

Turn Research into Revenue with *WO Media Sales*



SUMMARY

The sales team at a large station group struggled to correctly use their ad proposal software. As a result, efficiency suffered and money was often left on the table. As stations experienced gradual turnover, media sales practices were passed on to new employees in a years-long game of “telephone”.

WO MEDIA SALES



GOALS

Streamline the ad proposal process

Leverage data to drive more revenue

Pinpoint and correct inefficiencies in current processes



APPROACH

Collaborate with executives, station managers, and research directors to build and deliver custom *WO Media Sales* trainings for every station in the group



RESULTS

Increased sales opportunities

Improved user comfort and confidence

Established and circulated best practices for ad proposals

BACKGROUND

In 2011, a prominent media company installed *WO Media Sales* at several of its broadcast TV stations. As stations experienced gradual turnover, media sales practices were passed to new employees like a years-long game of “telephone”. By 2016, some stations had teams where none of the current staff were formally trained on the software, leaving sales folks to rely on various tools and processes for building proposals.

As a result, station sales teams lost sight of how to properly use *WO Media Sales* to manage proposals and drive business. Account executives spent valuable time writing proposals by hand. Research databases were a mess due to years of neglect. Worst of all, salespeople struggled to use data when demonstrating the value of station programming to their clients.



“Stations were spending too much time getting proposals together and leaving money on the table in client negotiations. They knew there had to be a better way.”

JAMIE BOLTON
WideOrbit Sales Director

THE APPROACH

To kick things off, station group executives brought senior station team members to headquarters for an advanced training session led by WideOrbit specialists. The WideOrbit team demonstrated how to build avails and proposals using *WO Media Sales*, how to leverage its integration with *WO Traffic*, and highlighted underutilized capabilities like automatic scheduling to meet campaign budgets.

Session attendees immediately reported a significant increase in comfort, awareness, and confidence using *WO Media Sales*.

WideOrbit Account Manager, April Keul added,

“You’d have thought the gates of heaven opened up. The account executives felt better prepared to be in front of clients, because they could create data points and make better deals.”

After the success of the first retraining, the group asked WideOrbit to send trainers to every one of its markets. WideOrbit team members consulted with general managers to identify unique challenges and examine system usage patterns. This advance work provided invaluable insights for shaping the agenda of the upcoming training sessions.

RESULTS

WideOrbit Implementation Specialist Todd Morris wrote,

“Users were thrilled to have formal training in campaigns, but research was where they needed the most help. They had never been trained on using research to drive sales, so the whole session was one big carrot for the team.”

WideOrbit Implementation Specialist Chandra Riccio reported,

“The feedback received was incredible. The whole team was engaged, asked lots of questions, and was pleased with what they learned.”

In another market, Implementation Manager Lenore Nepveu used her time at the station to collaborate with its Research Director on cleaning up program inventory and adjusting time blocks to improve report-building efficiency.

TOP THREE REASONS TO TRAIN WITH WIDEORBIT

- ### 1 Revenue

Assure account executives are using valuable, timely data to support sales
- ### 2 Efficiency

Help teams spend more time on selling, less on administrative tasks
- ### 3 User Confidence

Make it simple to generate reports and understand what’s best for clients

Learn more about *WO Media Sales*

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