



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!

FREE **LIVE** ADMALL TRAINING WEBINARS



LOCAL ACCOUNTS

The basics of AdMall for local–direct/territory account executives – formerly AdMall 101. Now includes Diagnosis Call™. (Two sessions each month)



AUTOMOTIVE ACCOUNTS

Everything automotive including Polk data and Ad–ology® Auto Shoppers Forecast. (Every other month)



DIGITAL ACCOUNTS

The basics of AdMall tailored specifically for digital media reps. (Every other month)



HEALTHCARE ACCOUNTS

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



CO-OP+NON-TRADITIONAL REVENUE

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)



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

FREE TRAINING **ON DEMAND**

Need to create a Diagnosis Call fast? If you have 10 minutes, let us teach you the steps. On Demand training sessions can be viewed to learn new skills or to refresh your current AdMall knowledge anytime, anywhere. And you can play, pause and rewind at your own speed and pace. Learning how AdMall can help you sell more advertising has never been easier or more convenient!



GETTING STARTED WITH ADMALL

The first step for new account executives.



FINANCING

How to use AdMall's co–op advertising database to expand advertiser budgets.



PROSPECTING

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



MANAGING

How to use the Manager's Tools in AdMall.



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. (4 videos)



ADMALL PRO

How to quickly build presentations, proposals and maps with AdMall PRO. (6 videos)



TARGETING

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



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**

Want extra guidance? Try our instructor-led SPECIALIZED training webinars.

Interested in an exclusive training session specifically for your staff? AdMall's specialized training offers a tailored approach that addresses your team's chief concerns and questions.

ON-SITE TRAINING

Instructor-led, on-site training is a great way to introduce your sales team to the powerful benefits of consultative selling using AdMall. On-site training also provides a great opportunity create synergy through role-play, hands-on practice and Q & A.

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, national accounts, co-op managers and research.
- Bring new reps on-board quickly with Basics of Advertising, Basics of Prospecting and Basics of Consultative Media Ad 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 • Basics of Advertising
Basics of Prospecting • Basics of Consultative Media Sales



CUSTOM LIVE VIRTUAL TRAINING WEBINARS

Custom-Live Virtual Training provides interactive, instructor-led training designed to meet your specific AdMall training needs, on your schedule. Your entire sales team can attend live virtual training as a group using a projector, or from multiple remote locations. All that is required is an internet connection.

Custom-Live Virtual Training Benefits:

- Customized syllabus for your sales team's unique needs, goals and challenges.
- Specific sales categories, account examples and target market areas to increase interaction and buy-in.
- Coincide live virtual training during your weekly sales meeting to minimize time off the street.
- More opportunity for questions, feedback and discussion.
- Post training hands-on exercises to practice what you learn.

Investment

Custom-live webinars are priced at \$195 per session hour.

Return On Your Investment

AdMall training is one of the most cost-effective training investments you can make for your sales team. By empowering your team with AdMall's consultative selling tools, closing just one new sale can easily pay for the cost of the training.



Click the **Learn Icon**  in the **AdMall Action Bar** 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