WELCOME

ADVANCED NEW BUSINESS WORKSHOP

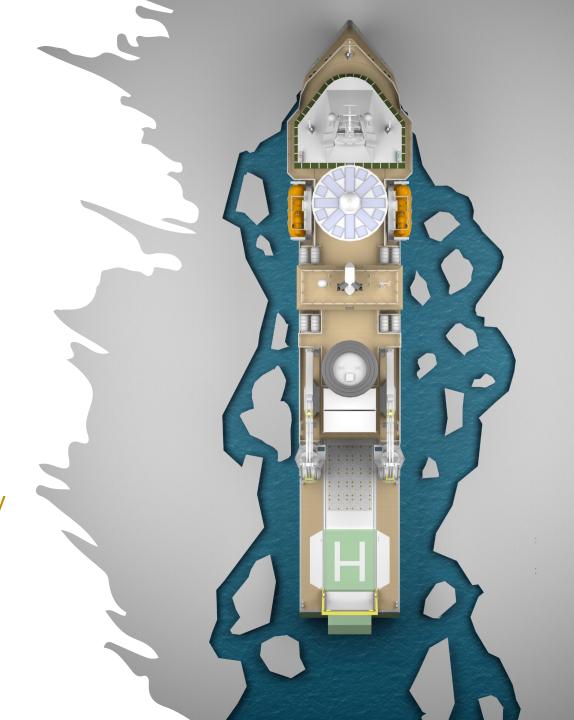
SWOWT



ICE-BREAKER

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

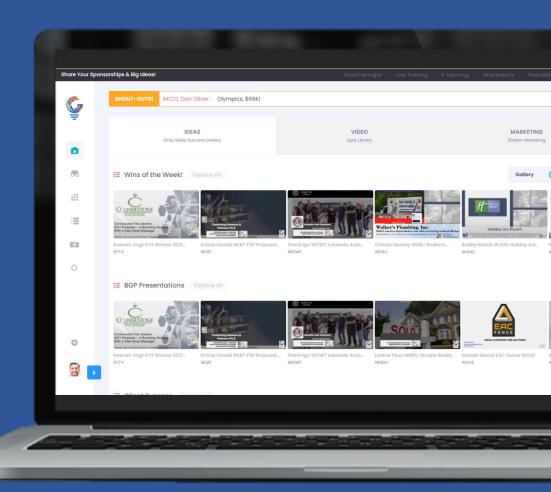




IDEAS.graytraining.tv

Newly Redesigned IDEAS.GRAYTRAINING.TV

- NEW SITE DESIGN
 - 2 ENHANCED SEARCH
- THE LATEST & GREATEST WINS!
- 4. EASIER SHARING WORKFLOW
- 5 NEW CREATIVE SPOT GALLERY



400 Spots

2,200 Hillion 2,150 Million

750
Presentations

375WOW wins







ALWAYS ACCEPTING GREAT IDEAS!

Takes less than 3 minutes to submit

Chance for sellers to win and a trophy





NEW LOCAL DIRECT

NEW BUSINESS STRATEGIES THAT GET *RESULTS*



TODAY'S AGENDA

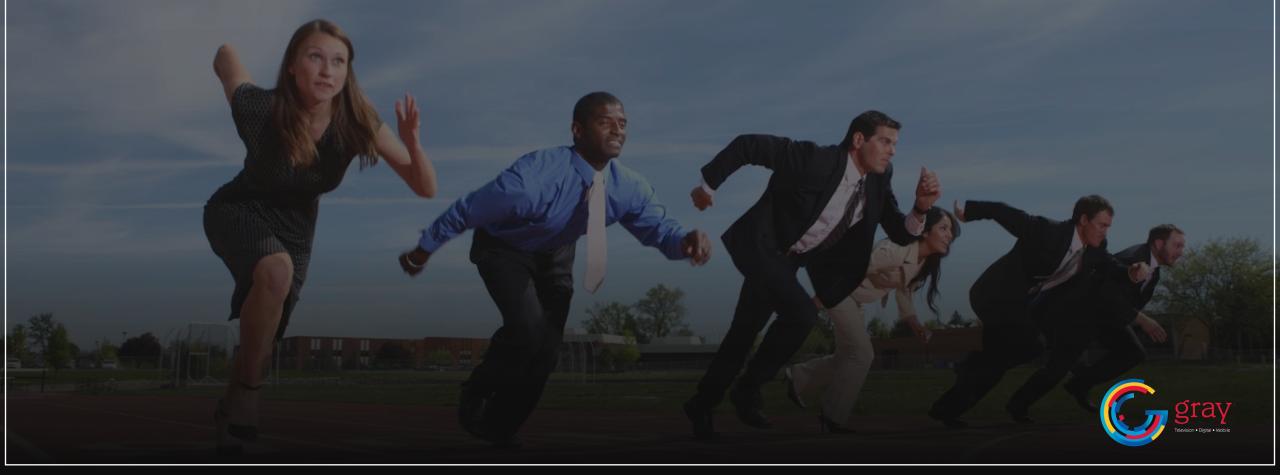


THIS SESSION WILL BE INFORMATIVE, COLLABORATIVE AND FUN!





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



BUT FIRST

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



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





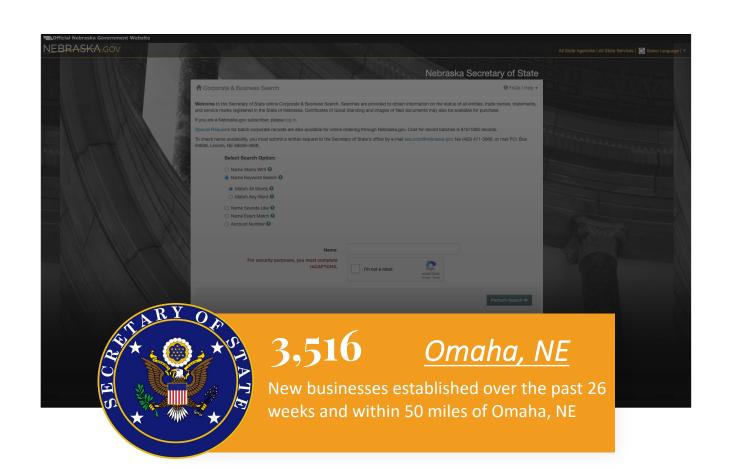
QUESTION

IS THE GOOD STUFF ALREADY TAKEN?

OPPORTUNITY FUNNEL



How many billable accounts do you have currently in Q3 / 2022?	316	
What % has both broadcast and digital?		
How many accounts have billed from Jun 2020 – Jun 2022, but aren't billing today?	254	
What's the worth of those clients?	5.8m	
Total accounts in Matrix?	3,185	
How many businesses are in the Omaha area?	61,008	
How many good SIC categories can pass credit at your station?		
How many businesses generated more than 2.5 million in sales last year?		
	60.600	
Net "good" opportunity	60,692	



NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **3,516**NEW BUSINESSES have been created within 50 miles of your station!



QUESTION

WHAT WILL THE ADVERTISING SPEND

LOOK LIKE IN YOUR MARKET THIS YEAR?

\$635 MILLION

QUESTION

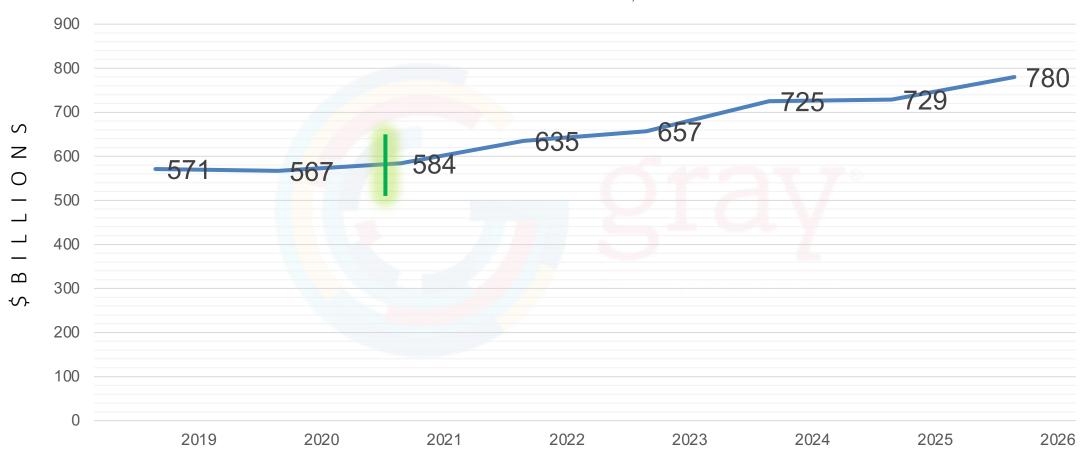
HOW LONG BEFORE YOUR MARKET ECLIPSES PRE-COVID MEDIA AD SPENDING LEVELS?

MEDIA AD SPEND

2019 - 2026

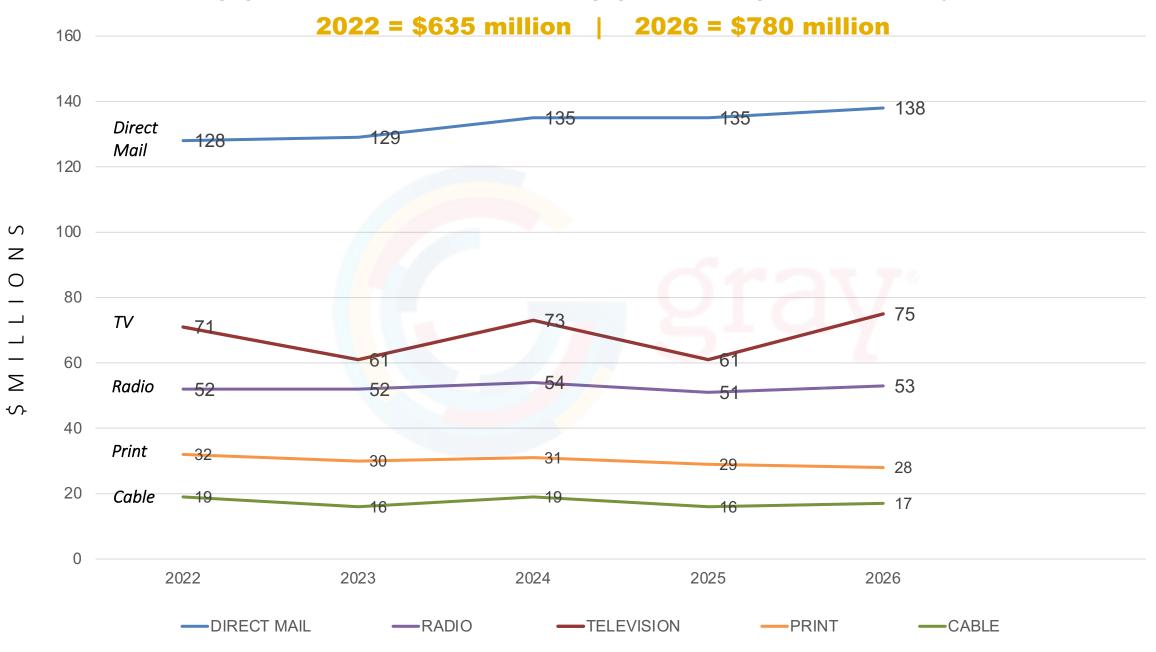
─OMAHA, NE

+37% (8 year)

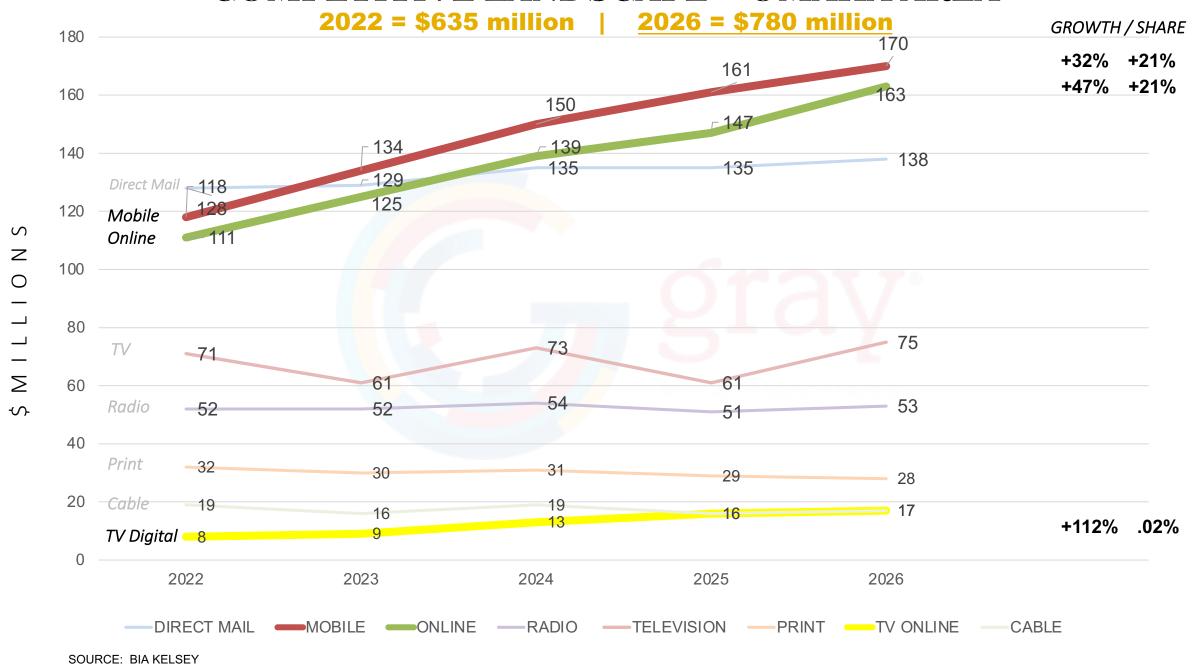


SOURCE: BIA KELSEY

COMPETITIVE LANDSCAPE – OMAHA AREA



COMPETITIVE LANDSCAPE - OMAHA AREA



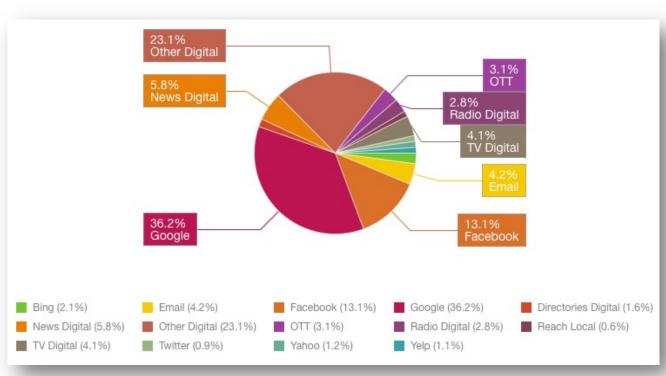
DIGITAL AD SPENDING

OMAHA AREA

2022 DIGITAL AD SPEND - 298 MILLION

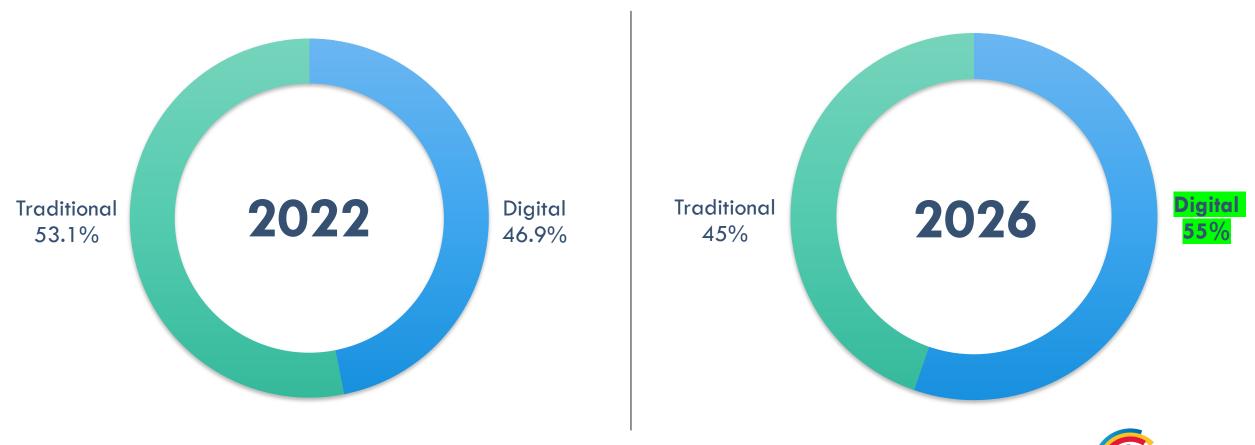
22.9% Other Digital 7.2% News Digital 2.7% Radio Digital TV Digital 34.6% Google Facebook Bing (2.1%) Email (4.7%) Google (34.6%) Directories Digital (2.0%) Facebook (14.4%) Radio Digital (2.7%) Reach Local (0.6%) News Digital (7.2%) Other Digital (22.9%) OTT (2.6%) TV Digital (2.8%) Twitter (1.0%) Yahoo (1.5%) Yelp (1.1%)

2026 DIGITAL AD SPEND 432 MILLION



AD SPENDING

OMAHA, NE







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

>> \$4.3 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



NAME

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?

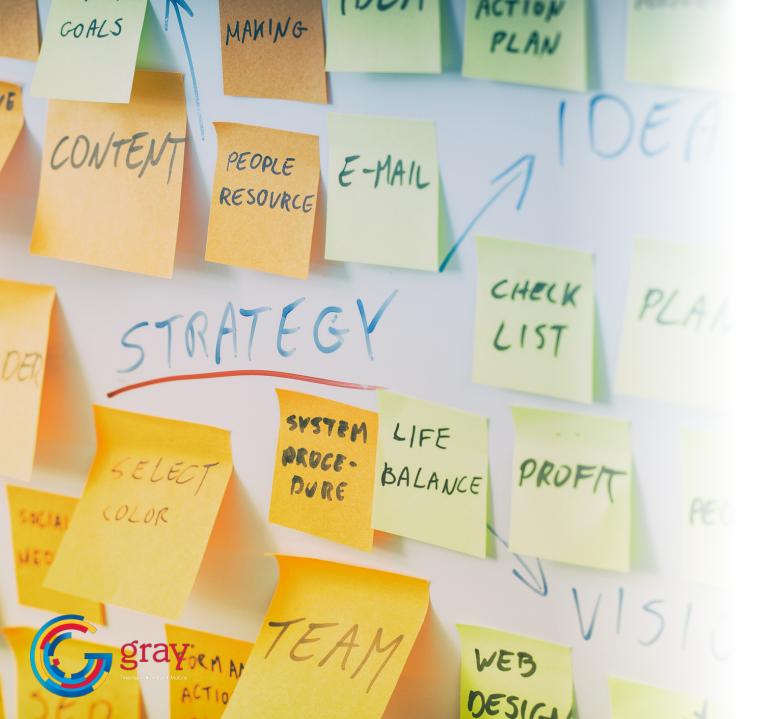
CHURN

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



































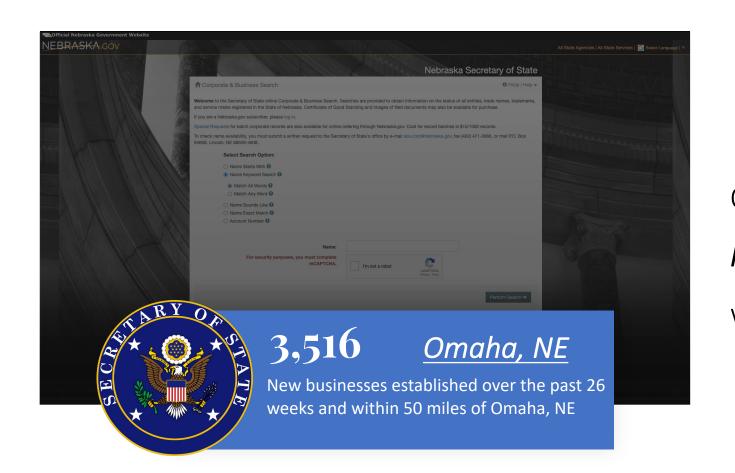




LET'S GET ^ CREATIVE

AND IDENTIFY BETTER & MORE INNOVATIVE SOURCES





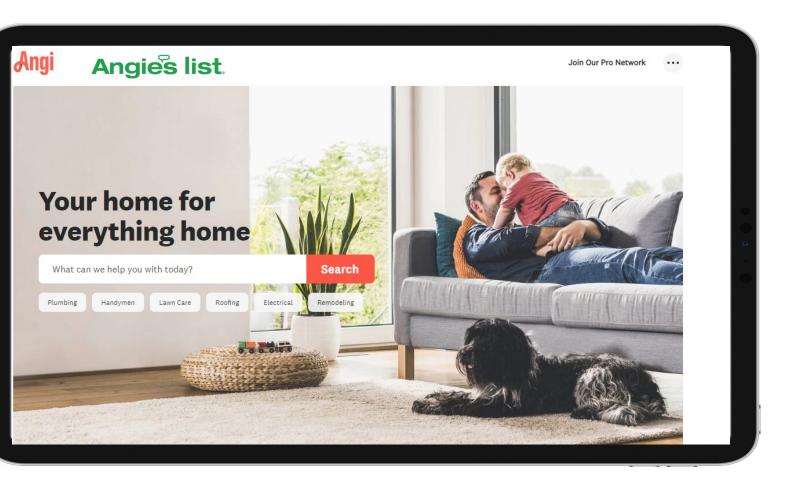
NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **3,516**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
- o Start-Up ground for home improvement bus.

- 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
- o Public Resources
- Legal Resources

- 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?
- o 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
- Businesses that see the importance of investing





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





CHURCHES

Identifying Opportunities

Insights

- 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
- Accelerate their results to the next level



CONSTRUCTION SITES

Identifying Opportunities

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.



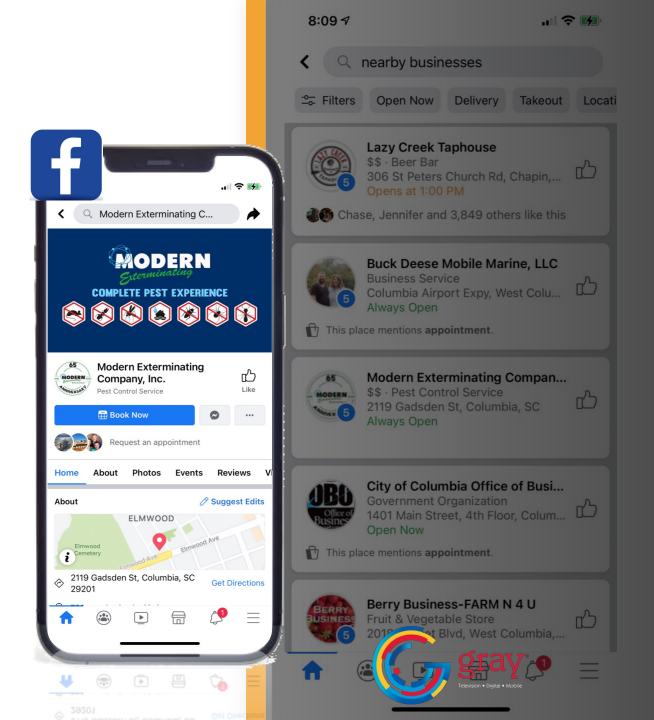
FACEBOOK

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
- o Find businesses your friends like –create a connection

























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

Find Jobs

Salary Tools

Career Advice

Upload Resume

Find the right fit.

Job Title or Keyword

Popular Searches

- Work from home
- Q Part-time
- Administration

Manufacturing



RECRUITMENT

Big Money, Ongoing, Non-Traditional Revenue



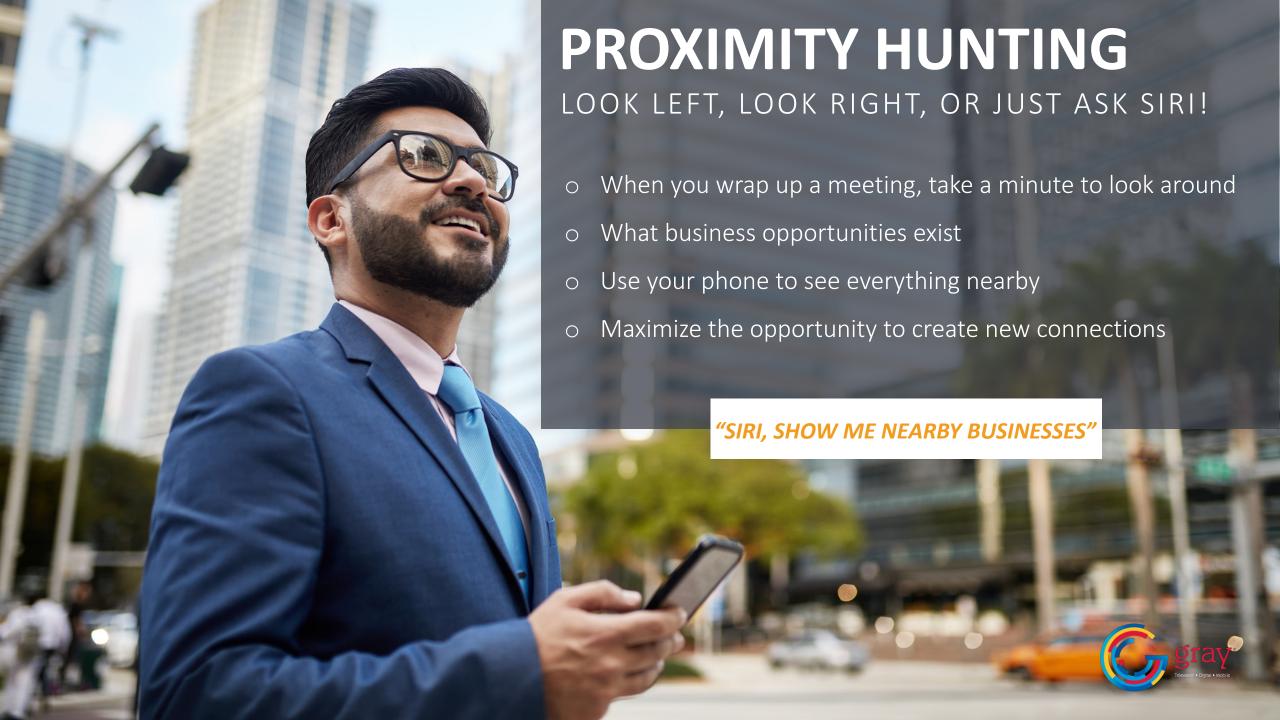




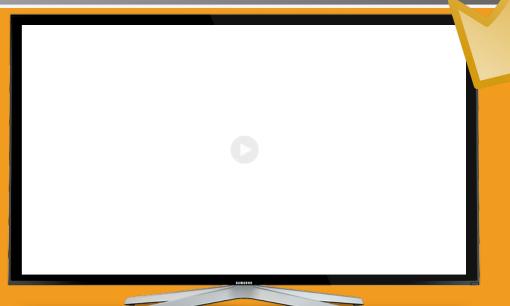
Insights

- o Search businesses nearby or at any location
- See companies' top job postings
- o Learn more about their culture (good or bad)
- Build a strategy for the good and the bad
- o 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

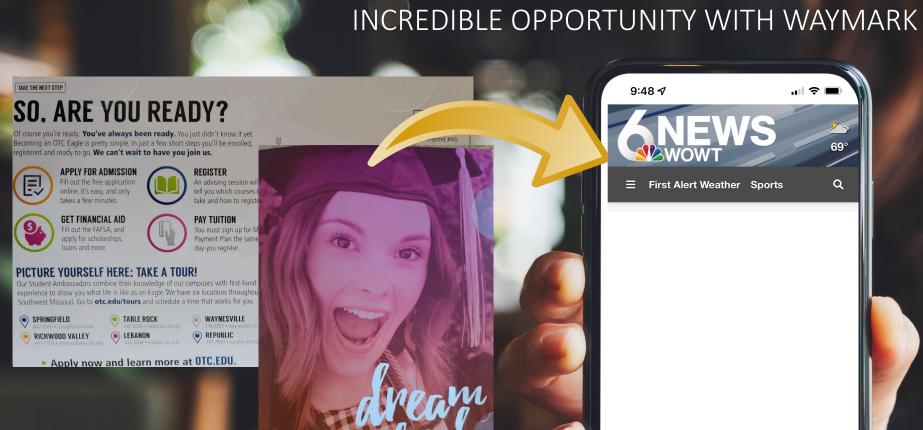
VIDEO IS THE MOST POWERFUL TOOL IN YOUR TOOLKIT – USE IT!

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





wowt.com



OZARKS TECHNICAL COMMUNITY COLLEGE





FIND ANY BUSINESS

Effective Business Targeting With Ease!

Insights

30,424

- 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

- 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

TRADITIONAL SOURCES

COMMON SOURCES THAT OFFER GREAT VALUE IN FINDING LOCAL BUSINESSES

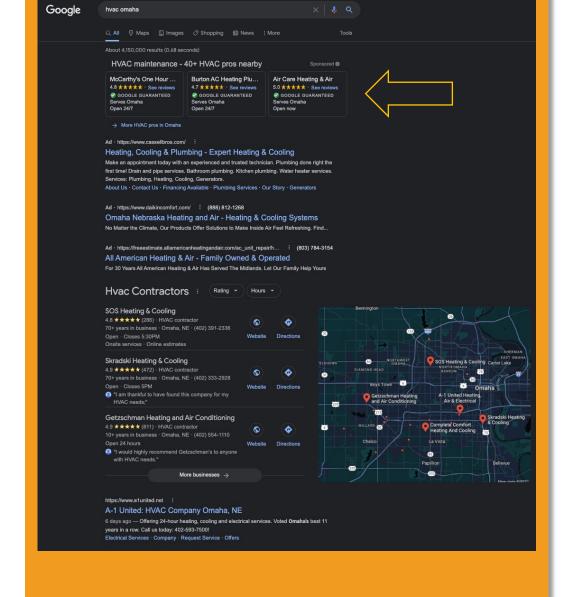


PAID SEARCH RESULTS > PPC

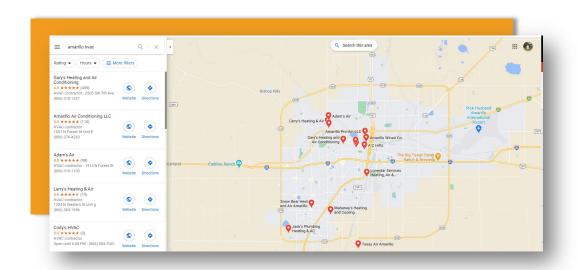
OMAHA AREA

34.6%

103 million



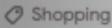




GOOGLE MAPS

- Search nearby businesses
- o 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





: More

Settings

Tools

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

Sponsored (1)



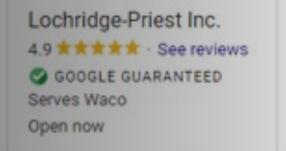
Evergreen Heating & C...

4.8 *** * See reviews

GOOGLE GUARANTEED

Serves Waco

Open now



Campbell Appliance H...

4.1 **** See reviews

GOOGLE GUARANTEED

Serves Waco

Open 24/7





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



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





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

- 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

NEW SOURCES

Add another 10 sources from what we just reviewed

TOP LOCAL BUSINESS CATEGORIES 2022



TOP 10

- 1. ALL AUTO
- 2. PROFESSIONAL / LEGAL SERVICES
- 3. FURNITURE STORES
- 4. DOCTORS / DENTISTS
- 5. PLUMBING/HVAC
- 6. BUILDING MATERIALS
- 7. HOSPITALS
- 8. BANKS/CREDIT/SAVINGS
- 9. REPAIR & CONSTRUCTION
- 10. FAST FOOD

NEXT 15

- 1. EDUCATION
- 2. GROCERY
- 3. RENTAL & REAL ESTATE
- 4. VARIOUS PRODUCTS
- 5. HOME FURNISHINGS
- 6. ENTERTAINMENT
- 7. CASINOS
- 8. PERSONAL CARE / RETAIL
- 9. LOTTERY
- 10. NURSING / RESIDENTIAL CARE
- 11. FLOOR COVERINGS
- 12. INSURANCE
- 13. ALL OTHER FINANCE
- 14. POOLS & SPAS
- 15. HOME IMPROVEMENTS

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 ricpan	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





CREDIT Tim Orwig - LSM

No experience needed!





CREDITBen Niswander (LSM)

EMPLOYMENT DEMAND

INDUSTRY OVERVIEW | OMAHA AREA

SOURCE: BLS.GOV

		SOURCE. BLS.GOV
CATEGORY	OPEN JOBS	AVG SALARY
REGISTERED NURSE	1,642	\$55K
SALES ASSOCIATE	1,257	\$40K
SALES REPRESENTATIVE	1,206	\$58K
LICENSED PRACTICAL NURSE	948	\$43K
CUSTOMER SERVICE REP	766	\$28K
CERTIFIED NURSING ASST.	722	\$28K
DELIVERY DRIVER	675	\$40K
SERVER	633	\$22K
ASSISTANT MGR	618	\$21K
SALES CONSULTANT	543	\$46K

Omaha Unemployment Rate: 2.1% U.S. Unemployment Rate: 3.6%



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?

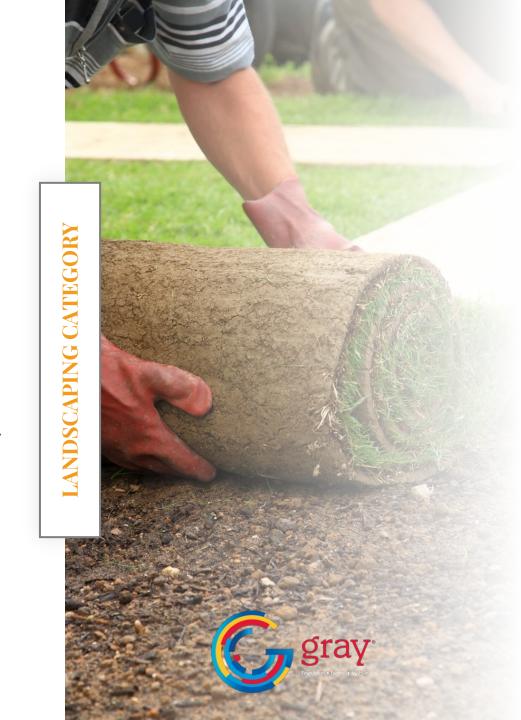
\$200

HOW MANY MONTHS
OUT OF THE YEAR?

How long does the average family live in a home?

13 YEARS

1 NEW CUSTOMER = \$20,800



ALEXIS HOFFMAN'S TOP 9 FAVORITE LOCAL CATEGORIES





- 1. TRANSPORTATION
- 2. PET STORES, PET CARE
- 3. UTILITIES
- 4. RECRUITMENT
- 5. GROCERY STORES
- 6. INSURANCE
- 7. FINANACE
- 8. HOME HEALTHCARE
- 9. COUNSELING & MENTAL HEALTH

YOUR MANAGER'S RECOMMENDATION

TOP NEW BUSINESS CATEGORIES TO FOCUS ON



WOWT NBC OMAHA		
1. CREDIT UNIONS	\$7.7M	
2. AGRICULTURE	N/A	
3. FINANCIAL PLANNING	\$17.2M	
4. COSMETIC DENTISTRY	\$18M	
5. MEMORY CARE	N/A	
6. FITNESS & NUTRITION	\$8.7M	
7. BANKRUPTCY LAW	\$21M	
8. PERSONAL INJURY LAW	\$21M	
9. INSURANCE (3)	\$20M	
10. AUTOMOTIVE REPAIR	\$2.5M	



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 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"

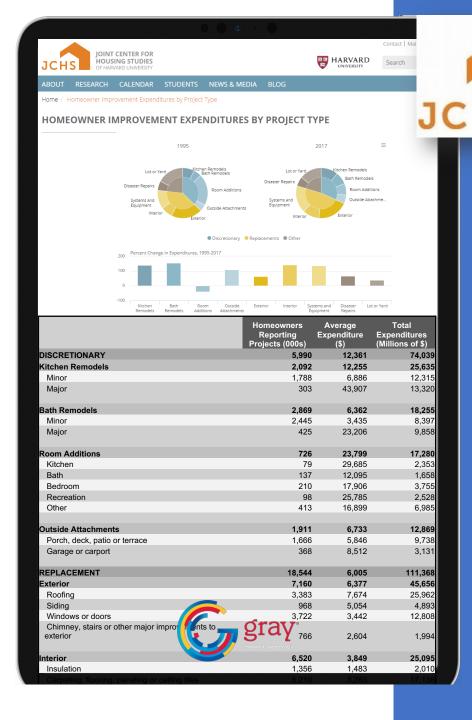
HOME IMPROVEMENT

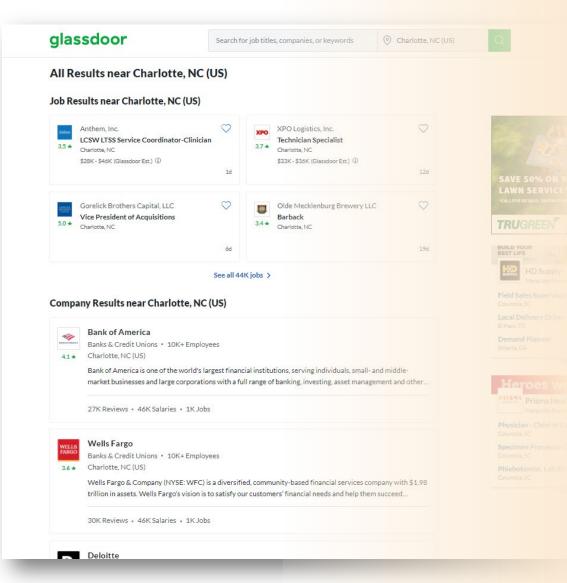
One Of Ryan's Favorites!

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





RECRUITMENT

Big Money, Ongoing, Non-Traditional Revenue

glassdoor



Insights

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

- Study the reviews
- o 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.







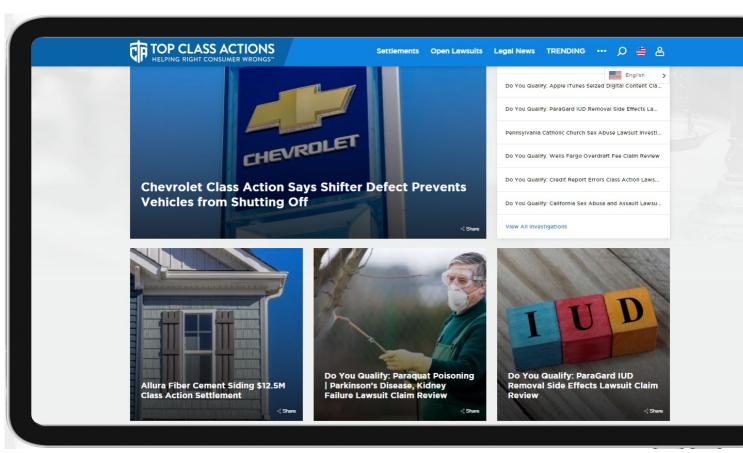




Insights

- 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



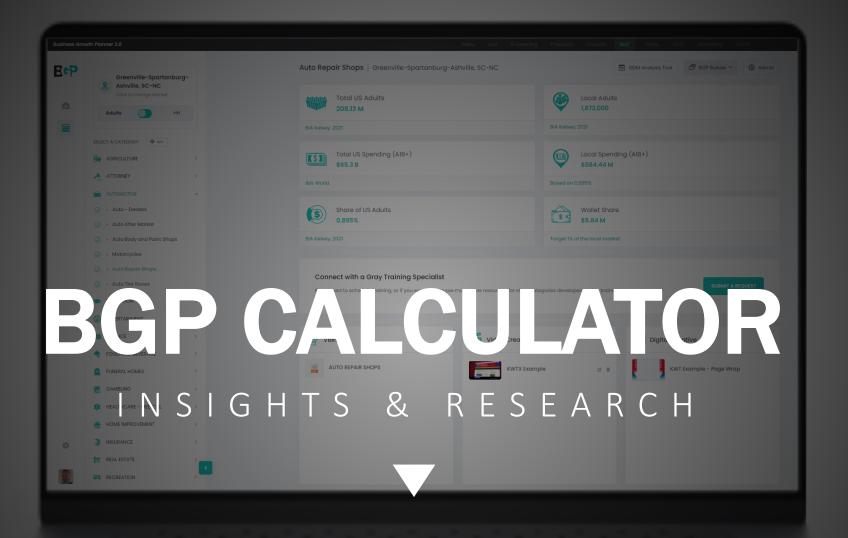
Insights

- 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
- Identify competition and even pricing
- o Leverage this tool to identify information quickly









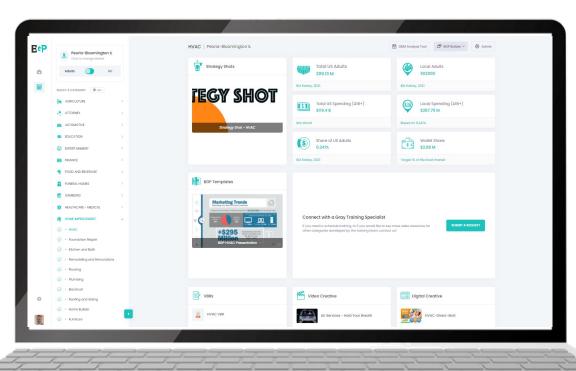
BGP CALCULATOR

- 1 Market Info
- Local Spend

- Wallet Share
- ⁴Strategy Shot

- VBRs
- ⁶ BGP Template
- Creative
- Research





BGP.GRAYTRAINING.TV/market-calculator

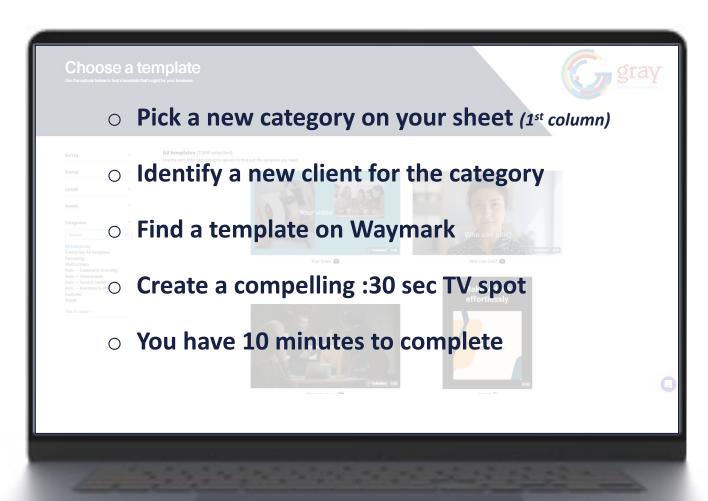






LET'S CREATE A WAYMARK SPOT

graytv.waymark.com







THIRD SALES MEETING THIS WEEK



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





WHY CHANGE IS NEEDED

CLIENT PERSPECTIVE

CLIENT INTERVIEW & PERSPECTIVE



CLIENT INTERVIEW & PERSPECTIVE



LET'S TRY A NEW WAY TO ENGAGE OUR CLIENTS





VALID BUSINESS REASON

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





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 \$218m in the Omaha area this year



YOUR OPPORTUNITY



IDEA



BUSINESS CONVERSATION



CONVICTION

COLLISION REPAIR





INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth \$218m in the Omaha 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



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



INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth \$218m in the Omaha 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

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





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 \$218m in the Omaha area this year



YOUR **OPPORTUNITY**

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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!



BUSINESS CONVERSATION

















REMEMBER

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



Z.B.R.

V.B.R.

ZERO BUSINESS REASON

VALID BUSINESS REASON

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



IVE

CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

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

NEW CATEGORIES

List 10 new business categories here



Crafting A Valid Business Reason



Would you take this appointment?

Hi, this is Ryan with WOWT, 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?



Hi, this is Ryan with WOWT. 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?



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"



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



YOUR OPPORTUNITY

SEARCH STRATEGIES: "HVAC INDUSTRY FACTS" OR BGP CALCULATOR

SEARCH FINDINGS:

ACCORDING TO THE BGP CALCULATOR:

- \$119.4 billion will be spent on HVAC in 2022 (U.S.)
- The Omaha area has 974,000 households (or 0.466% of the U.S. HH)
- We estimate that \$556 million will be spent on HVAC alone this year in our area.
- 1 slice of that opportunity for you (or 1%) is 5.56 million!

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



THE IDEA

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

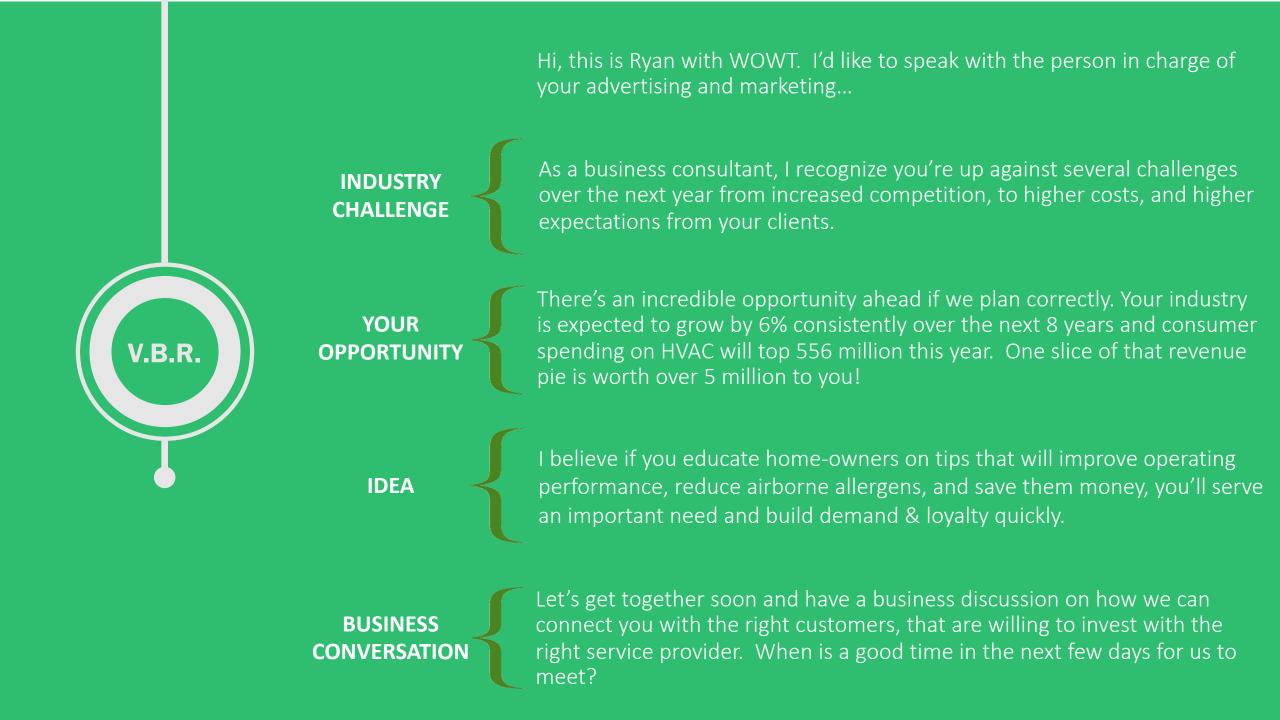
THE BIG IDEA

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

THE BUSINESS CONVERSATION

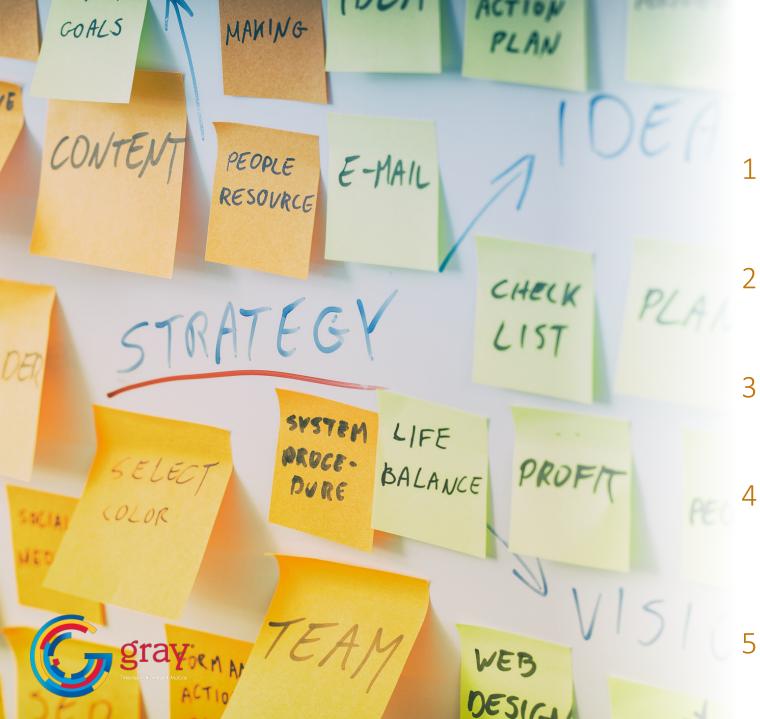


- o I'd like to have a BUSINESS CONVERSATION with you
- Discuss your goals and objectives
- Strategize with you on the opportunities ahead
- Show you how we can get to those objectives quickly
- Let's meet



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



INDUSTRY CHALLENGE



YOUR OPPORTUNITY



IDEA



BUSINESS CONVERSATION



CONVICTION

THE FIVE PILLARS of a powerful VBR



*7 MINUTES





YOUR OPPORTUNITY



IDEA



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



INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth \$218m in the Omaha area this year *7 MINUTES



YOUR OPPORTUNITY



IDEA



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



INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth \$218m in the Omaha 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





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 \$218m in the Omaha 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





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 \$218m in the Omaha 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

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BUSINESS CONVERSATION



















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!











V.B.R. DEVELOPMENT

STEP 2:

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



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

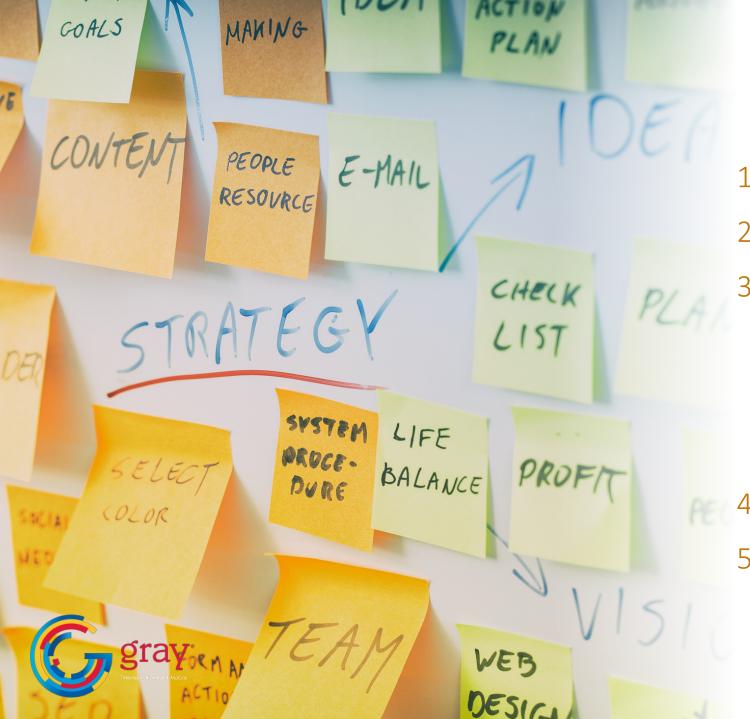
what we just reviewed

categories here

VBR CATEGORY

Seller should post three new ideas to get in the door





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!

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 \$584m in the Greenville 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









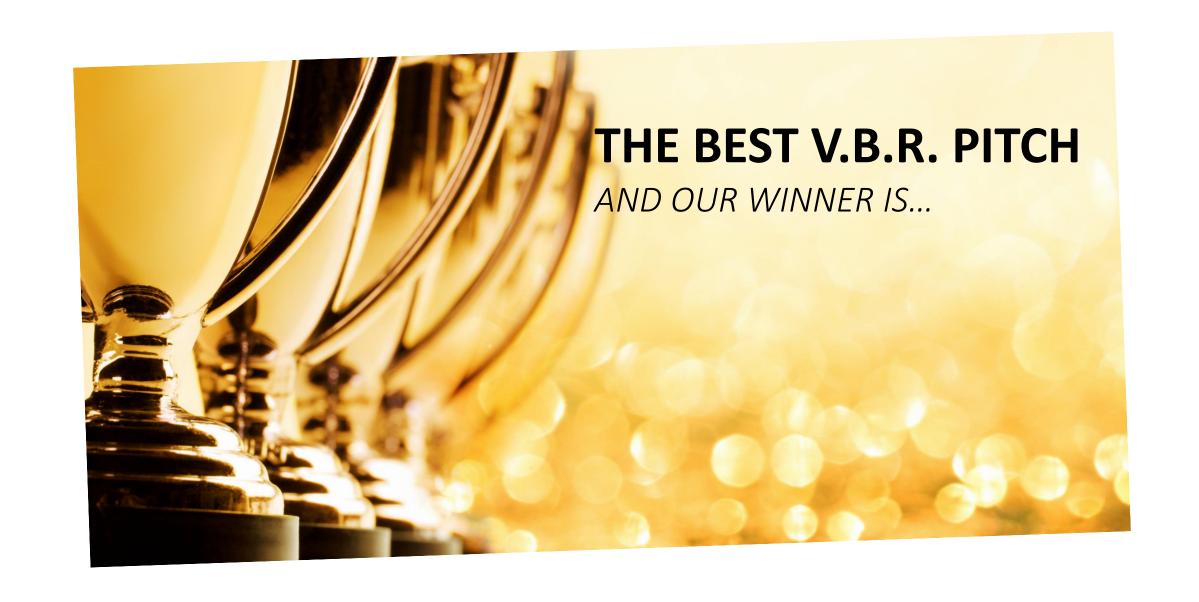














IMPRESSIVE

IDEAS THAT WILL GET YOUR FOOT IN THE DOOR!









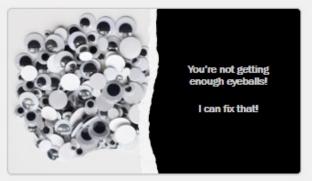








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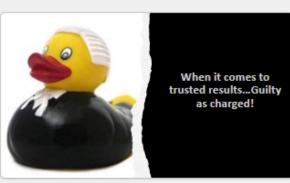


17 18 19 ** 20









22 24 24 25

MEXT STEPS Over the next 12 weeks



DOWNLOAD TODAY'S PRESENTATION



SCAN ME



Mhat Questions DO YOU HAVE

