

Present

The Advertising Sales Academy

On-Site Sales Training

For Professionals of Leading Community Publications



JOHN PETERSON is one of the nation's foremost experts on community publishing sales and management, and he's been a widely acclaimed seminar leader on a variety of publishing-related subjects for more than a decade. A former group president of a major newspaper chain, Peterson and his seminars have received high marks from audiences across the country. His seminars are extremely effective at preparing sales people at all skill levels to sell more - and sell more efficiently. For the cost of a few display ads in your newspaper, Peterson Seminars improve your people - and improve your bottom line.

ON-SITE SEMINARS
SUMMER & FALL 2003

FOR MID-ATLANTIC AND NEW ENGLAND PUBLISHERS

Peterson Consulting, in conjunction with Newbridge Media and Digital Press International, is now scheduling ON-SITE MEETINGS AND SEMINARS for newspaper sales professionals. For more information and to make a reservation call Stephen Clark at 888-862-6261

Seize Your
Hometown Weekly
Advantage!

Special 2-Day Seminars for New Salespeople

FIRST IMPRESSIONS ARE LASTING IMPRESSIONS. *Too often publications send staff on the road without the training and knowledge they need. Advertisers can be put off. Sales lost. Your new salesperson can get discouraged and develop bad habits.*

ORGANIZED, IMMEDIATE SALES TRAINING IS THE DIFFERENCE. *When your sales rep makes that first call, he or she should feel confident they'll be successful - and project that confidence to their clients.*

Give Us Two Days and We'll Give You Sales Reps Ready for the Road

Peterson Consulting
Upgrading Sales Professionals Since 1993

1-888-862-6261

or go to digitalpressintl.com

What clients are saying about Peterson Seminars...

“John Peterson has definitely done a lot of good things with our sales staff. I strongly recommend him for your company.”

Massachusetts publisher & Peterson client since 1995

“Our sales are clearly up because of John Peterson.”

Vermont publisher & Peterson client since 1998

“You’ve given me new insights into my company.”

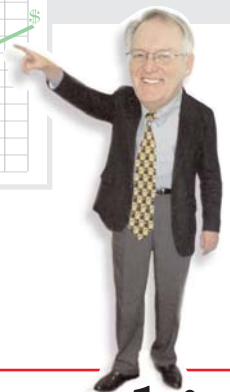
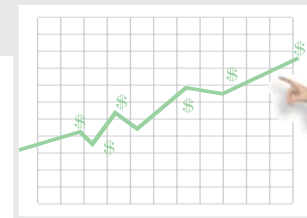
Publisher of Rhode Island’s largest group of weeklies

In Addition to Basic Sales Techniques,
The Core Curriculum Includes:

- Prospecting, maintaining & growing accounts
- What works and what doesn’t work in advertising
- Basic layout and copy writing
- Selling against the competition
- Overcoming objections

*Included in every course is a notebook
with course outline and sales tools.*

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