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Ryan Dohrn to Host Sales Workshops for Publishers Australia by Mark Crum

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Print and digital media expert Ryan Dohrn headlined Magazine Week Conference for Publishers Australia last November, educating the enthusiastic audience about "Re-invigorating the Sales Process." The overwhelming success of Ryan's presentation has earned him an invitation to again travel 'down-under' to present workshops for Publishers Australia in Melbourne, Brisbane, and Sydney. Publishers Australia represents a myriad of titles ranging from tourism to aviation to outdoor sports, and runs the gamut from niche to huge publications.

Geoff Hird, Chairman of Publishers Australia, had this to say about inviting Ryan again: "We are thrilled to have Ryan return to Australia to share his expertise with the sales professionals and publishers from our member companies.The response to his presentations last year at Magazine Week in Sydney was phenomenal.We feel Ryan brings a unique digital perspective to teaching our ad teams about multimedia sales."

"Multimedia, especially the digital side of magazine sales, is my specialty," remarks Ryan. "During these workshops we're also going to focus on the evolution of media sales. In brief, people today require more stimulation than ever before to make an advertising decision. And yet so many media sales representatives continue to sell exactly as they have in the past. What we're introducing to this audience is new technology and savvy selling skills.Now, more than ever before, we need to step up our skills to get the client to advertise.

"The other aspect of these workshops is essentially working backwards in the sales process, starting with the advertiser," comments Ryan."The approach is essentially to say to the advertiser.'What do you need to visualize the perfect advertising campaign? What would the response be? What would it ultimately do for you â€" generate a lead, get people to your website?' Rather than a 'one-size-fits-all' approach of simply saying,'we have a print magazine and a website,' we engage the advertiser in what the outcome of the advertising campaign should look like.

"I'm really looking forward to these workshops, which are composed of members of Publishers Australia and their ad sales teams.I'll work with individuals in one-on-one sales training sessions in front of the group. We'll have practical sessions like leaving the perfect voice mail, writing great emails, the best sales pitches â€" essential elements for success. It will be fun, interactive, lively, with supportive critiques."

This fast-paced, intensive workshop will cover:

1. Increasing the total ad buy. Selling multimedia using touch points, and teaching advertisers how to ask you for more media.

2. Pricing your digital assets. How much is too much? Learn how to price and sell for maximum revenue.

3. New media sales strategies. Reclaim 10 hours a week; speed up sales and sell more to busy advertisers.

4. Head-to-head sales. In a live demonstration, Ryan will work one-on-one with three sales reps to help them sell faster, stronger and more effectively.

5. Sales templates for success. Create emails and voice mails that close sales.

6. Fit for purpose? Does your staff have the habits of super star sellers?

Magazine publishers find the most benefit from working with Ryan when he comes into their offices and works individually with the sales teams.Mel Shaw, CEO of ZLife Media in San Diego, California says of Ryan:"I've been working with Ryan for two weeks now and he has truly been a lifesaver when it comes to understanding the in's and out's of the advertising world."

Australia is a long hop away, but no worries! The timing is perfect for contacting Ryan about services available here in the United States â€" he's just launched his virtual sales training academy where magazine sales reps can learn about cutting edge media sales techniques. He's also available for one-on-one consulting.

When not in Australia, Ryan can be reached directly by calling 803.867.3769 extension 5. His informative website is www.BrainSwellMedia.com. During his trip to Australia, he'll be answering emails (ryan@brainswellmedia.com) and will be in constant contact with his office during that time.

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Ryan Dohrn is one of the pioneers of the internet consulting industry.He is an internet consultant offering internet consulting advice and internet strategy. For more details on a Internet Consulting and a Internet Consultant than please visit our website.

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