



# Take Advantage of AdMall's **FREE TRAINING**

**Get the most out of AdMall with our FREE training webinars.**

Whether you are using AdMall® for the first time, looking for a refresher course, or ready to learn more advanced sales strategies, we can help refine your skills – right at your own desk!

## LIVE TRAINING WEBINARS



### LOCAL ACCOUNTS

AdMall essentials for local–direct/territory account executives. Now includes media sales opportunities, market intelligence and Diagnosis Call™. (Two sessions each month)



### AUTOMOTIVE ACCOUNTS

Everything automotive including Ad–ology® Automotive AudienceSCAN research by brand and Polk Auto Dealer Market Share Reports. (Every other month)



### HEALTHCARE ACCOUNTS

How to use AdMall to tap into the fastest growing sector of business for most media. (Every other month)



### CO-OP+NTR

A crash course on co–op advertising, plus AdMall tools for event marketing and promotions. (Quarterly)



### MARKETING+RESEARCH

How to use AdMall's demographics, consumer spending, audience intelligence and major accounts research. (Quarterly)



### DIGITAL ACCOUNTS

How to use AdMall PRO's Digital Audit to pre–qualify prospects with a digital opportunity score and other key metrics. (Every other month)



### SALES PRESENTATIONS

How to build tablet–friendly presentations, thematic maps and media schedules with AdMall PRO. (Every other month)

All webinars are limited to 25 seats and are one hour or less in duration. Click on the **TRAINING** button for course schedules and to reserve your seat.

## FREE HOW-TO TRAINING VIDEOS

**Need to create a Diagnosis Call fast? In less than 10 minutes, we can teach you!** AdMall's training videos provide instant how–to steps, so you can learn new skills or refresh your knowledge at the point of need. Play, pause, and replay to learn at your own pace, and discover how AdMall can help you sell more advertising. Plus all training videos are tablet enabled for mobile access. Learning AdMall has never been easier or more flexible.



### ADMALL BASICS

How to navigate AdMall, maximize your personal settings and add new prospects. Recommended for all new users.



### PROSPECTING

How to use AdMall media sales intelligence to prospect for local, major and automotive accounts. (8 videos)



### DIAGNOSING

How to use AdMall's exclusive Diagnosis Call to conduct an advertiser needs analysis focused on the account's line of business in your market. (3 videos)



### TARGETING

How to use AdMall's wealth of demographic, consumer spending, and audience targeting research. (2 videos)



### FINANCING

How to use AdMall's co–op advertising database to expand advertiser budgets. (2 videos)



### MANAGING

How to use the Manager's Tools in AdMall. including account management, user management, target market areas and reports. (3 videos)



### ADMALL PRO

How to build sales presentations, media schedules, maps and Digital Audit reports. (5 videos)



### ADMALL MOBILE

Overview of the smartphone version and tablet versions of AdMall Mobile. (2 videos)

Or consider AdMall's Specialized Training →



# Consider AdMall's **SPECIALIZED TRAINING**

**The best media sales training on the planet starts right here!**

Want to get more out of your media salespeople, improve their attitude, and make more sales? AdMall, our onsite classroom courses, and Jeffrey Gitomer's virtual learning platform give you everything you need to make it happen.

## **ON-SITE ADMALL TRAINING**

### **Benefits of AdMall on-site sales training include:**

- Customized training syllabus, delivered in 1–2 hour blocks for specific audiences and responsibilities including local account reps, digital reps national accounts, co–op managers and research.
- On–board new reps quickly with Basics of Social Media, Referrals and Prospecting. Maximize each ad sales opportunity by learning the 5Cs of Consultative Media Sales.
- Face to face interaction, local account examples and discussions regarding your type of advertising media and how you will use AdMall to meet sales goals.
- Excellent way to train and get buy–in from new account executives and managers.
- Training delivered at your location, minimizing interruption in daily workflow.

### **Investment**

Onsite training is \$1295 for the first day and \$995 each day thereafter plus expenses.

### **Onsite Training Options**

AdMall • AdMall PRO • Co–op Processor



## **GITOMER VIRTUAL TRAINING**

### **Introducing GitomerVT™**


Have you ever wished that your sales people could have Jeffrey Gitomer's real world sales content and sales answers with them all the time – on demand? Now they can!

Welcome to GitomerVT. This innovative online training platform contains 12 of Jeffrey Gitomer's books recorded on video with interactive questions, 25 webinars, and hours of Jeffrey's real–world practical sales information, strategies, and ideas. The online library is available 24/7/365 on your PC, tablet, and/or smartphone – and will be continually updated as Jeffrey records new videos and content. It's ongoing sales motivation and personal inspiration.

### **Investment**

Contact your AdMall Sales Development Manager



Click the  button for complete course descriptions, registration links and downloadable PDF QuickStart Guides. For more information about AdMall training, contact

**Dave Blakeslee**, National Training Manager **614-794-0500 ext. 110** or email [dblakeslee@admall.com](mailto:dblakeslee@admall.com)