*Marquette, MI*

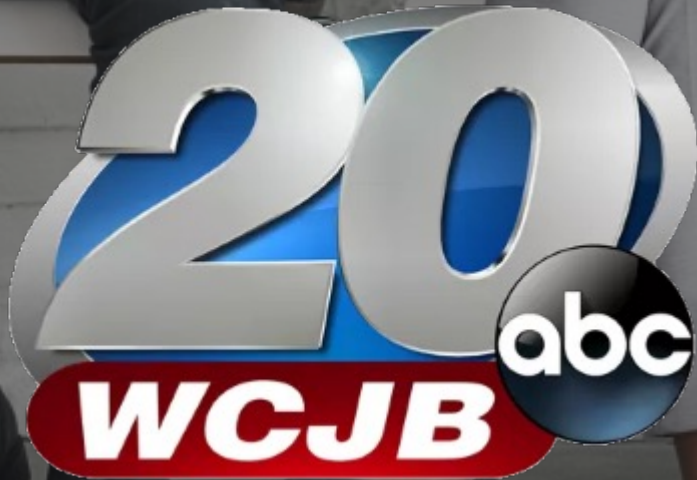


## **CREDIT**


*Cody Smith (AE)*

**GDM TEAM**

*Rick Rhoades (GM)*



# RECRUITMENT OPPORTUNITIES



**RECRUITMENT** — As many local, regional, and national businesses are finding a huge need for employees, our stations can provide multiple opportunities and resources to help them get in front of the best talent in their industry.

### Key Points of Idea

- Commercial creative was built using the Waymark platform
- Category: Food Distribution
- Creative focused primarily on drivers, but also included other tough to fill positions such as Night Selectors.
- This client wanted to take a different approach with their recruiting efforts
- Brand Builder

# The Concept

from WCJB  
Gainesville, FL

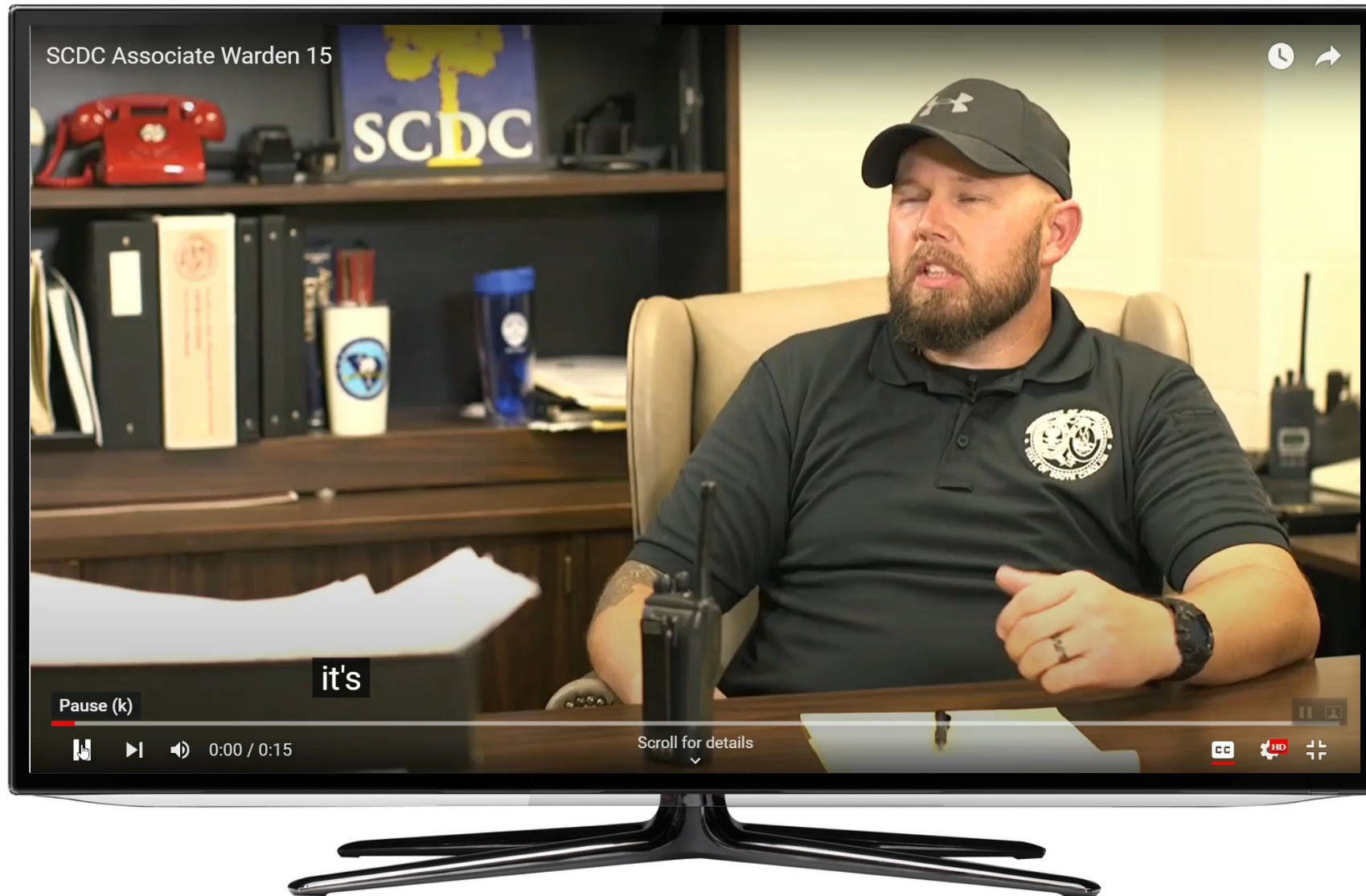


REVENUE  
GENERATED **\$216k**



**CREDIT**  
*Tim Orwig - LSM*

**WISTV**  
Columbia, SC  
**WIS10**  
NEWS



**CREDIT**  
*Ben Niswander (LSM)*

# EMPLOYMENT DEMAND

INDUSTRY OVERVIEW | HATTIESBURG, MS

SOURCE: BLS.GOV

CATEGORY	OPEN JOBS
CASHIER	343
REGISTERED NURSE	314
SALES ASSOCIATE	285
CUSTOMER SERVICE	224
PHYSICIAN	223
ASSISTANT MANAGER	207
DELIVERY DRIVER	171
SERVER	136
LPN	123
STORE MANAGER	112

Unemployment Rate – 2.0%



# BETTER ALTERNATIVES HOME EFFICIENCY



## PROBLEM:

- Insulation is crucial because it's the key to reducing energy usage and costs for a home or a business.
- However, the chemicals used in spray foam are actually VERY TOXIC.
- The problem is in how it's installed and if it's cured properly.

## SOLUTION:

- Cotton Denim Insulation – industrial scraps
- Soy Foam Insulation – recycled paper
- Spray Applied Fiberglass Insulation – biobased

# The Concept



REVENUE  
OPPORTUNITY

**\$100k+**



gray

Television • Digital • Mobile

# ALTERNATIVE FOR KITCHEN & BATH



gray  
Television • Digital • Mobile

**COUNTERTOPS** — and kitchen remodels can be very expensive and leave you without your kitchen for weeks. However, there are now alternatives available that are a fraction of the cost and time, but also offer key benefits

### Key Points of Idea

- Save time — same day installation and curing
- Save money — solid surface usually sells for \$50-\$60 a square foot and spray on costs around \$5 a square foot
- It's more durable and lasts longer
- More design options
- Non-porous
- Looks great!

**Check it out:**  
Stonecoat Countertops

# The CONCEPT



REVENUE  
GENERATED **\$75k**



# EMERGING OPPORTUNITY FINANCIAL



## THE CHALLENGE:

- Banks have long been in the “relationship management” business and have worked hard to establish trusted relationships in the community
- However, many banks have missed an opportunity to take those trusted relationships and incrementally grow them with financial planning and wealth management.
- Banks have failed at this because they’ve had their relationship managers focused on the next loan vs the overall health of the customer.

## THE OPPORTUNITY

- Wealth Management provides a consistent and reliable source of fee income for banks.
- Good clients produce an average of \$25,000 to \$50,000 per year in largely fee-based revenues.

# The CONCEPT



REVENUE  
OPPORTUNITY

**\$100k+**



gray

Television • Digital • Mobile

# HOT CATEGORY ROOFING

# ROOFING

## Key Points of Idea

- This is one of the NOISIEST categories out there and when a category is noisy, it gives you more reason to go after every single one of them.
- Very competitive category – open to ideas that will give them an edge
- Business owners in this category like creative ideas, especially video
- Co-op opportunities (GAF)
- 1 customer can easily start at \$20k and margins typically range between 20-40% (\$8k cashflow)

# The Concept



REVENUE  
OPPORTUNITY

**\$100k+**



gray  
Television • Digital • Mobile

# HIGH DEMAND CATEGORY **ALLERGY & ASTHMA**

## ALLERGY & ASTHMA

### Key Points of Idea

- We are near the PRIME TIME SEASON
- Allergies are the 6<sup>th</sup> leading cause of chronic illness in the U.S.
- Over 50 million people are affected by asthma
- When someone needs help, they need to know who to call!
- This category can be fun and there are great creative ideas

REVENUE  
GENERATED **\$120k**

# The Concept



# SERVICE COMPANIES



## QUESTION

*What's a customer worth for a landscaping company?*

WHAT'S THE COST  
OF LAWN SERVICE  
EACH MONTH?

**\$200**

HOW MANY MONTHS  
OUT OF THE YEAR?

**8**

How long does  
the average family  
live in a home?

**13 YEARS**

**1 NEW CUSTOMER = \$20,800**

LANDSCAPING CATEGORY



# YOUR MANAGER'S RECOMMENDATION

TOP NEW BUSINESS CATEGORIES TO FOCUS ON



1. Dentist
2. Oral Surgeons
3. HVAC
4. Landscaping
5. Recruitment
6. Roofing
7. Nursing Homes
8. Financial

Based on all the great business categories that were just shared, please write down your top 10 favorites. They need to be different than your current top 10 and they cannot be high level categories. (e.g., healthcare or home improvement).

**NEW SOURCES**

Add another source to what we

**COSTS**

Costs of capital

Cost of equity

Cost of debt

Cost of preferred stock

Cost of common stock

Cost of capital

# GATHERING INTEL





## SEARCH STRATEGIES:

*"HVAC INDUSTRY CHALLENGES 2022"*

*"HVAC INDUSTRY RESEARCH"*

*"HVAC TECHNOLOGY ADVANCEMENTS 2022"*

*"HVAC INDUSTRY TRENDS 2022"*

*"WHAT CONSUMERS SHOULD KNOW ABOUT  
THE HVAC INDUSTRY TODAY"*

# HOME IMPROVEMENT

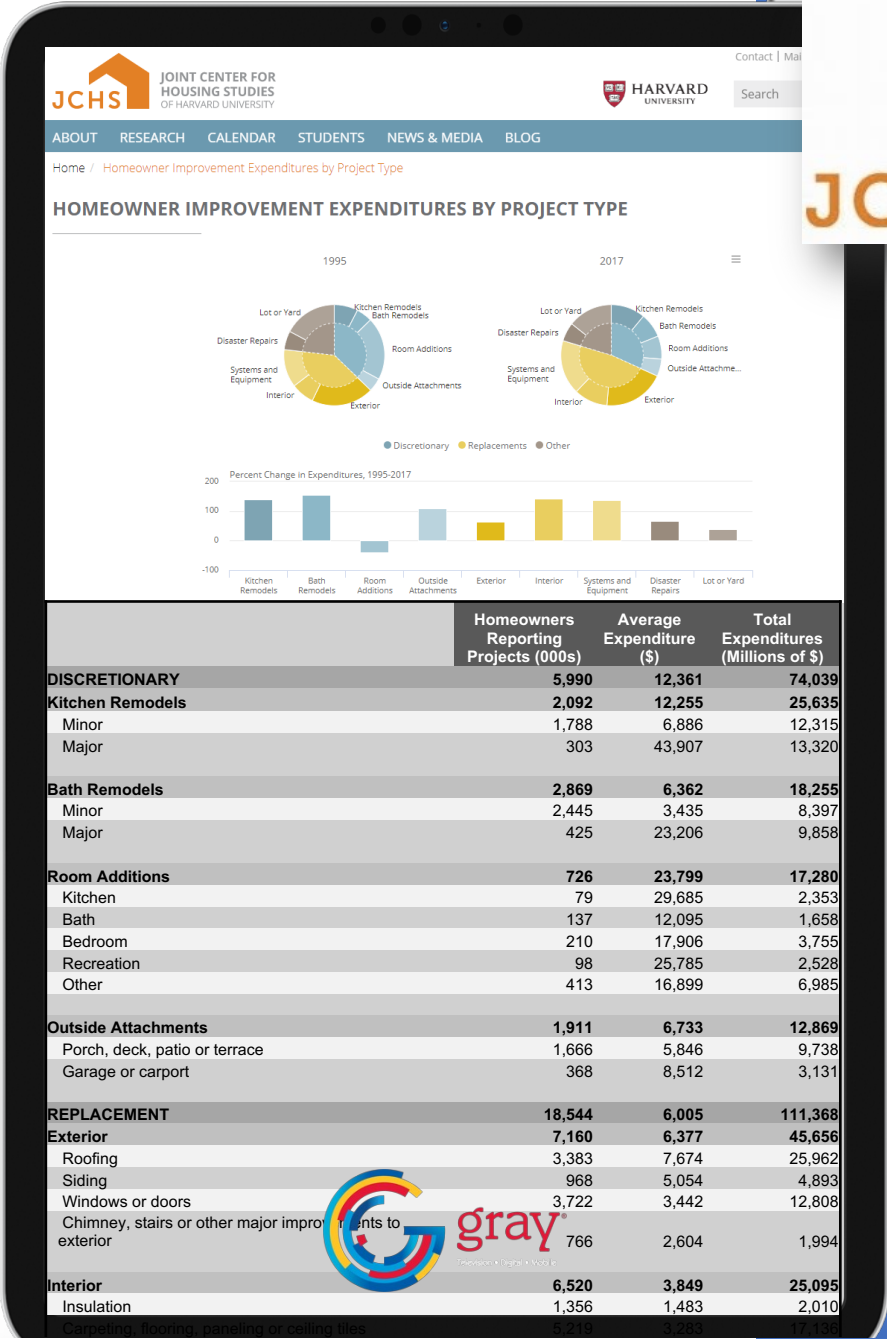
One Of Ryan's Favorites!

## Insights

- Great research from Harvard University
- Covers consumer spending for DIY and Contractors
- Provides a clearer picture of how much consumers are spending locally on certain home improvement categories
- Projection estimates by subcategories are provided

## Strategy

- Consult with prospects on your research and the potential consumer spend and growth for their category
- Consumer spending for this category will continue to grow over the next two years.
- Focus on more jobs and higher spend jobs.



# RECRUITMENT

Big Money, Ongoing, Non-Traditional Revenue

The screenshot shows the Glassdoor website interface. At the top, there's a search bar with the text "Search for job titles, companies, or keywords" and a location filter set to "Charlotte, NC (US)". Below the search bar, the page is divided into two main sections: "All Results near Charlotte, NC (US)" and "Job Results near Charlotte, NC (US)".

The "Job Results" section displays four job listings:

- Anthem, Inc.**: LCSW LTSS Service Coordinator-Clinician, Charlotte, NC. Salary: \$28K - \$46K (Glassdoor Est.). 3.5 stars, 1d ago.
- XPO Logistics, Inc.**: Technician Specialist, Charlotte, NC. Salary: \$33K - \$36K (Glassdoor Est.). 3.7 stars, 12d ago.
- Gorelick Brothers Capital, LLC**: Vice President of Acquisitions, Charlotte, NC. 5.0 stars, 6d ago.
- Olde Mecklenburg Brewery LLC**: Barback, Charlotte, NC. 3.4 stars, 19d ago.

Below the job listings, there's a link "See all 44K jobs".

The "Company Results" section displays two company profiles:

- Bank of America**: Banks & Credit Unions • 10K+ Employees, Charlotte, NC (US). 4.1 stars. Description: "Bank of America is one of the world's largest financial institutions, serving individuals, small- and middle-market businesses and large corporations with a full range of banking, investing, asset management and other...". 27K Reviews • 46K Salaries • 1K Jobs.
- Wells Fargo**: Banks & Credit Unions • 10K+ Employees, Charlotte, NC (US). 3.6 stars. Description: "Wells Fargo & Company (NYSE: WFC) is a diversified, community-based financial services company with \$1.98 trillion in assets. Wells Fargo's vision is to satisfy our customers' financial needs and help them succeed...". 30K Reviews • 46K Salaries • 1K Jobs.

At the bottom, the top of a Deloitte profile is visible.



## Insights

- Learn more about a businesses culture (Glassdoor)
- Identify hard to fill or high demand positions (Glassdoor)
- Learn about top growing industries (BLS)
- Learn about top demand jobs to fill (BLS)

## Strategy

- Study the reviews
- Highlight the great comments about the business
- Review how you can share their winning culture with other great passive candidates via the power of VIDEO.

# LEGAL

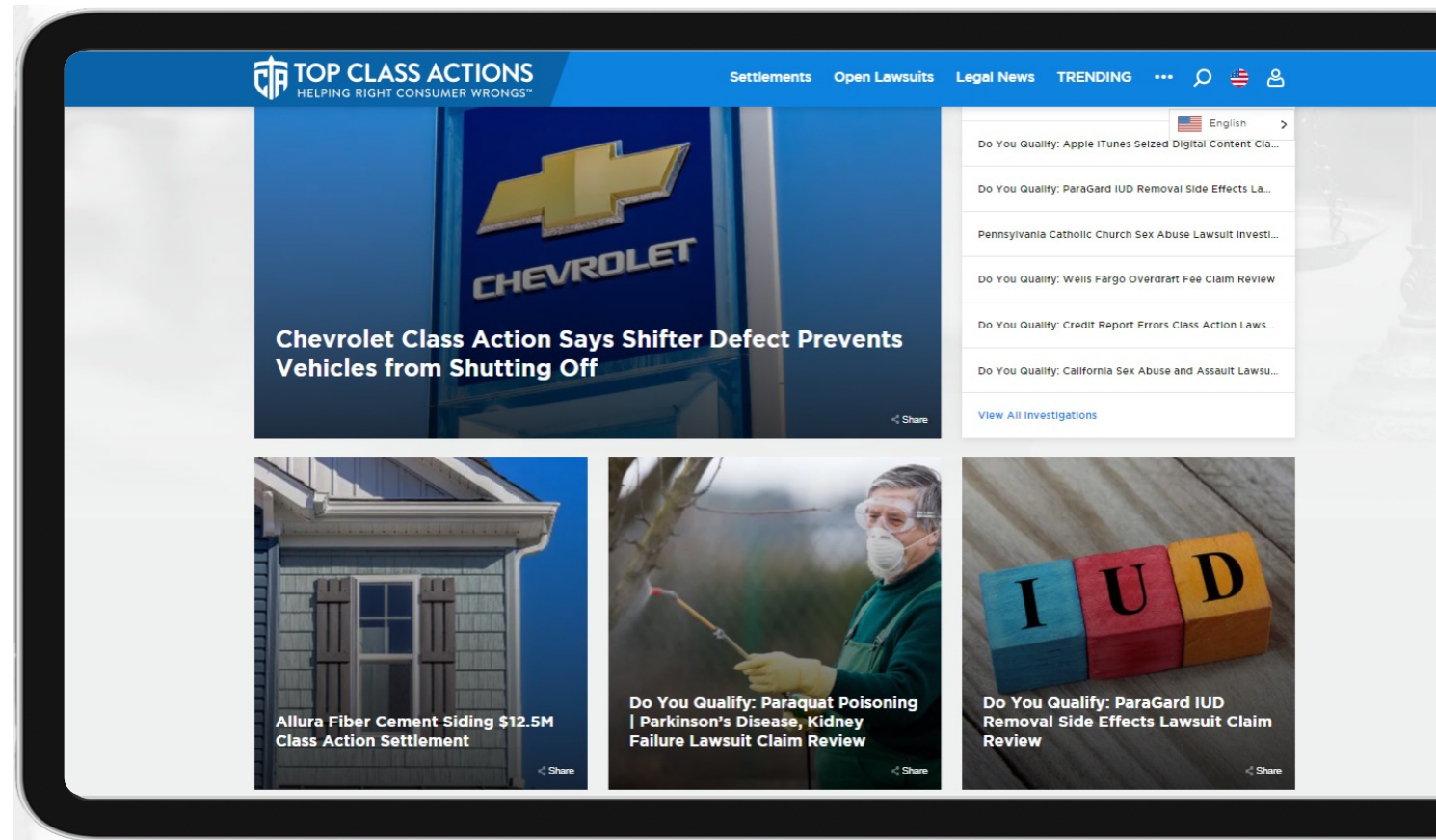
Identifying Opportunities

## Insights

- There are a number of great websites and newsletters that offer insights into common class action lawsuits
- Get industry trends
- Settlement information
- Learn about opportunities you can help law firms with

## Strategy

- Utilize these industry sites to better understand product liability risks
- Develop ideas/creative around how law firms can market to consumers and fill their lead pipeline
- Share the information with new & existing clients



# CAMFIND

Identifying Opportunities



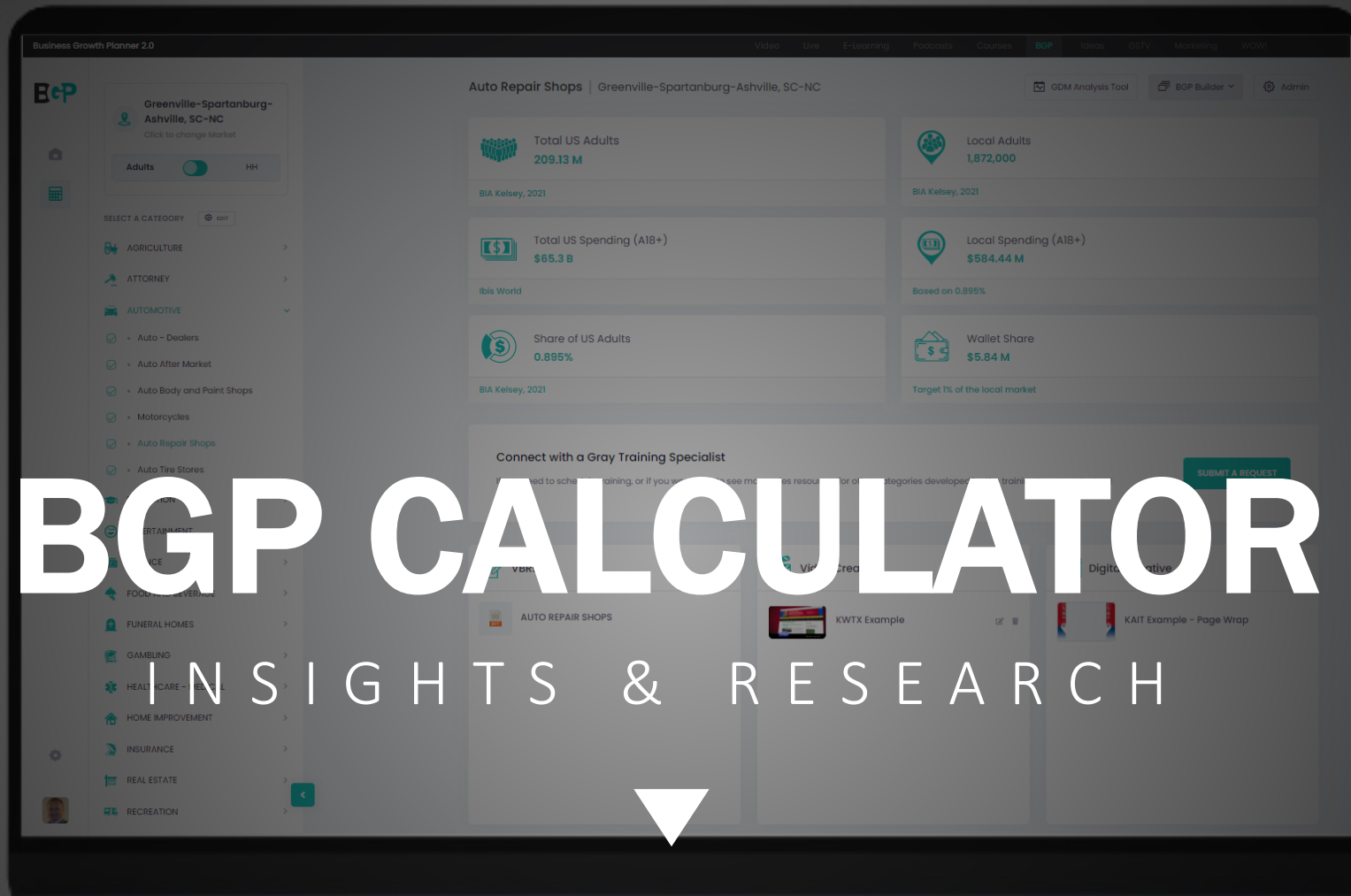
## Insights

- Search the physical world around you!
- Search businesses
- Search products
- Search for competitors
- Search pricing

## Strategy

- Use the app to identify products, services or even businesses
- Learn more about the products or services
- Identify competition and even pricing
- Leverage this tool to identify information quickly





# BGP CALCULATOR

## INSIGHTS & RESEARCH

# BGP CALCULATOR

1 Market Info

2 Local Spend

3 Wallet Share

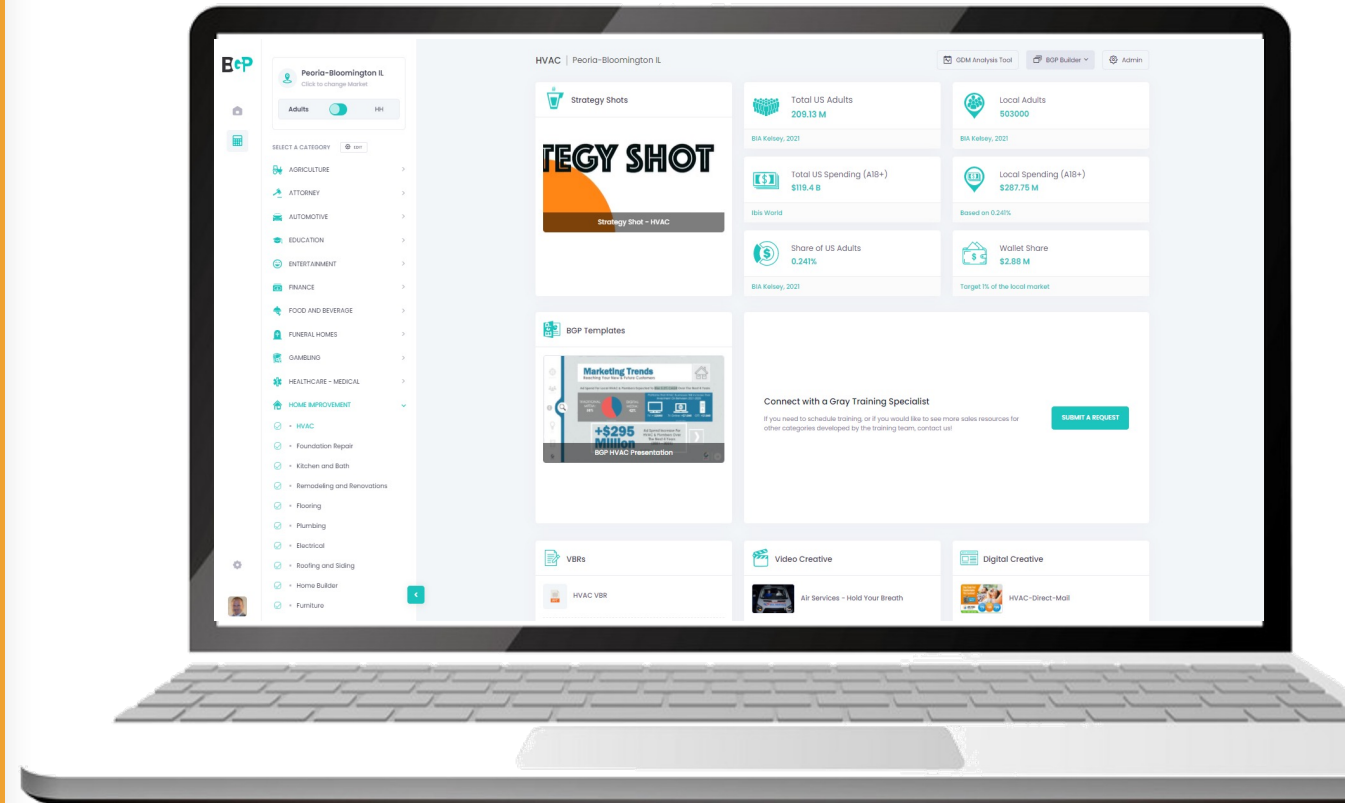
4 Strategy Shot

5 VBRs

6 BGP Template

7 Creative

8 Research



[BGP.GRAYTRAINING.TV/market-calculator](https://BGP.GRAYTRAINING.TV/market-calculator)



# V.B.R. DEVELOPMENT

VALID BUSINESS REASON



# ROUNDTABLE DISCUSSION

HOW DO YOU “INTRO”  
THE COLD CALL OR DROP IN?



## THE MOST COMMON INTROS CLIENTS HEAR

- **I'd like to setup a time for a CNA**
- You are on my list, and I'd like to stop by
- **I'd like to stop by with my manager**
- **I want to talk to you about your advertising**
- I saw your ad on another TV station
- I've got this really cool new Digital product you need to see
- I'm going to be visiting one of your competitors near you next week, how about I stop by
- **We are the #1 station in the market**
- Are you interested in growing your business

# REMEMBER

THERE ARE TWO WAYS YOUR CALL OR DROP -  
IN CAN BE PERCEIVED BY A CLIENT

Z.B.R.

or

V.B.R.

**ZERO** BUSINESS REASON

**VALID** BUSINESS REASON

# VALID BUSINESS REASON

THE REASON THE TARGET WOULD WANT TO MEET WITH YOU  
*AND NOT THE REASON YOU WANT TO MEET WITH THEM!*

A SELLER THROWING A BUNCH OF NUMBERS AT ME!

THEY'LL TELL ME THEIR STATISTICS IS #1

THEY WANT TO TELL ME HOW GREAT THEY ARE!

THEY HAVE SOME PACKAGE THEY ARE TRYING TO PUSH

I'VE GOT THIS GREAT SCHEDULE I WANT TO SHOW YOU

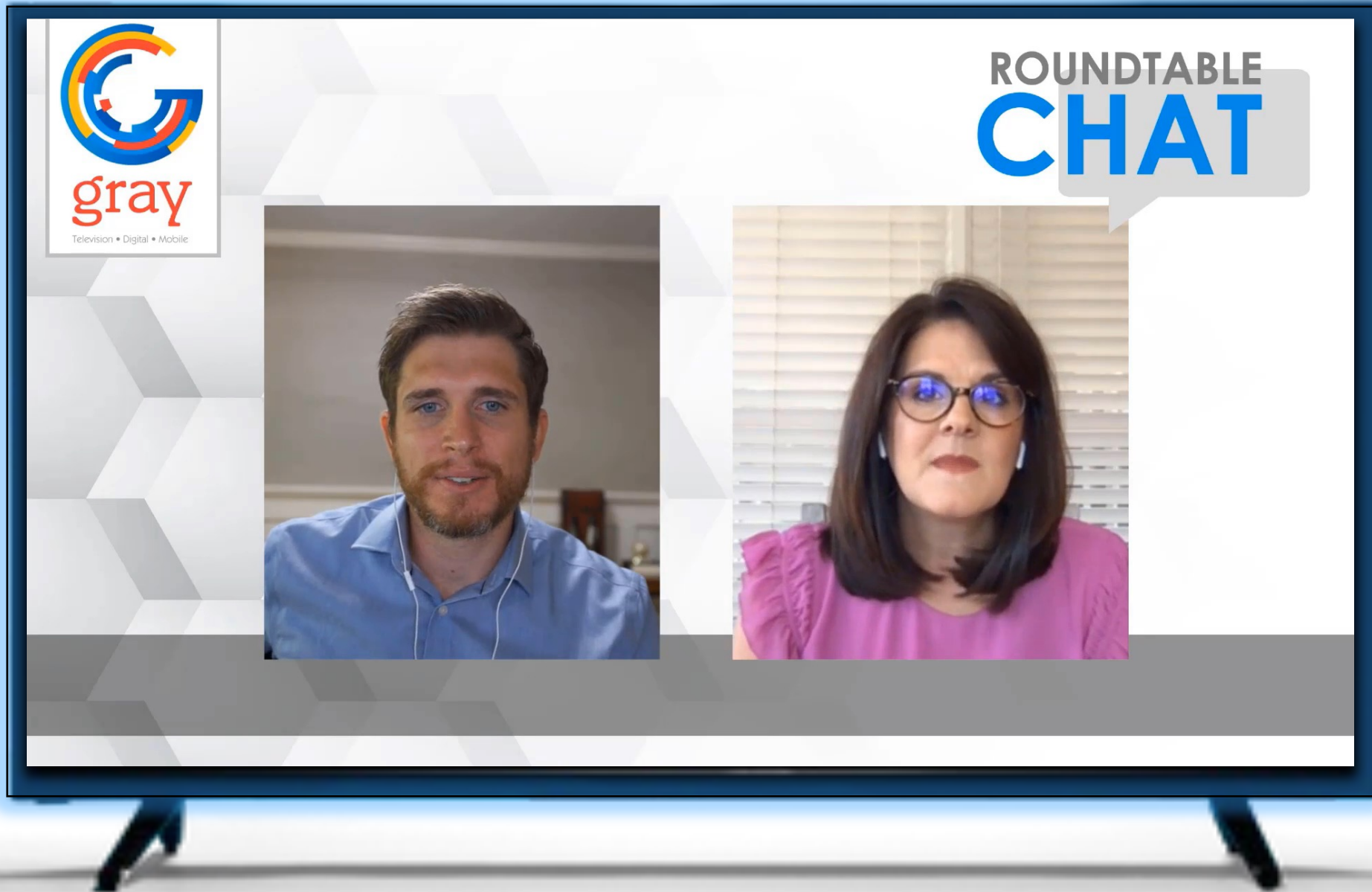
ONLY THEIR PRODUCT IS WHAT YOU SHOULD BE BUYING

RESEARCH, KNOWLEDGE, NEW IDEAS, VALUED RESOURCE

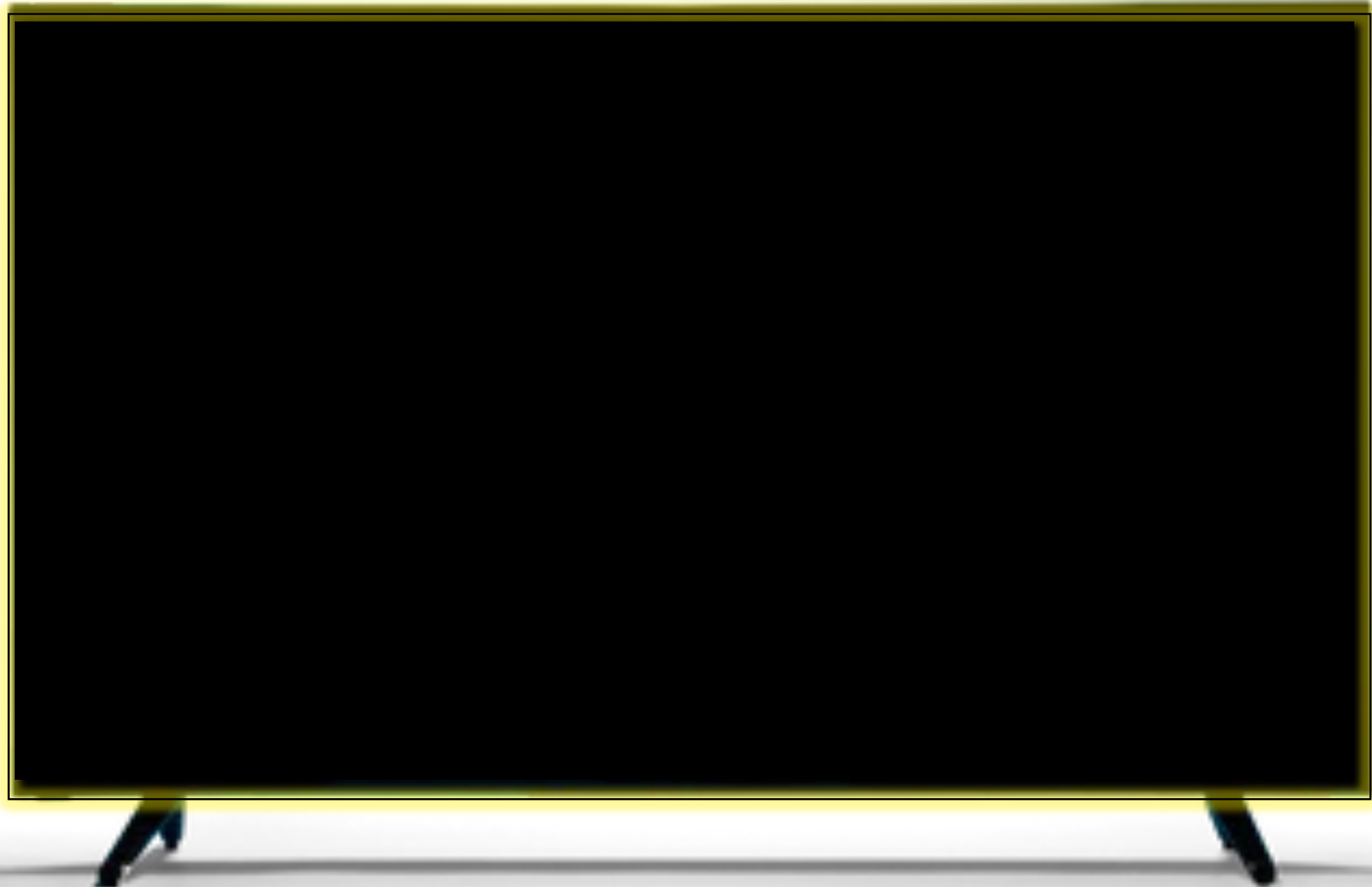
# WHY CHANGE IS NEEDED

CLIENT  
PERSPECTIVE

# CLIENT INTERVIEW & PERSPECTIVE



# CLIENT INTERVIEW & PERSPECTIVE



**LET'S TRY A NEW WAY  
TO ENGAGE OUR CLIENTS**





INDUSTRY  
CHALLENGE



YOUR  
OPPORTUNITY



IDEA



BUSINESS  
CONVERSATION



CONVICTION

# THE FIVE PILLARS

of a powerful VBR

dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY  
CHALLENGE



YOUR  
OPPORTUNITY



IDEA



BUSINESS  
CONVERSATION



CONVICTION

# COLLISION REPAIR

THE FIVE PILLARS



dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY  
CHALLENGE

The collision repair business is forecasted to be worth \$353m in the Knoxville area this year



YOUR  
OPPORTUNITY



IDEA



BUSINESS  
CONVERSATION



CONVICTION

# COLLISION REPAIR

THE FIVE PILLARS

dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY  
CHALLENGE

The collision repair business is forecasted to be worth \$353m in the Knoxville area this year



YOUR  
OPPORTUNITY

Educating drivers on trusted alternatives that put them in control of where and why they take their car for repair is a consistency and momentum opportunity



IDEA

# COLLISION REPAIR

THE FIVE PILLARS



BUSINESS  
CONVERSATION



CONVICTION

dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY  
CHALLENGE

The collision repair business is forecasted to be worth \$353m in the Knoxville area this year



YOUR  
OPPORTUNITY

Educating drivers on trusted alternatives that put them in control of where and why they take their car for repair is a consistency and momentum opportunity



IDEA

I'd like to schedule a business conversation this week to strategize, share ideas and discuss how we can help create sustainable momentum for 2022 with a trusted message your customers can connect with!



BUSINESS  
CONVERSATION



CONVICTION

# COLLISION REPAIR

THE FIVE PILLARS



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BUSINESS  
CONVERSATION



CONVICTION

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THE FIVE PILLARS



# V.B.R. DEVELOPMENT

## STEP 1:

Write down the pillars of the V.B.R. on your brain-board sheet

1. Industry Challenge
2. Your Opportunity
3. Idea
4. Business Conversation
5. Conviction

**Post-it** Wall Pad 3M


### CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

---

### NEW PLAYBOOK

SOURCES	CATEGORIES	V.B.R.
List 10-15 new sources here	List 10-15 new categories here	Write the pillars of a VBR here
NEW SOURCES Add another 10 sources from what we just reviewed	NEW CATEGORIES List 10 new business categories here	



A technician in a blue shirt, safety glasses, and a cap is kneeling and working on the internal wiring of a large HVAC unit. The unit has a white louvered front. The background shows more of the unit and some wiring.

# HVAC

## EXAMPLE



# Crafting A Valid Business Reason



Would you take  
this appointment?

Hi, this is Ryan with WVLT, I'd like to speak  
with the person in charge of your advertising  
and marketing...

**I want to stop by and talk to you about  
your advertising.**

What does your calendar look like this  
week?



Z.B.R.

Hi, this is Ryan with WVLT. I'd like to speak with the person in charge of your advertising and marketing...

The Heating & Air industry is hot right now! I want to show you some ideas to grow your customers!

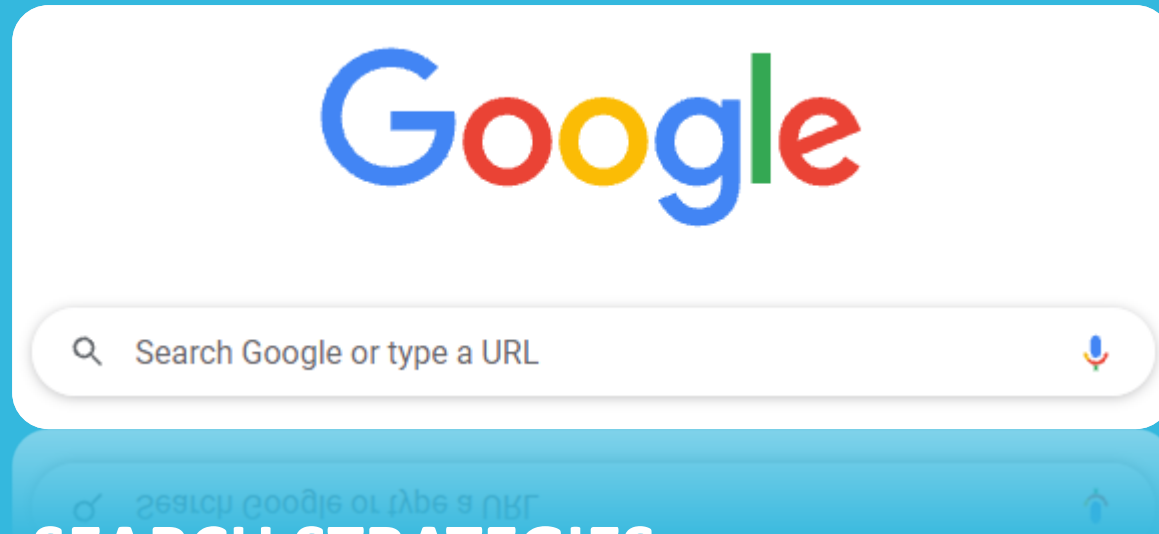
**Better, but still  
NOT GOOD  
ENOUGH!**

What does your calendar look like this week?

*LET'S DO OUR  
HOMEWORK FIRST!*

**INSIGHTS**

Site Source:



## **SEARCH STRATEGIES:**

*“HVAC INDUSTRY CHALLENGES”*

*“HVAC INDUSTRY RESEARCH”*

*“HVAC TECHNOLOGY ADVANCEMENTS”*

*“HVAC INDUSTRY CHALLENGES”*

*“WHAT CONSUMERS SHOULD KNOW ABOUT  
THE HVAC INDUSTRY TODAY”*

LET'S DO OUR  
HOMEWORK FIRST!



INSIGHTS

## INDUSTRY CHALLENGES

SEARCH STRATEGIES: "HVAC INDUSTRY CHALLENGES"

### SEARCH FINDINGS:

#### TOP 8 CHALLENGES IN THE HVAC INDUSTRY TODAY:

SITE SOURCE: <https://www.procrewschedule.com/the-top-8-biggest-challenges-in-the-hvac-industry/>

1. Complex Teams
2. **Talent Crunch**
3. **Changing Client Behavior**
4. Climate
5. **Higher Costs**
6. **Competition**
7. Fluctuating Busy Periods
8. Smart Home Challenges

LET'S DO OUR  
HOMEWORK FIRST!



**INSIGHTS**

## **YOUR OPPORTUNITY**

SEARCH STRATEGIES: "HVAC INDUSTRY FACTS" OR BGP CALCULATOR

### **SEARCH FINDINGS:**

#### **ACCORDING TO THE BGP CALCULATOR:**

- **\$65.3 billion will be spent on HVAC in 2022 (U.S.)**
- **The Knoxville area has 609,000 households (or 0.542% of the U.S. HH)**
- **We estimate that \$395 million will be spent on HVAC alone this year in our area.**
- **1 slice of that opportunity for you (or 1%) is nearly 4 million!**

**BGP CALCULATOR:** <https://bgp.graytraining.tv/market-calculator/>

*LET'S DO OUR  
HOMEWORK FIRST!*



**INSIGHTS**

## **THE IDEA**

*SEARCH STRATEGIES: BGP, YOUTUBE, GOOGLE, OR GET YOUR CREATIVE ON!*

## **THE BIG IDEA**

- Educate home owners – risks & opportunities
- System operating performance – avoid more expensive fixes later
- Quality of life – reduce air-born allergens
- BUILD TRUST

*LET'S DO OUR  
HOMEWORK FIRST!*



**INSIGHTS**

# THE BUSINESS CONVERSATION

- I'd like to have a BUSINESS CONVERSATION with you
- Discuss your goals and objectives
- Strategize with you on the opportunities ahead
- Show you how we can get to those objectives quickly
- Let's meet



Hi, this is Ryan with WVLT I'd like to speak with the person in charge of your advertising and marketing...

**INDUSTRY  
CHALLENGE**

As a business consultant, I recognize you're up against several challenges over the next year from increased competition, to higher costs, and higher expectations from your clients.

**YOUR  
OPPORTUNITY**

There's an incredible opportunity ahead if we plan correctly. Your industry is expected to grow by 6% consistently over the next 8 years and consumer spending on HVAC will top 395 million this year. One slice of that revenue pie is worth nearly 4 million to you!

**IDEA**

I believe if you educate home-owners on tips that will improve operating performance, reduce airborne allergens, and save them money, you'll serve an important need and build demand & loyalty quickly.

**BUSINESS  
CONVERSATION**

Let's get together soon and have a business discussion on how we can connect you with the right customers, that are willing to invest with the right service provider. When is a good time in the next few days for us to meet?

**IS THE SCRIPT TOO LONG?**  
***NOT IF YOU HAVE CONVICTION!***



# EXERCISE

1. We are going to pair you all up in teams of two
2. A manager will pick a category for each team
3. Each team will develop a V.B.R in stages by each pillar
4. Then you'll have an opportunity to practice/pitch what you've developed
5. You have 40 minutes to complete this exercise

# WAYMARK DEVELOPMENT

LET'S GET YOUR CREATIVE GAME ON!

WHAT IS >>

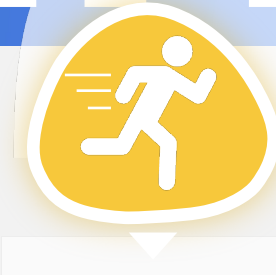
# Waymark



**EASY TO USE**  
VIDEO CREATION  
**TOOL**



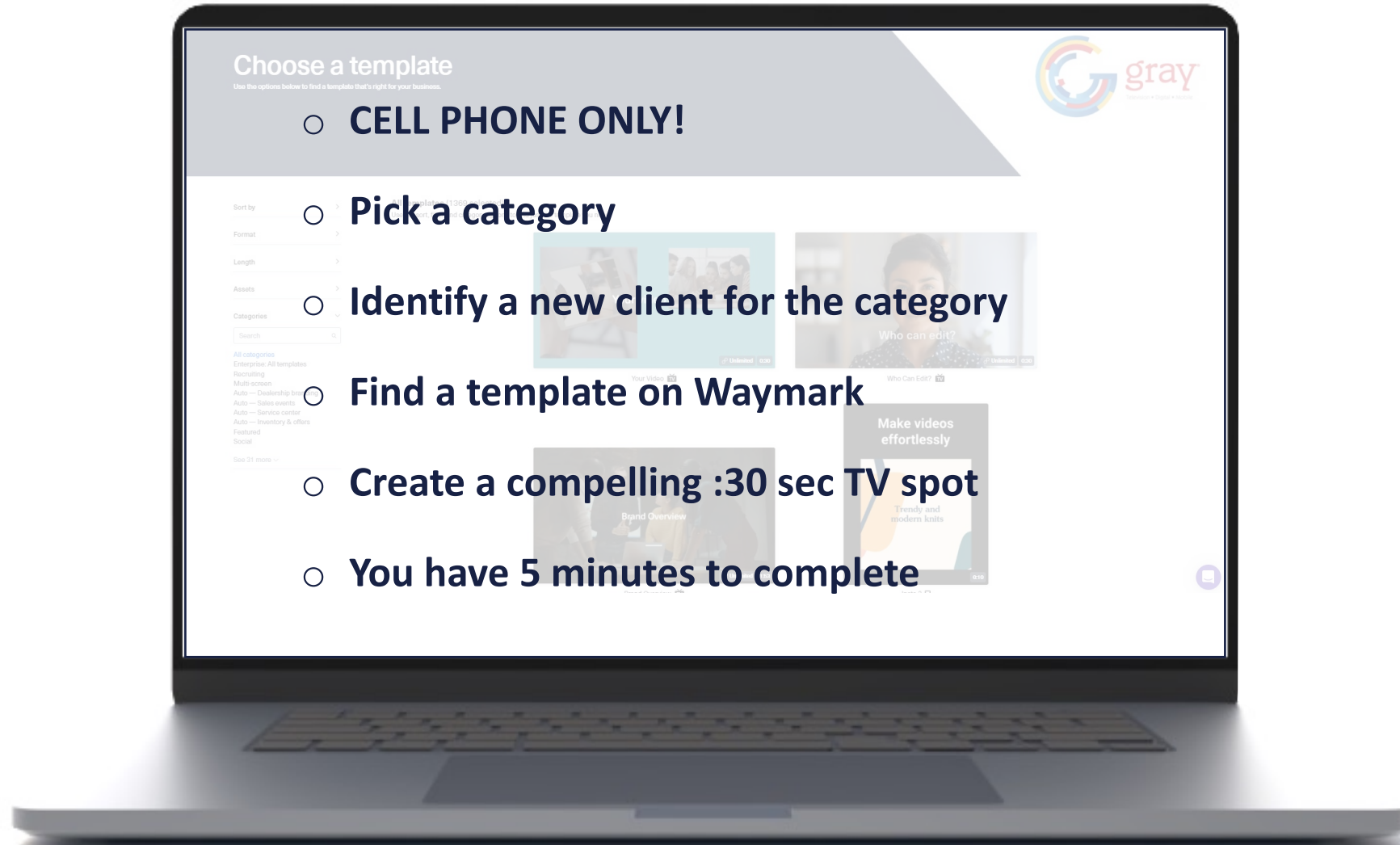
**BUILDS**  
COMPELLING  
CREATIVE **FAST**



**THAT WILL**  
**SPEED UP**  
THE SALES CYCLE

# LET'S CREATE A WAYMARK SPOT

[graytv.waymark.com](http://graytv.waymark.com)





INDUSTRY  
CHALLENGE



YOUR  
OPPORTUNITY



IDEA



BUSINESS  
CONVERSATION



CONVICTION

# THE FIVE PILLARS

of a powerful VBR

dealers are playing harder in every revenue stream  
they can be due to industry disruption and reduced  
volume, making the collision repair space a bigger  
target  
*\*7 MINUTES*



INDUSTRY  
CHALLENGE

# THE FIVE PILLARS



YOUR  
OPPORTUNITY



IDEA



BUSINESS  
CONVERSATION



CONVICTION



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INDUSTRY  
CHALLENGE

The collision repair business is forecasted to be worth \$395m in the Knoxville area this year  
*\*7 MINUTES*



YOUR  
OPPORTUNITY



IDEA



BUSINESS  
CONVERSATION



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INDUSTRY  
CHALLENGE

The collision repair business is forecasted to be worth \$395m in the Knoxville area this year



YOUR  
OPPORTUNITY

Educating drivers on trusted alternatives that put them in control of where and why they take their car for repair is a consistency and momentum opportunity  
*\*7 MINUTES*



IDEA



BUSINESS  
CONVERSATION



CONVICTION

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## INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth \$395m in the Knoxville area this year



## YOUR OPPORTUNITY

Educating drivers on trusted alternatives that put them in control of where and why they take their car for repair is a consistency and momentum opportunity



## IDEA

I'd like to schedule a business conversation this week to strategize, share ideas and discuss how we can help create sustainable momentum for 2022 with a trusted message your customers can connect with!

*\*5 MINUTES*



## BUSINESS CONVERSATION

# THE FIVE PILLARS



## CONVICTION

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YOUR  
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IDEA

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BUSINESS  
CONVERSATION

**POWERBALL**



CONVICTION

# THE FIVE PILLARS



# ROLE PLAY

LET'S PUT ALL OF THIS TRAINING IN ACTION

# BE CONFIDENT

*10 minutes*





**CREATIVE**

**IDEAS THAT WILL GET  
YOUR FOOT IN THE  
DOOR!**







I want you to test what it can do for your business when you work with a station that has a ton of influence, trust and power!



12



I'm a wizard when it comes to effective marketing for your business!

13



My ideas are rock solid

14

When it comes to effective marketing, we nail it every time!



15



You're not getting enough eyeballs!  
I can fix that!

17



Your sleep number is more than a fair share of the \$5.3M that will be spent on mattresses in (your market) this year!

18



Stop toying around with auto marketing, I have some full-size ideas!

19



WITH ME!

WITHOUT ME!

How hungry are you for a bigger slice of 2022!



20

How long has it been since you sharpened up your marketing?  
I can help!



22

•With Me!  
•Without Me!



23

Sink or swim in 2021, you need clear vision to get the right opportunities



24



When it comes to trusted results...Guilty as charged!

25

# V.B.R. DEVELOPMENT

## STEP 2:

AE should pick three new creative ideas that can get you in the door with a decision maker

**Post-it** Wall Pad **3M**

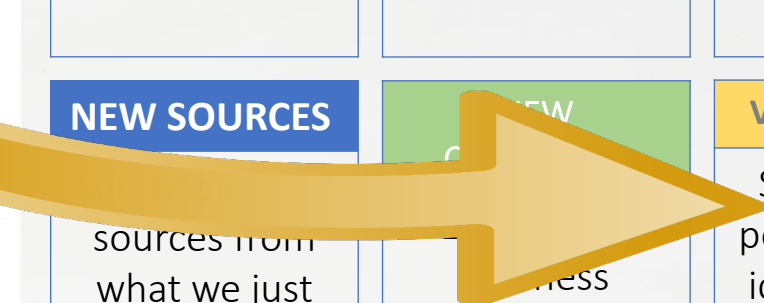
### CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

---

### NEW PLAYBOOK

<b>SOURCES</b> List 10-15 new sources here	<b>CATEGORIES</b> List 10-15 new business categories here	<b>V.B.R.</b> Write the pillars of a VBR here
<b>NEW SOURCES</b> sources from what we just reviewed	<b>NEW CATEGORIES</b> business categories here	<b>VBR CATEGORY</b> Seller should post three new ideas to get in the door



# V.B.R. DEVELOPMENT

EXERCISE



# EXERCISE

1. You're solo on this exercise!
2. Pick a new category
3. You have 30 minutes to:
  - Develop your VBR
  - Develop a Waymark Spot
  - Practice & get ready
4. You'll pitch/role play with Ryan
5. There's a big award for the BEST PITCH!



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BUSINESS  
CONVERSATION

**POWERBALL**



CONVICTION

# THE FIVE PILLARS



# ROLE PLAY TIME!

A row of golden trophies is shown in a close-up, low-angle shot. The trophies are arranged in a line, receding into the background. The background is a warm, golden bokeh, suggesting a festive or celebratory atmosphere. The trophies have a classic design with a wide, flared top and a narrower base.

# **THE BEST V.B.R. PITCH**

*AND OUR WINNER IS...*

# NEXT STEPS

Over the next 12 weeks



*What Questions*

**DO YOU HAVE**