

Mike Blinder, President
6139 Fjord Way
New Port Richey, FL 34652
Tel: 917-865-4827 (cell)
Fax: 727-847-5959
Mike@BlinderGroup.com

**The
Blinder
Group**
Multimedia
Sales Specialists



The “Street Fighter” Sales Training Workshop with Mike Blinder
Powerful, Motivational Ready to Implement Sales Training
Now, with special pricing for ICMA Members



Fifteen years after I started selling as an account rep at an AM radio station in a very small US market (back then, a \$150 order was big money), I was Senior VP of a big dotcom, doing deals with Fortune 500 companies. Today I manage a multimedia sales training firm, working with over 350 media properties worldwide, in cities with populations from 8,000 to 20,000,000. One thing has become very clear over the years: not much has changed. People are still people; products are products; and sales is still sales.

Just as an aside, I have a small company I own called: OperaWeb.com, where I have the privilege of working with some of the world’s most renowned classical musicians. Even though these artists are considered the best at their craft, they rehearse the basics for hours each day to continue to hone their skills.

Even the art of sales requires a return to basics from time to time so we can **be the best at our craft**. I designed the “Street Fighter” Sales Training Workshop with that in mind.

Mike

Mike Blinder, President, The Blinder Group

The “Street Fighter” Sales Training Workshop is designed to offer an overview of what it takes to succeed in media sales, regardless of experience, market size or circulation.

The “Street Fighter” Sales Training Workshop offers the novice as well as the senior managers the basic skills and systems to help close business! Attendees will learn techniques in building better customer rapport, uncovering customer needs, establishing improved relationships, identifying new prospects, closing more effectively, and establishing time management skills, as well as client retention tools.

The “Street Fighter” Sales Training Workshop features content on:

- Achieving the proper appearance;
 - Developing the right language skills;
 - Arming yourself with the “right stuff” in collaterals;
 - Determining a proper empathy/ego-drive quotient;
 - Performing a needs analysis properly, and measuring it daily;
 - Closing through ideas, not commodity sales;
 - Selling more multimedia for more market share;
- plus lots more!

The "Street Fighter" Sales Training Workshop includes information on:
(note: Content will be adjusted based on local client media company needs)

“Prospecting” New Advertisers

- Ways to find new customers.
- Techniques to stay organized.
- Methods that will cut prospecting time in half!

Getting in the Door

- How to make sure you’re in front the right people.
- Getting by the infamous “gate keeper.”

Establishing Rapport

- Ten proven ways to develop a better relationship with your advertisers.

Making an Effective “Ascertainment”

- How to “surgically” extract the information you need.
- The top questions to ask (What to say.. and not to say)
- Closing sizable business in one call!

Selling Multimedia for More Market Share (optional)

- Interactive sales methods and how the medium works best for advertisers
- The benefits of bringing interactive products to market
- How to effectively offer Web based products to advertisers
- Methods for using the Web to garner more market share

Closing More Business

- “Objections vs. conditions.” (How to tell the difference in a heart-beat.)
- Effectively fielding objections to get to a “Yes.”
- Ten tried and true “closes” that work! (Oldies but goodies.)
- “Hypnotic Selling.” Making your customer want to buy.

Managing Your Time (and Staff) to Make More Money!

- Breaking some old habits that will make your numbers grow!
- Proven systems of sales “accountability” that work.
- Organizing your day and building a proper “to do” list

Having the Qualities of the Best Salespeople

- What does it take to be the best at the art of sales.
- How these traits can be adopted in your day-to-day practices.

Blinder References:

“What made Mike’s program so successful was the sales staff buy in to Mike and his ‘man on the street’ mentality. The sales staff felt that Mike was able to relate to them and their customer needs. ... Without Mike's outside influence I am sure the program would not have been as successful.”

Don Bailey, Advertising Director, **Savannah (GA) Morning News**
(912) 652-0238, dbailey@savannahnow.com

“If I could channel the emotion of the salespeople from Mike’s meeting, I would hit my budget by the first hour of the first day of each period.”

Rick Smith, Publisher, **Fredericton (NB) Daily Gleaner**
(506) 452-6671, rsmith@dailygleaner.com

“It was outstanding! All I can say about Mike Blinder is WOW. He cuts through all the technical jargon and simply tells us how to sell our online edition. It was well worth my time.”

Teri McCormick, Advertising Director, **Freemont (NE) Tribune**
(801) 625-4310, broghaar@standard.net

“His methods work. Period. No ifs, or buts. If you want to make more money ... listen to Mike. We have, and we’re very glad for it.”

Michael Romaner, President, **Morris Communications, Morris Digital Works**
(706) 724-0851, mrr@morriscomm.com

“Mike Blinder knows his stuff! He presents it with extraordinary enthusiasm and passion. If you can’t get fired up after spending time with him, well, you just can’t get fired up! He’s knowledgeable, dependable and a true asset to any newspaper sales training program.”

Patti Slusher, **Inland Press Federation**
(847) 795-0380, slusher@inlandpress.org

“Your session was one of the highlights of the entire convention, if not THE highlight. There was so much positive feedback that I was slightly overwhelmed by it all. Our only regret was that the room was not larger to accommodate the overflow. Your thoroughly pragmatic approach to the business of making money was a refreshing change from the usual rhetoric that one hears from people who really don't know.”

Bryan Cantley, **Canadian Newspaper Assoc.**
(416) 923-3567 x230, bcantley@fox.nstn.ca

“Your presentation was high-powered and high-relevance for a media and marketing audience looking for new answers and new revenue. Very outside the box, and very much on target.”

Earl J. Wilkinson, Executive Director, **International Newspaper Marketing Assoc. (INMA)**
(214) 373-9111, wilkinson@inma.org

“There wasn’t a single person who was not enthused about your material. The passion for your subject and the obvious ability you have to address selling challenges is quite amazing.”

Michael J. Fox, Executive Director, **Utah Press Assoc.**
(801) 328-8678, michaeljfox@utahpress.com

“Having Mike Blinder participate on a program is certain to bring value to your attendees. He is knowledgeable, articulate, well-organized and motivational. Your attendees will come away with practical applications for success in their businesses.”

Marsha A. Stoltman, L.L.C., President, **The Stoltman Group**
(609) 588-8703, marsha@thestoltmangroup.com

About Mike Blinder



**The
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Multimedia
Sales Specialists

Mike Blinder started fresh out of college as a disc jockey who eventually became a sales manager for a group of radio stations. Afterwards, he went on to manage television and radio groups until Guy Gannett Communications asked him to help launch their online division for their Newspaper and TV holdings. From there Mike's career blossomed moving on to consult companies of all sizes, all over the world on multimedia sales strategies.

Today over 350 media companies are clients of Mike's company: The Blinder Group, a Florida, US based firm that assists in maximizing revenues for their clients, through effective on-site sales training programs. Gannett, Hindu Times, Media General, Morris Communications, CanWest, Quebecor, Media News Group, Scripps and the New York Times Regional News Group are just a few of the companies that avail themselves of Mike and his team of "street fighting" multimedia specialists, who are experts at training traditional sales people on how to embrace all forms of sales.

The Blinder Group's motto is "train in the car as well as the classroom," which means that Mike's team has made over 25,000 calls on small, medium and large advertisers in a "4-legged" sales call setting, all over the world, with traditional ad reps, closing tens of millions of dollars of new business for his client media companies.

It has been said that no one company, other than the Blinder Group, has more experience working "on the street," with ad reps and local advertisers, understanding the media sales process.

Mike currently resides in Tampa Bay Florida, US, with his wife Robin and 5-year old daughter Haven. He is an avid boater living on the Gulf of Mexico.



ICMA
Making classified media work better
International Classified Media Association

**The "Street Fighter" Sales Training Workshop with Mike Blinder
Is discounted for the members of ICMA.**

Normal investment is \$4900 USD

**ICMA MEMBERS PAY ONLY \$3750 USD
for the full-day workshop!**