WELCOME

ADVANCED NEW BUSINESS WORKSHOP

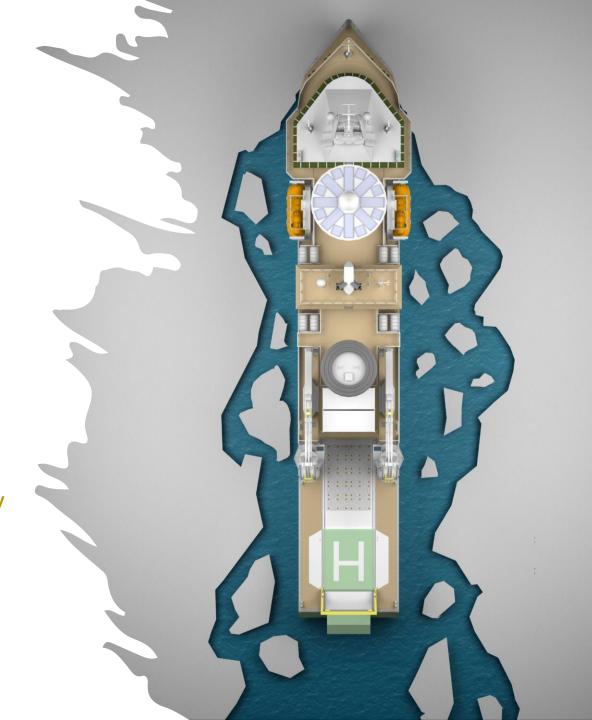
©46NEWS



ICE-BREAKER

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







NEW LOCAL DIRECT

NEW BUSINESS STRATEGIES THAT GET *RESULTS*





TODAY'S AGENDA

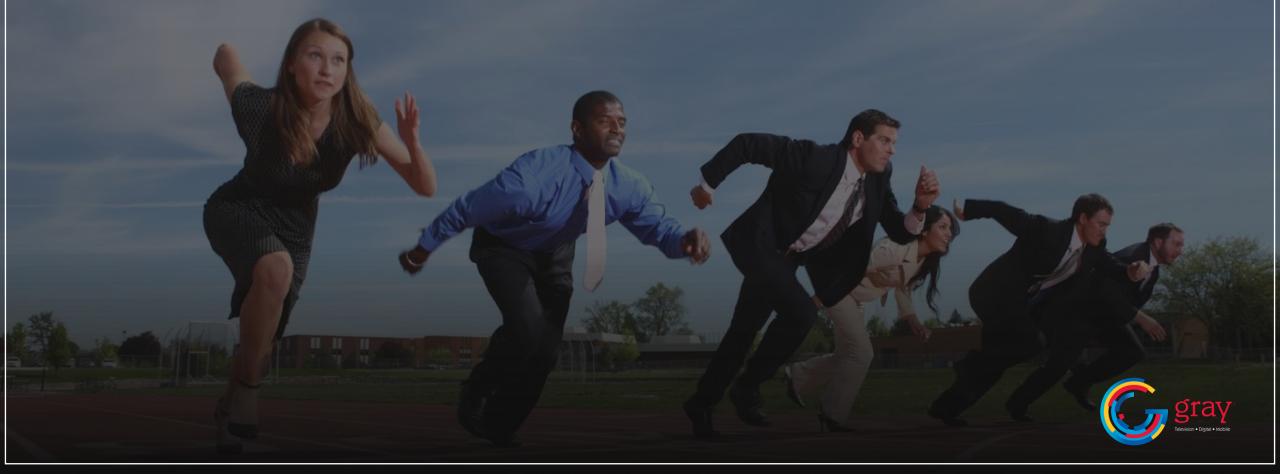


THIS SESSION WILL BE INFORMATIVE, COLLABORATIVE AND FUN!





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



2022

How Important Is A Video-Based Marketing Strategy?



86%

of Businesses use some sort of video as a marketing tool.

Has increased 25% from only 5 years ago.

93%

of those businesses say video is an important part of their marketing strategy.

Has increased 15% from only 5 years ago.



But... what happened during the pandemic

91% of marketers feel the pandemic has made video more important for businesses.





Every seller having the ability to create a commercial in less than 5 minutes...

WHAT IS >>>

EASY TO USE VIDEO CREATION TO CL

BUILDS COMPELLING CREATIVE FAST THAT WILL SPEED UP THE SALES CYCLE





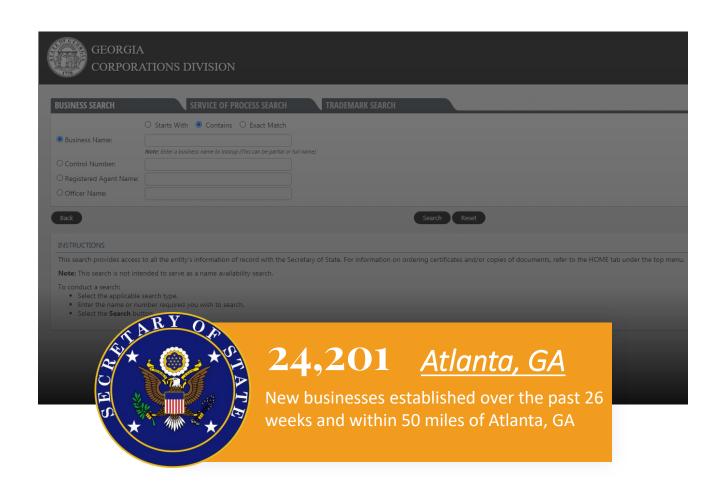
QUESTION

IS THE GOOD STUFF ALREADY TAKEN?

OPPORTUNITY FUNNEL



How many accounts have billable revenue at your station in Q1 / 2022?		
Vhat % has both broadcast and digital?		
How many accounts have billed from Jan 2020 – Jan 2022, but aren't billing today?	183	
What's the worth of those clients?	1.760m	
Total accounts in Matrix?	4,844	
How many businesses are in the Atlanta area?	235,554	
How many good SIC categories can pass credit at your station?	92,206	
How many businesses generated more than 5 million in sales last year?	28,184	
Net "good" opportunity	235,320	



NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **24,201**NEW BUSINESSES have been created within 50 miles of your station!



QUESTION

WHAT WILL THE ADVERTISING SPEND

LOOK LIKE IN YOUR MARKET THIS YEAR?

\$3.8 BILLION

QUESTION

HOW LONG BEFORE YOUR MARKET ECLIPSES PRE-COVID MEDIA AD SPENDING LEVELS?

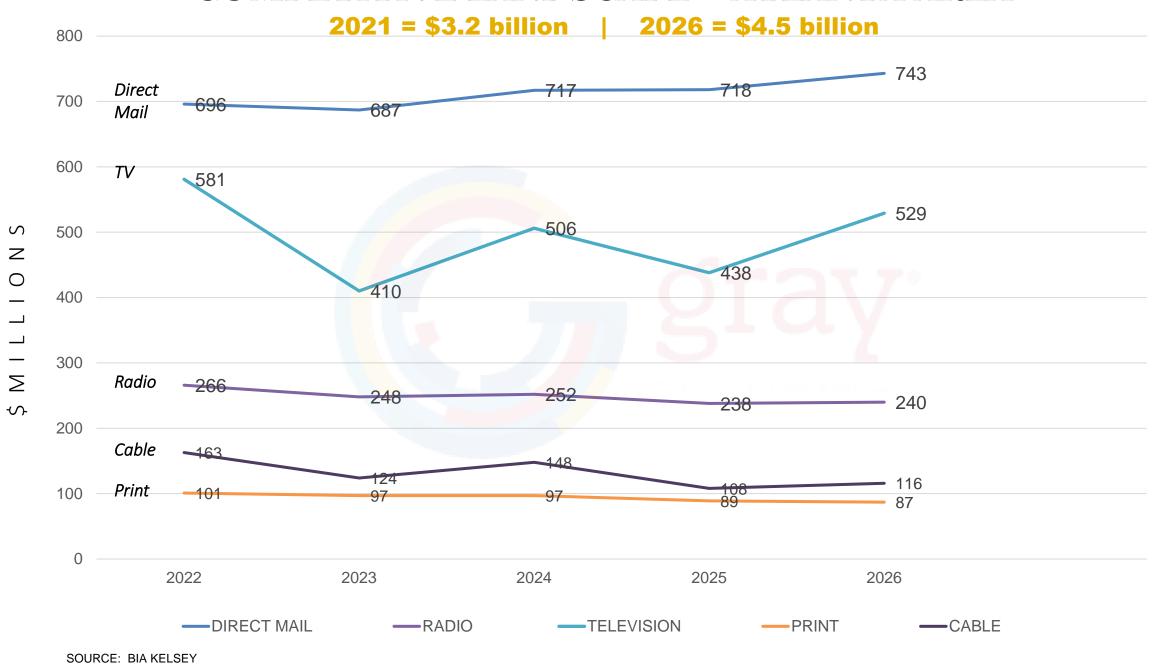
MEDIA AD SPEND

2019 - 2026

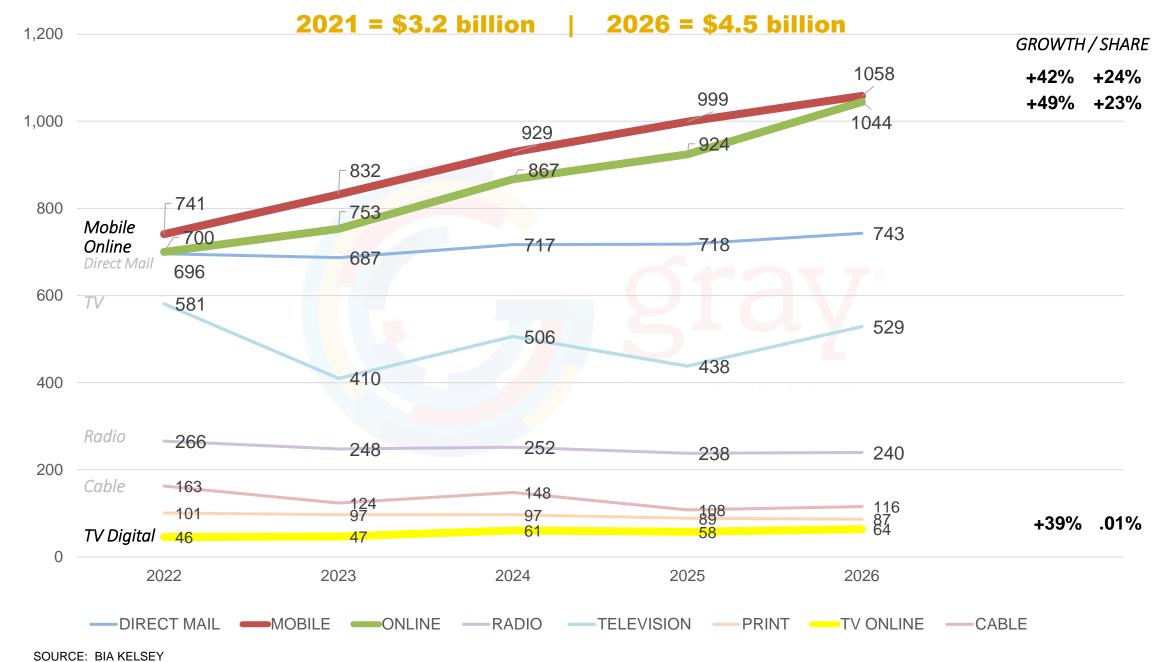




COMPETITIVE LANDSCAPE – ATLANTA AREA



COMPETITIVE LANDSCAPE – ATLANTA AREA



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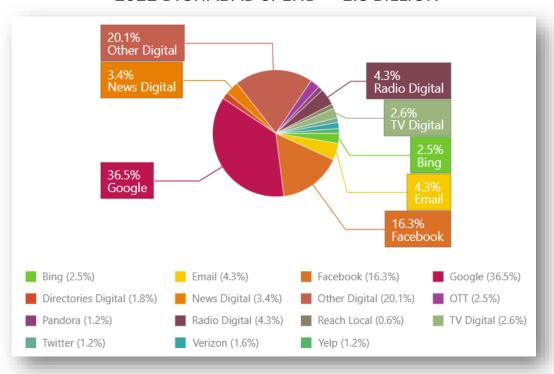
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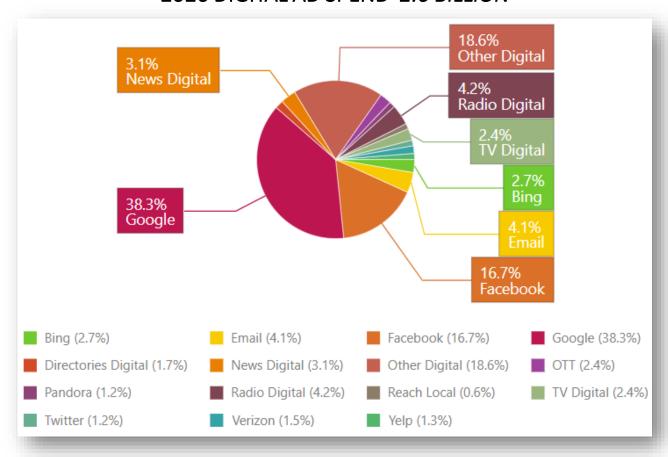
DIGITAL AD SPENDING

ATLANTA AREA

2022 DIGITAL AD SPEND - 1.8 BILLION

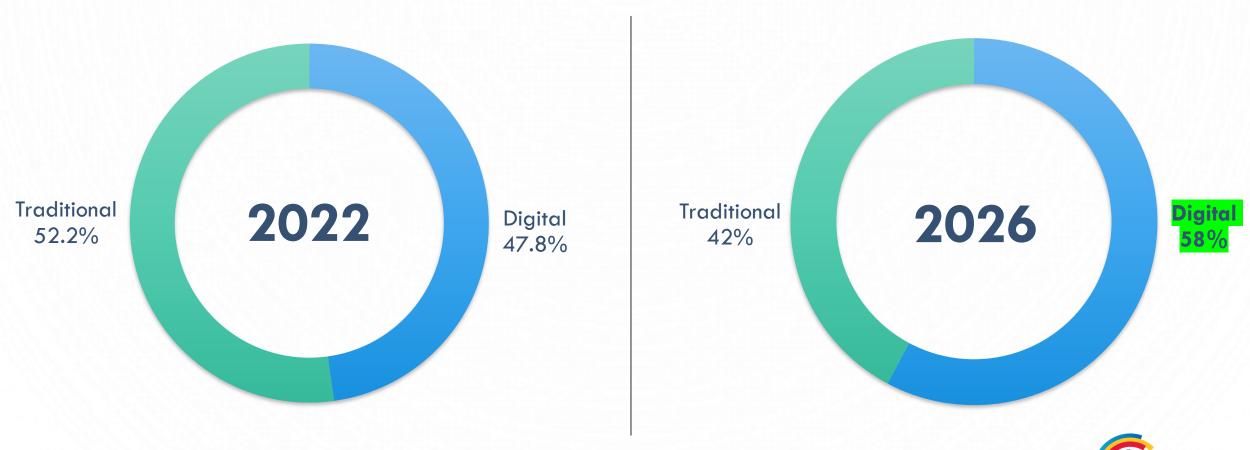


2026 DIGITAL AD SPEND 2.6 BILLION



AD SPENDING

ATLANTA, GA







BY 2026, WHAT IS ONE DIGITAL SHARE POINT WORTH IN YOUR MARKET?

>>\$26 million





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





USE TOP HALF OF SHEET



20.0

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?

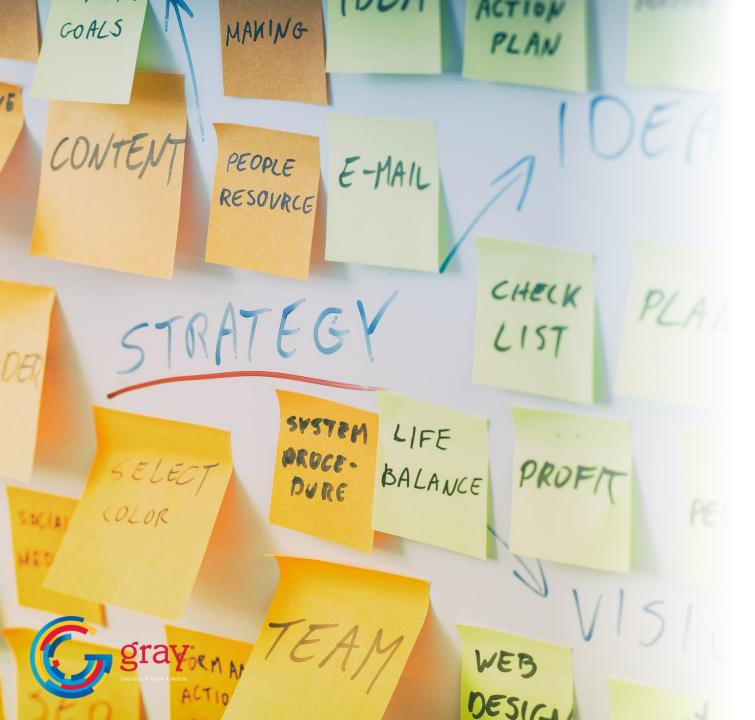
CHURN

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?







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.





RANKING	INACTIVE	CHURN
* .		

NEW PLAYBOOK

NEW SOURCES

List 10-15 new sources here

TRADITIONAL SOURCES



































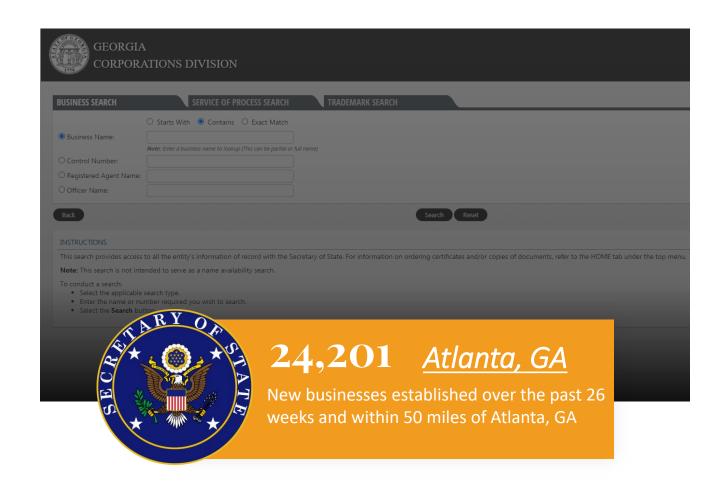




LET'S GET ^ CREATIVE

AND IDENTIFY BETTER & MORE INNOVATIVE SOURCES





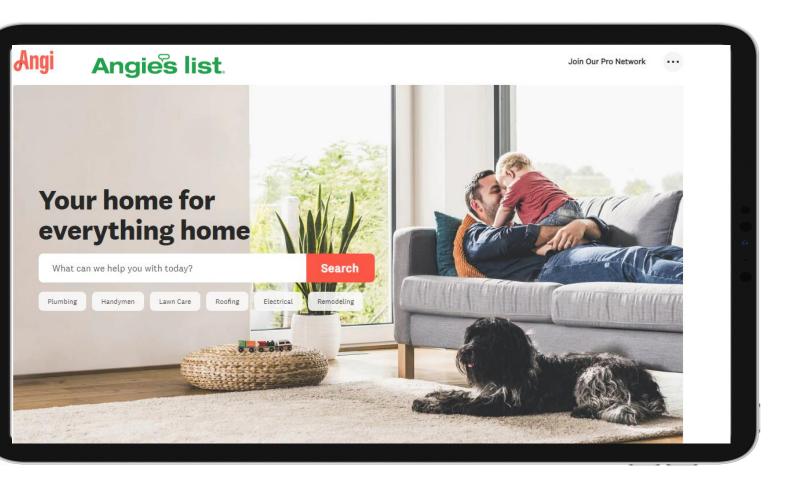
NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **24,201**NEW BUSINESSES have been created within 50 miles of your station!



HOME IMPROVEMENT

A Great Way To Find Local Categories & Businesses



Insights

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

Strategy

- O 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



LEGALIdentifying Opportunities

Insights

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

Strategy

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











VEHICLE WRAPS

Identifying Opportunities

Insights

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

- 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
- O Contact the business and focus on taking their message to the next level and with the power of VIDEO!

YOUTH SPORTS Identifying Opportunities

Insights

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



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





CHURCHES

Identifying Opportunities

Insights

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

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



Insights

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

- o Snap a photo of the permit
- o Make sure you have the permit #
- o 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.



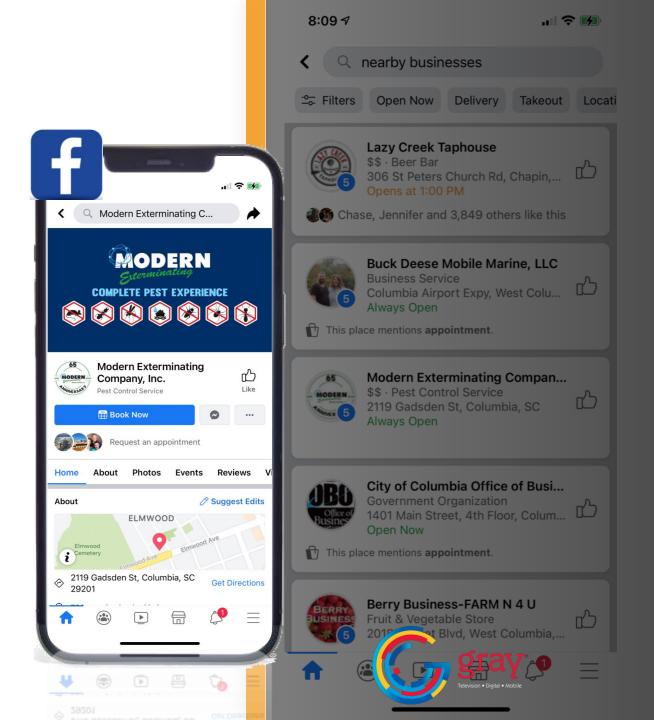
FACEBOOK

Great Business Opportunities

Insights

- Search businesses nearby or at a specific location
- o 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

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























TOP 12 SEARCH DIRECTORIES

THAT CAN PROVIDE A BETTER RESULT!











PPC + CONTENT + SOCIAL + NEWS + WEBINARS



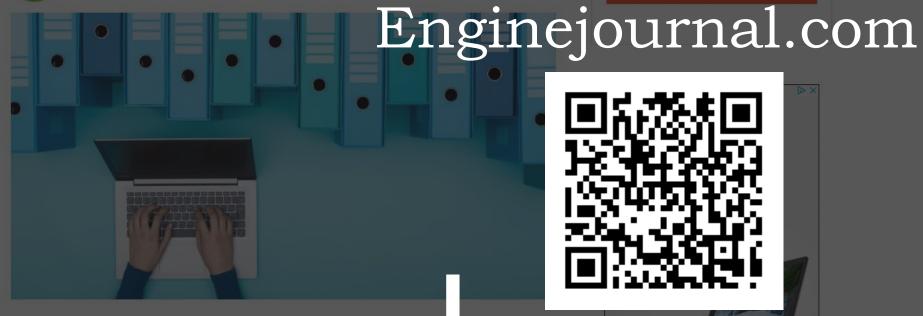


21 Web Directories That Still Have Value

traffic that could translate into real value for you









MONSTER

Salary Tools **Upload Resume** Find Jobs Career Advice Find the right fit. Job Title or Keyword **Popular Searches** Work from home Administration Q Part-time Manufacturing



RECRUITMENT

Big Money, Ongoing, Non-Traditional Revenue



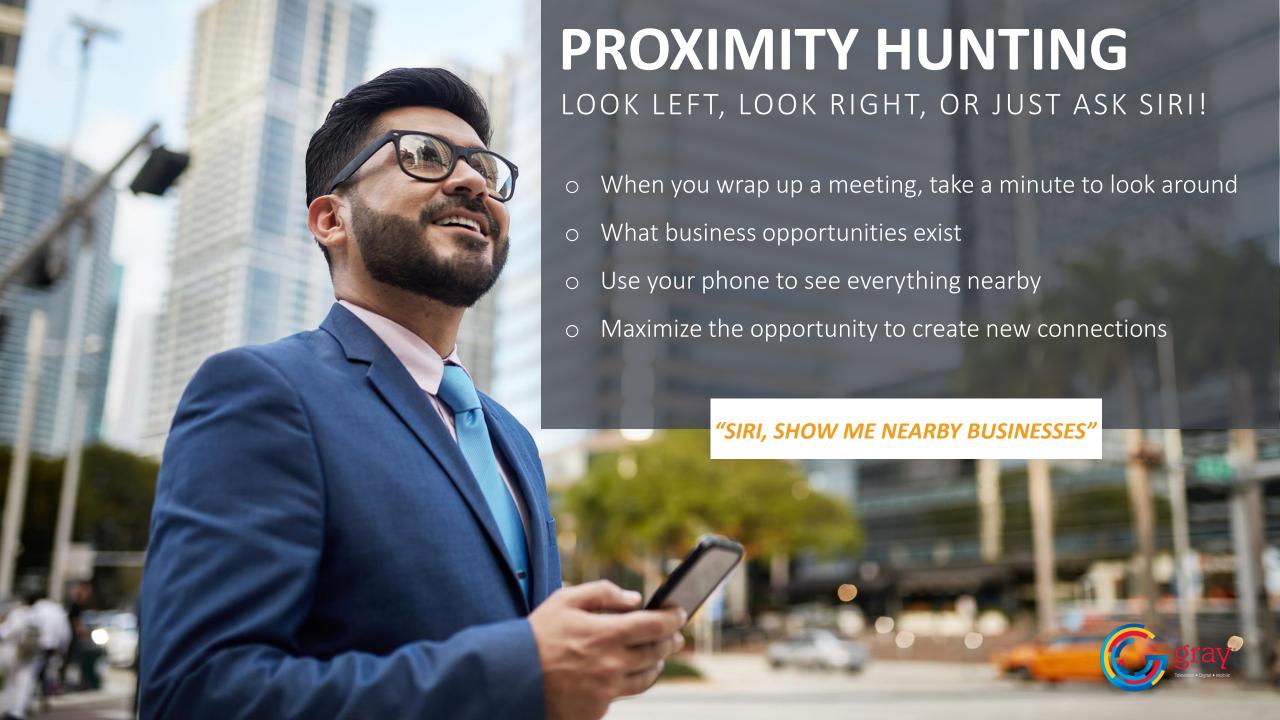




Insights

- o Search businesses nearby or at any location
- See companies' top job postings
- o Learn more about their culture (good or bad)
- o 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!

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







PRINT TO VIDEO

INCREDIBLE OPPORTUNITY WITH WAYMARK

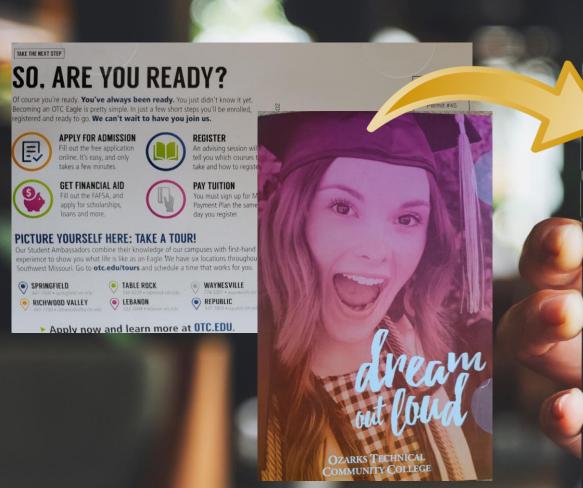
VIDEO IS THE MOST POWERFUL TOOL IN YOUR TOOLKIT – USE IT!

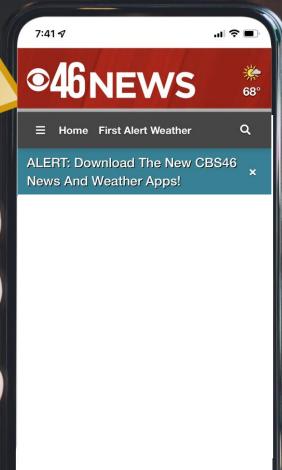
- Browse your local newspaper and magazines for print ads
- o Create a video campaign with Waymark
- o Go see your client and impress them!



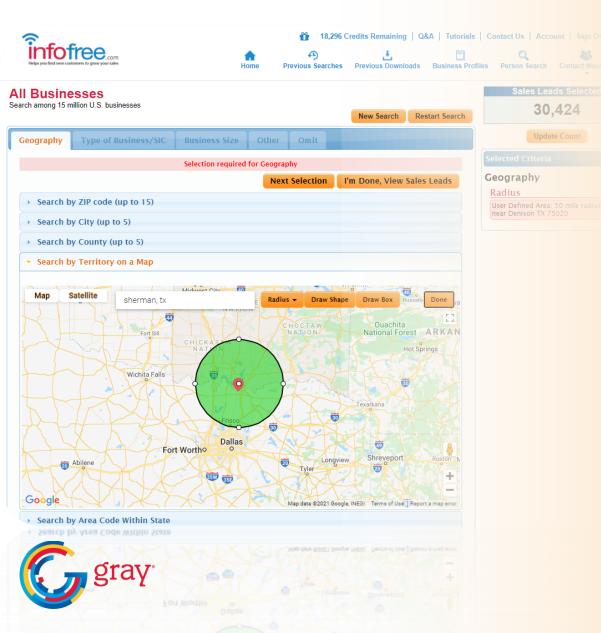
DIRECT MAIL TO VIDEO

INCREDIBLE OPPORTUNITY WITH WAYMARK









FIND ANY BUSINESS

Effective Business Targeting With Ease!

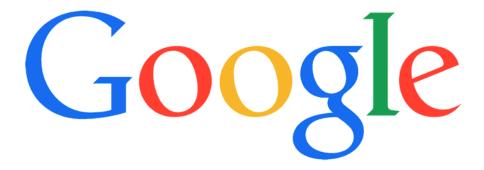
Insights

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

- 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
- o Identify potential consumers by lifestyle choices in geo regions

TRADITIONAL SOURCES

COMMON SOURCES THAT OFFER GREAT VALUE IN FINDING LOCAL BUSINESSES

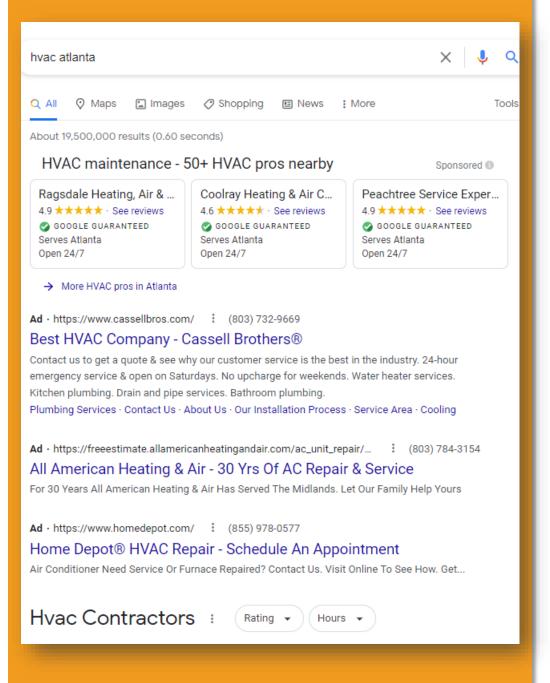


PAID SEARCH RESULTS > PPC

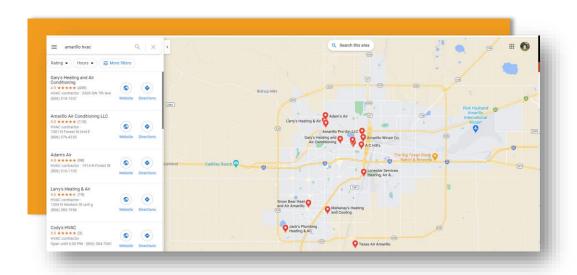
ATLANTA AREA

36.5%

658 million







GOOGLE MAPS

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

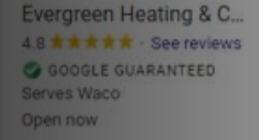
GOOGLE GUARANTEE

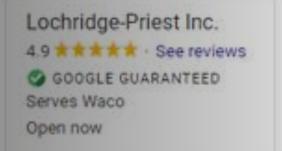
Settings

Tools

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

Sponsored ()









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.





CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

NEW PLAYBOOK

NEW SOURCES

List 10-15 new sources here

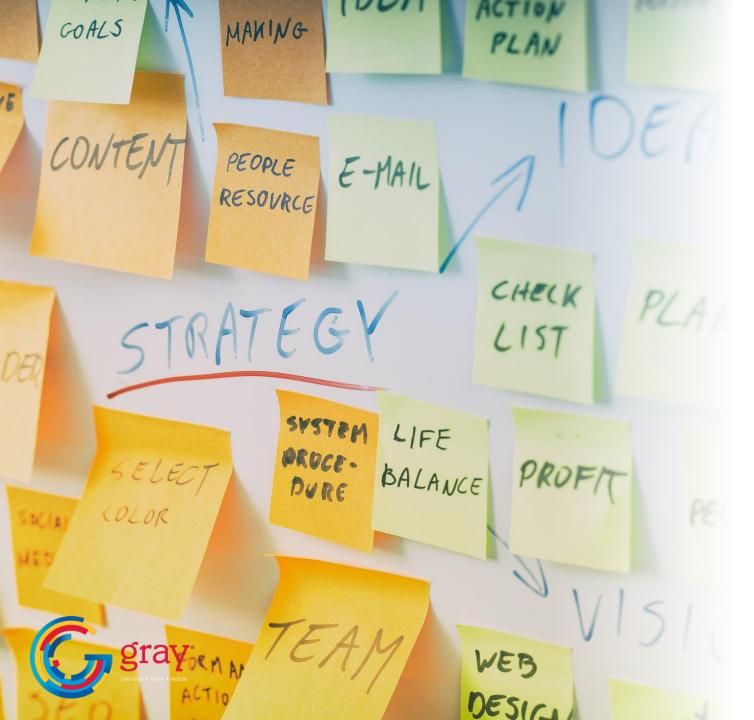
NEW SOURCES

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).



CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

NEW PLAYBOOK

SOURCES

List 10-1.

CATEGORIES

List 10 new business categories here

Add another 10 sources from what we just reviewed

NEW SOURCES

TOP LOCAL BUSINESS CATEGORIES 2022



TOP 10

- 1. ALL AUTO
- 2. PROFESSIONAL / LEGAL SERVICES
- 3. FURNITURE STORES
- 4. HOSPITALS
- 5. DENTISTS / MEDICAL
- 6. BANKS
- 7. PLUMBING & HVAC
- 8. BUILDING MATERIALS / HARDWARE
- 9. REPAIR / MAINTENANCE
- 10. CONSTRUCTION / TRADES

NEXT 15

- 1. FAST FOOD
- 2. EDUCATION / SCHOOLS
- 3. GROCERY
- 4. INSURANCE
- 5. NURSING / RESIDENTIAL CARE
- 6. HOME FURNISHINGS
- 7. HEALTH / PERSONAL CARE
- 8. CASINOS
- 9. REAL ESTATE
- 10. ENTERTAINMENT
- 11. FLOOR COVERINGS
- 12. CASUAL DINING
- 13. UTILITIES
- 14. POOLS & SPA
- 15. RELIGIOUS

Shopping Retail	Other Services	Food/Beverage	<u>Auto</u>	Things To Do	<u>Home</u>	<u>Health</u>
Accessories	Alterations	American	Accessories	Arts/Culture	Animal Removal	Addiction
Books	Attorney's	Asian	ATV	Classes/Learning	Air Duct/Dryer Vent	Allergy/Asthma
Boutique	Business	Baker	Boats	Comed	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	Chimne	Dentistry Pediatric
Equipment	Financial	Italian	Oil Change/Service		Cleaning Services	Dentistry Sedation
Egeglasses/Egewear	Funeral Homes	Organic	Paint		Electrical	Dermatology
Fabrics	Hotel/Resort	Pizza	Parts/Aftermarket	Places To Go	Energy Efficiency	Ear Nose Throat
Frame	Identita Protection	Sandwich	Pre-Owned Dealers	Local tractions	Fence	Fertilit
Furniture	Insurance	Seafood	Restoration	Recreation	Fire. Vater Damage Rest	Fitness
Gadgets	Landscaping	Smoothies	RV's	Travel	Floors	Gastroenterology
Gaming	Party/Events	Southern	Scooter/Moped	Getaways	Foundation Repairs	Hair Replacement
Gift/Novelt	Personal Trainer	Steak	Security/Alarm	Events	GaragelDoor	Home Health
Groceries	Photography	Sushi	Tyre/Vheel	V eddings	Garbage/Landfill	Hospice Care
Gun/Ammo	Rentals	ous	Transmission Repair		Garden/Plants	Lipo Suction
Handbags/Purses	Salons		Wheel Repair		Gutter	Med Spas
Hardware Stores	Schools/Learning	Alcohol	Vindov Repair	Sports & Recreation	Home Décor	Medical Equipment
Health & Beauty	Spas	Bars	a mada ricpun	Bowling Bowling	Hurricane	Medical Imaging
Hobby	Tailoring	Beer Store		Camping	HVAC	Mental Health
_	-		D-4-	· -		
Jeweiry	Tanning	Liquor Store	<u>Pets</u>	Camps	Kitchen	Mobility
Kitchen	Tree. Landscape Removal	Party Supplies	Bath	Fishing	Lawn	Nails/Manicure
Lawn Equipment	Vaste Removal	Vine Store	Boarding	Golf	Locksmith	Nutrition
Lingerie	Vedding		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/Vomen's Clothing	<u>Real Estate</u>	Organies	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 Valkers	Training/Education	Plumbing	Pain Management
Shirts (Custom)	FSB0		Supplies		Pool	Pediatrics
Shoes	Home Inspection	<u>Beauty</u>	Training		P:ressure Vashing	Pharmacy
Shopping Centers	Insurance	Fitness	Transport	<u>Fitness</u>	Remodeling	Physical Therapy
Smoke/Tobacco	Mortgage	Acupuncture	Vet	Gyms	Roofing	Plastic Surger
Sports	Rental	Hair/Salon		CrossFit	Securit	Podiatre
Suits/Professional Vear		Hair Removal		Dance Fitness	Sewer/Septic	Prosthetics
Sunglasses		Hair Restoration	<u>Kids</u>	Kickbozing/Martial Arts	Siding	Rehabilitation Services
_	Financial			-	-	
Thrift Tools	<u>Financial</u> Auto	Laser Lipo/Cellulite Reduc Tanning	Bounce House After School Lessons	Pilates Pure Barre	Stone/Masonry Storage	Senior Living Sleep Medicine
Travel	Banks	Tattoo/Tattoo Removal	Childcare	Reflexology	Sun/Patio Rooms	Spine
Vatches	Investments	Toenails/Nails	Clothing	Self Defense	Supplies/Equipment	Urgent Care
# drolles	Mortgage	Yaricose/Spider Yeins	Entertainment	Spin Classes	Vindow/Gutter Cleaning	Urolog¶
'	i-iorigage	¥ancoserspider ¥eins ∀azing	Gymnastics/Ballet/etc.	Yoga	Vindows	Yascular/Yein Services
		= damig	Health	Zumba	= ma0=3	Vomen's Health
			Learning	2.1100		Vound Care
			Party Rentals			
			Playsets			
			Togs			
			3-			

DOWNLOAD THE CATEGORY LIST





SCAN ME









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 \$100K+



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.





REVENUE \$140K
GENERATED \$140K
OVER 4 MONTHS





The Creative

from WLUC *Marquette, MI*





CREDIT

Cody Smith (AE) **GDM TEAM**Rick Rhoades (GM)



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



REVENUE \$216K

The Concept

from WCJB *Gainesville, FL*





CREDITTim Orwig - LSM





CREDITBen Niswander (LSM)

EMPLOYMENT DEMAND

INDUSTRY OVERVIEW | ATLANTA AREA

SOURCE: BLS.GOV

CATEGORY	# of jobs	10 year growth
Freight Stock Material Movers	73k	117k
Truck Drivers	42k	54k
Admin Assistants	41k	45k
Construction Laborers	26k	35k
Project Management	28k	32k
Business Operations	28k	32k
Accounting	27k	32k
Maintenance	25k	29k
Nursing	17k	24k
Medical Assistants	16k	23k

Unemployment Rate: 3.3%



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





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



REVENUE \$75K

The CONCEPT



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.

CONCEPT



REVENUE \$100K+

SERVICE COMPANIES



QUESTION

What's a customer worth for a landscaping company?

WHAT'S THE COST OF LAWN SERVICE **EACH MONTH?**

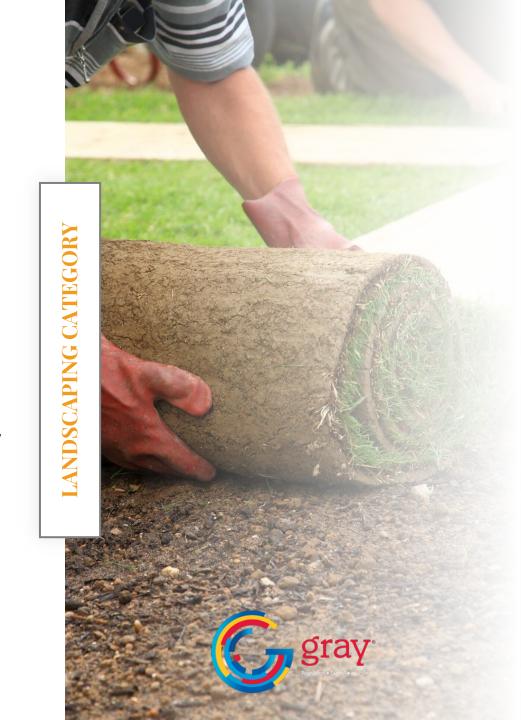
\$200

HOW MANY MONTHS OUT OF THE YEAR?

How long does the average family live in a home?

13 YEARS

1 NEW CUSTOMER = \$20,800



YOUR MANAGER'S RECOMMENDATION

TOP NEW BUSINESS CATEGORIES TO FOCUS ON

<u></u>	
hN	NC
UIN	VO

1.	AUTOMOTIVE – TIER 3	\$88M
2.	HEALTHCARE	\$264M
3.	TRAVEL / PLACES OF INTEREST	\$256M
4.	FURNITURE & MATTRESSES	\$97M
5.	LEGAL	\$139M
6.	HOME IMPROVEMENT	\$133M
7.	BANKING	\$542M
8.	REAL ESTATE	\$95M
9.	RECRUITMENT	\$30M
10.	SENIOR LIVING CARE	\$13M



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).



CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

NEW PLAYBOOK

SOURCES

List 10-15 new sources here

CATEGORIES

List 10-15 new business categories here

NEW SOURCES

Add anoth

what we reviewed

NEW CATEGORIES

List 10 new business categories here





Search Google or type a URL



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"

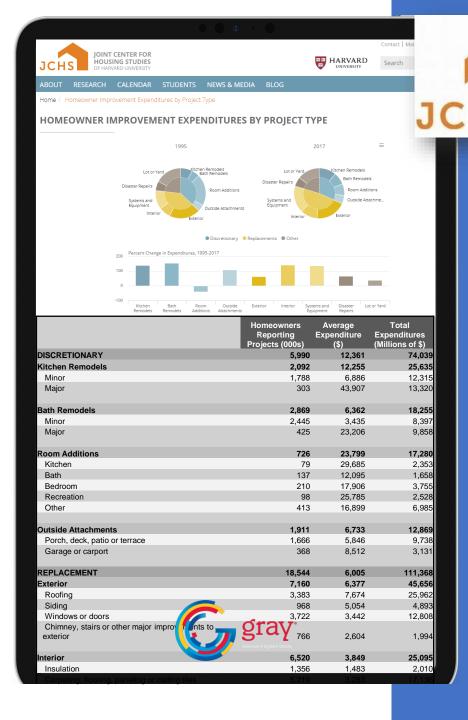
HOME IMPROVEMENT

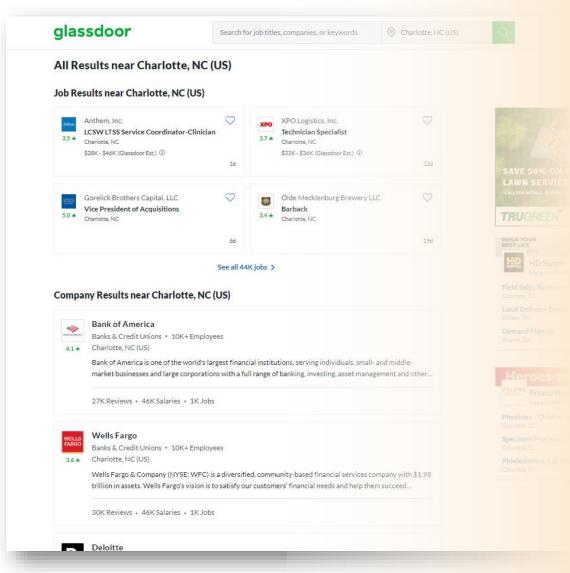
One Of Ryan's Favorites!

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

- 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.
- o Focus on more jobs and higher spend jobs.





RECRUITMENT

Big Money, Ongoing, Non-Traditional Revenue

glassdoor



Insights

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

- 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.







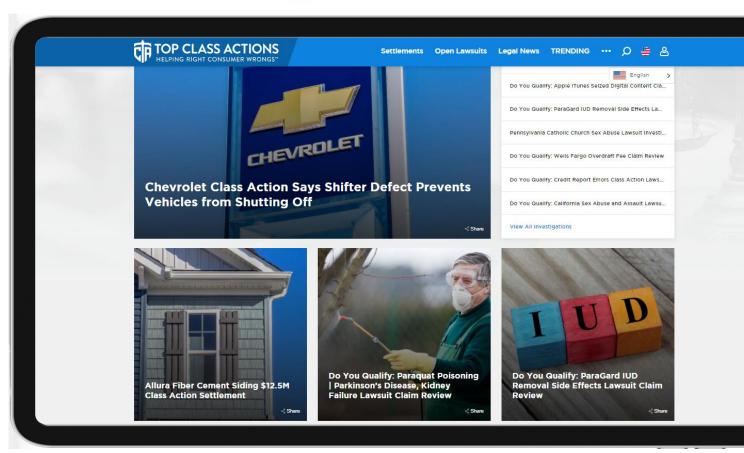




Insights

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

- 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
- o Share the information with new & existing clients





CAMFINDIdentifying Opportunities



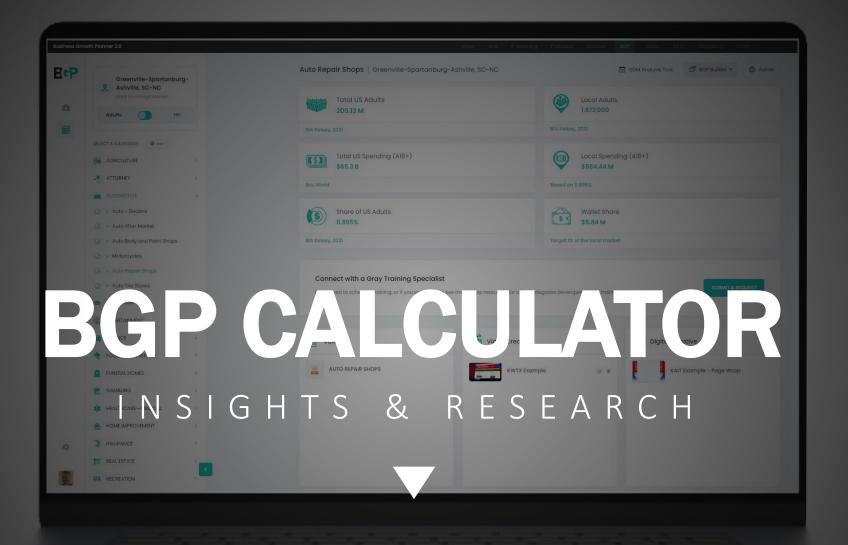
Insights

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

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









BGP CALCULATOR

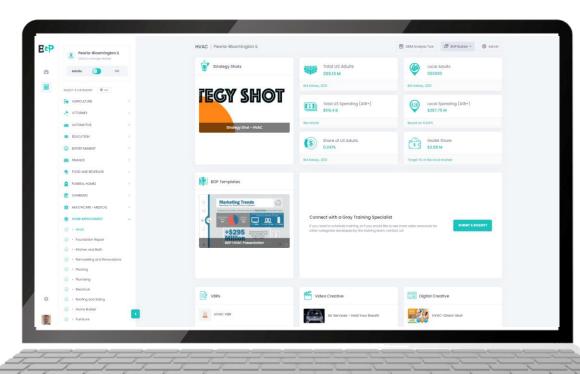
- Market Info
- Local Spend

- Wallet Share
- Strategy Shot

5 VBRs

- ⁶ BGP Template
- 7 Creative
- Research





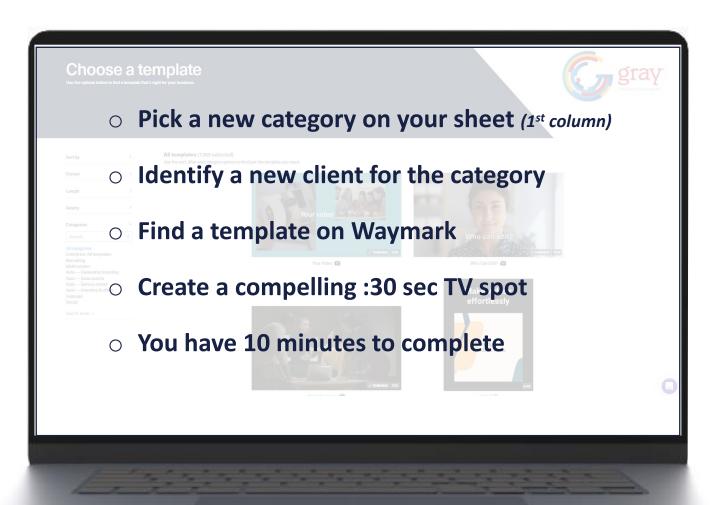
BGP.GRAYTRAINING.TV/market-calculator







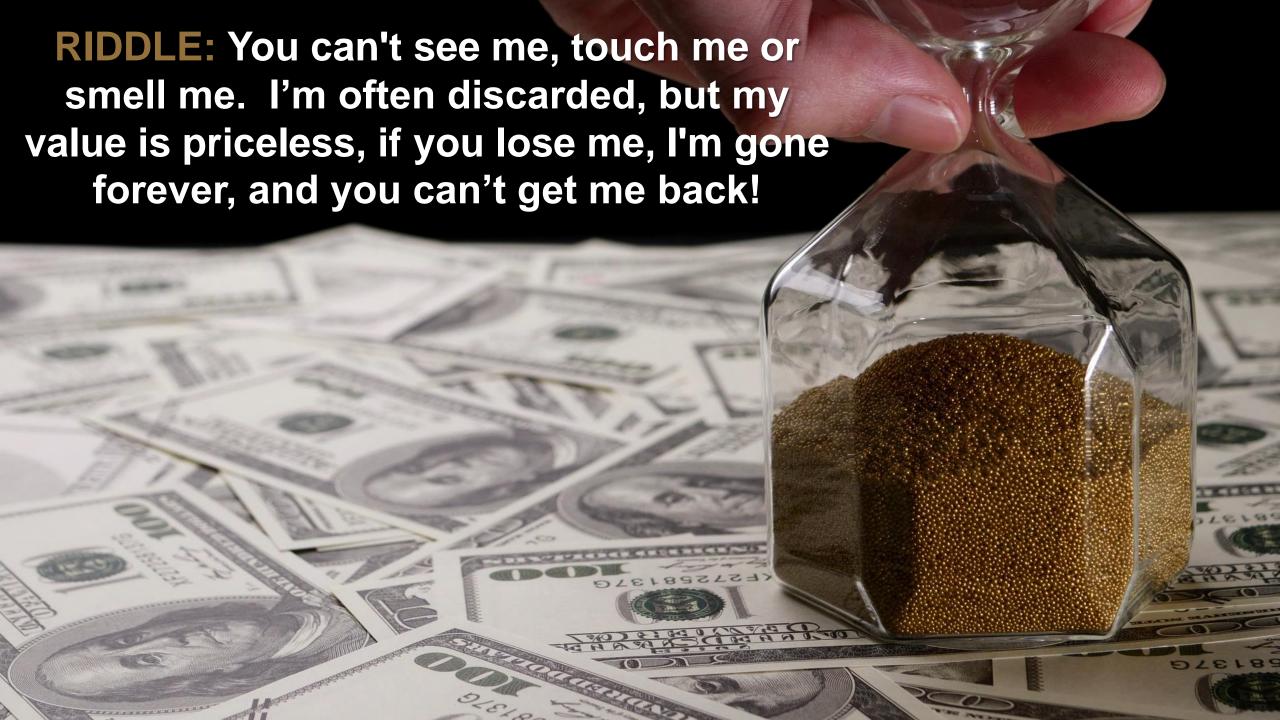
LET'S CREATE A WAYMARK SPOT graytv.waymark.com



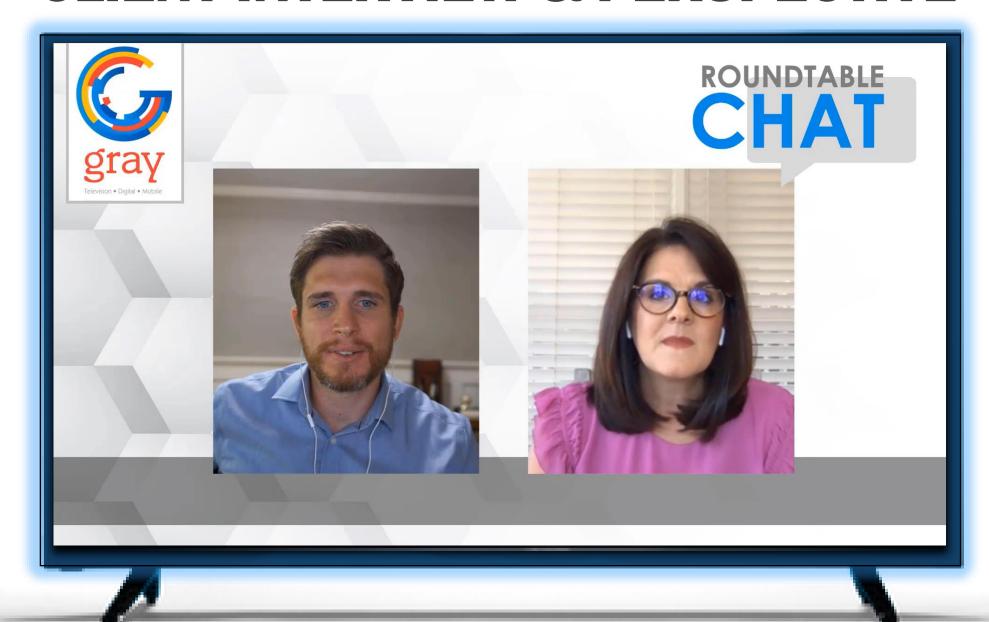




THIRD SALES MEETING THIS WEEK



CLIENT INTERVIEW & PERSPECTIVE



V.B.R. DEVELOPMENT

VALID BUSINESS REASON

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

gray Stoly Office of Stole Off



WHY CHANGE IS NEEDED

CLIENT PERSPECTIVE



ROUNDTABLE DISCUSSION

HOW DO SELLERS TYPICALLY
"INTRO" THE COLD CALL
OR DROP IN?







CLIENT INTERVIEW & PERSPECTIVE



LET'S TRY A BETTER WAY TO ENGAGE OUR CLIENTS





\$



BUILD TRUST, FORWARD EQUITY AND MOMENTUM





YOU CAN ASK FOR MORE MONEY





CLOSE QUICKER







WHY CHANGE IS NECESSARY

REDUCE AGENCY POACHING









INDUSTRY CHALLENGE



YOUR OPPORTUNITY



IDEA



BUSINESS CONVERSATION



CONVICTION

THE FIVE PILLARS of a powerful VBR





YOUR OPPORTUNITY



IDEA



BUSINESS CONVERSATION



CONVICTION

COLLISION REPAIR





INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth upwards of 1.1 billion in the Atlanta area over the next 12 months



YOUR OPPORTUNITY



IDEA



BUSINESS CONVERSATION



CONVICTION

COLLISION REPAIR





INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth upwards of 1.1 billion in the Atlanta area over the next 12 months



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



BUSINESS CONVERSATION





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



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IDEA

COLLISION REPAIR

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!



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BUSINESS CONVERSATION

















V.B.R. DEVELOPMENT

STEP 1:

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



CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN	
- x			

NEW PLAYBOOK

SOURCES

List 10-15 new

CATEGORIES

List 15 new

V.B.R.

Write the pillars of a VBR here

NEW SOURCES

Add another 10 sources from what we just reviewed

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List 10 new business categories here

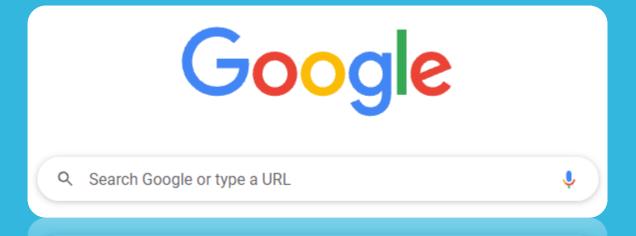


LET'S MINE SOME BIG GOLD!





Site Source:



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"



INDUSTRY CHALLENGES

SEARCH STRATEGIES: "HVAC INDUSTRY CHALLENGES"

SEARCH FINDINGS:

TOP 8 CHALLENGES IN THE HVAC INDUSTRY TODAY:

- 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



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YOUR OPPORTUNITY

SEARCH STRATEGIES: "HVAC INDUSTRY FACTS" OR BGP CALCULATOR

SEARCH FINDINGS:

ACCORDING TO THE BGP CALCULATOR:

- \$119 billion will be spent on HVAC in 2022 (U.S.)
- Atlanta has 2.78 million households (or 2.66% of the U.S. HH)
- We estimate that \$3.3 billion will be spent on HVAC alone this year in Atlanta
- 1 slice of that opportunity for you (or 1%) is \$33 million!

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



THE IDEA

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

THE BIG IDEA

- Educate homeowners risks & opportunities
- System operating performance avoid more expensive fixes later
- Quality of life reduce air-born allergens
- BUILD TRUST
- Short-term promotion to increase long term service contracts
- Tie into community outreach campaign

THE BUSINESS CONVERSATION

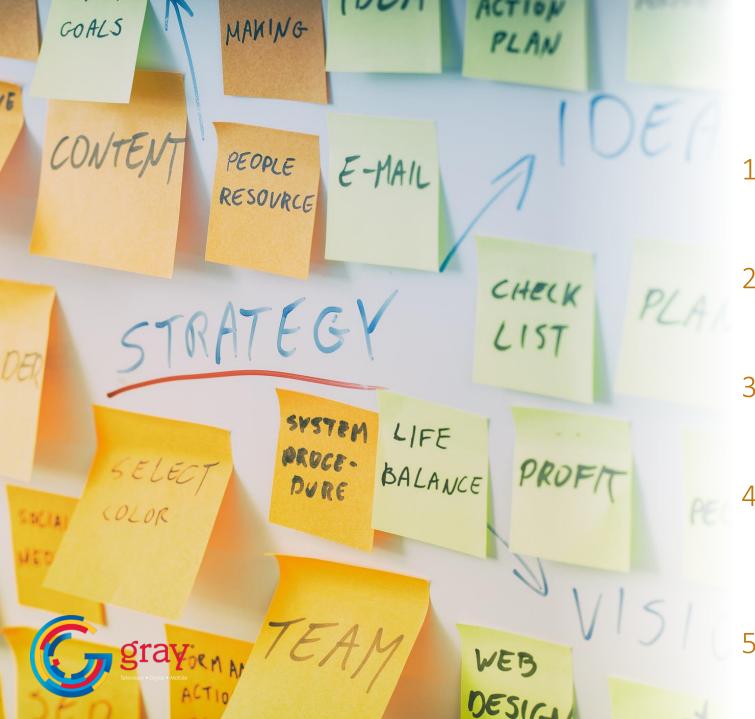


- o I'd like to have a BUSINESS CONVERSATION with you
- Discuss your goals and objectives
- Strategize with you on the opportunities ahead
- Show you how we can get to those objectives quickly
- Let's meet this week



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. Angie 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



INDUSTRY CHALLENGE



YOUR OPPORTUNITY



IDEA



BUSINESS CONVERSATION









*You have 7 minutes

INDUSTRY CHALLENGE



YOUR OPPORTUNITY



IDEA



BUSINESS CONVERSATION







EXAMPLE: I recognize you're up against several challenges over the next year from increased competition, to higher costs, and higher expectations from your clients

*You have 7 minutes



INDUSTRY CHALLENGE

IDENTIFY CATEGORY KNOWLEDGE

EXAMPLE: Your industry is expected to grow by 6% consistently over the next 8 years and consumer spending on HVAC in Atlanta will top 3.3 billion over the next 12 months.



YOUR OPPORTUNITY

*You have 7 minutes



IDEA



BUSINESS CONVERSATION







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YOUR **OPPORTUNITY**

*You have 7 minutes

*You have 7 minutes

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



IDEA



BUSINESS CONVERSATION



CONVICTION



HVAC

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IDEA

HVAC

*You have 7 minutes

CREATE A BUSINESS CONVERSATION

EXAMPLE: Let's have a business strategy discussion on how we can connect you with the right customers quickly, those who are willing and able to invest with the right service provider. When is a good time in the next few days for us to meet?!



BUSINESS CONVERSATION

*You have 7 minutes





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BUSINESS CONVERSATION

*You have 7 minutes











V.B.R. DEVELOPMENT

STEP 2:

AE should pick three new categories from the middle column and write them down on the sheet.



CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN	

NEW PLAYBOOK

SOURCES

List 10-15 new sources here

CATEGORIES

List 10-15 new business categories here

V.B.R.

Write the pillars of a VBR here

NEW SOURCES

what we just reviewed

NEV TEGORIES

cat ____es here

VBR CATEGORY

Seller should post three new target categories here





EXERCISE

- 1. You're solo on this exercise!
- 2. Pick one of your three final VBR categories
- 3. You'll have 15 minutes to find industry challenges, the opportunity and an idea
- 4. Work with a Trainer or Manager to help you find info for your category
- 5. There is a prize for the best V.B.R. pitch TAKE THIS SERIOUSLY!

Hi, this is Ryan with KGNS. I'd like in charge of all your advertising an



Attorney marketing trends are trusted campaigns with strong connections and educational eparamount in 2021.

As THE trusted brand in Laredo know community more than a have trust that drives awarene Let's talk ideas!

What day works best for you this on ideas that will build even more community?



EXERCISE #2

NEXT STEPS

- 1. Organize the intel you gathered into a script
- 2. Then, turn the script into a CONVERSATION!
- 3. You have 15 minutes
- 4. Leverage your assigned manager for consultation
- 5. The best V.B.R. pitch will take home a cash prize!







IMPRESSIVE

IDEAS THAT WILL GET YOUR FOOT IN THE DOOR!

















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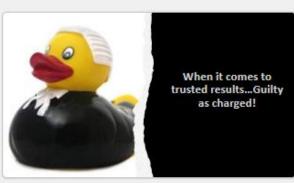


17 18 19 * 20









22 24 24 25

708X7 S787S Over the next 12 weeks



DOWNLOAD TODAY'S PRESENTATION



SCAN ME



Mhat Questions DO YOU HAVE

