



“I think you’ve finally gotten through to them on things I’ve been explaining forever!”

- Station Research Director

## WO MEDIA SALES

### THE COMPANY

A broadcast television station group that uses WideOrbit software for advertising operations

### OBJECTIVES

- Help sales teams spend more time on selling and less time building proposals
- Make station account executives into data experts to drive revenue
- Pinpoint inefficiencies and build a comprehensive training plan

### SOLUTION

Collaborate with executives, station managers and research directors to customize two-day training programs for each of the group's markets

### RESULTS

- More sales opportunities; improved ability to match clients with avails
- A fresh start: cleanup of station databases and re-implementation of best practices
- A significant increase in user comfort, awareness and confidence

## Turning Research into Revenue with WO Media Sales

A station group was leaving money on the table because its sales teams weren't using their ad proposal software correctly.

### THE CHALLENGE

Retrain account executives to build stronger proposals and capitalize on new opportunities.

In 2011, a prominent media company installed WideOrbit's *WO Media Sales* at a large number of its broadcast TV stations.

As stations experienced employee turnover, *WO 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 sales staff were formally trained. Instead of using the group's investment in software account executives relied on inefficient homebrew methods to build proposal.

As a result, sales teams lost sight of how to use *WO Media Sales* to manage proposals and secure business. Account executives were laboriously building proposals by hand instead of automatically generating them. Station research databases were a mess from years of inattention and misuse. Worst of all, many salespeople couldn't demonstrate the value of station programming to clients and prospects with research.

“Stations felt like they were spending too much time getting proposals together and then leaving money on the table in client negotiations,” said WideOrbit Sales Manager Jamie Bolton. “They knew there had to be a better way.”



**We didn't just show them features. The sessions were designed to help sales teams use research to close deals”**

## THE SOLUTION

A series of customized two-day onsite training seminars delivered at every station in the group.

To gauge whether retraining would be effective, group executives brought senior station team members to its headquarters for an advanced training session. WideOrbit specialists demonstrated how to build avails and proposals in *WO Media Sales*, its integration with *WO Traffic*, and underutilized capabilities like automatic scheduling to meet campaign budgets.

Session attendees reported a huge increase in comfort, awareness and confidence using *WO Media Sales*. "Literally, you'd have thought the gates of heaven opened up," reported April Keul, a WideOrbit Account Manager. "The account executives felt better prepared to be in front of their clients because they could create data points on their own and make better deals."

After the success of this initial session, the group asked WideOrbit to send trainers to all of its markets. Each had unique challenges from learning to use *WO Media Sales* in different ways.

WideOrbit team members consulted with general managers to identify challenges and logged into station installations to examine system usage patterns. WideOrbit used this advance work to customize the agenda for each of the two-day training sessions.

"We worked with each station on what they wanted to know," said Keul. "We gave them a deep dive into the reports and features that would help them impress clients. We wanted them to be able to look at a specific line on an avail and instantly understand whether it made sense for a client."

"The sessions were designed to help sales teams use research to close deals," said Bolton. "We didn't just show them features. We went through where the data comes from, how it's calculated and how to use it to build proposals."

## RESULTS

### More sales opportunities

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 to the team."

### Increased user comfort and confidence

WideOrbit Implementation Specialist Chandra Riccio reported, "The feedback I received was incredible. The whole team was engaged, asked lots of questions, and was quite pleased with the things they learned."

### A fresh start for research databases

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

## The 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

**WIDEORBIT**

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