

## ADVERTISING SALES AGENT INFORMATION KIT

### YOUR OPPORTUNITY TO JOIN US

Thank you for your enquiry about an Advertising Sales Agent with the *Melbourne Observer* newspaper. Our popular weekly newspaper was first published on September 14, 1969.

The *Melbourne Observer* newspaper is a paid-circulation newspaper, on sale every week for \$2 at more than 390 newsagencies across the Melbourne metropolitan area, Geelong, Mornington Peninsula and major country centre.

Our newspaper specialises in attracting a powerful audience for our advertisers. In addition to families, we have great success in attracting readers aged 40-and-over, traditionally with a higher disposable income 'demographic'.

With the continuing growth of the *Melbourne Observer* newspaper, we have a vacancy for a 'special someone' to join our team as an Advertising Sales Agent.

You work from your own home. There is no commuting. You do not need to have computer skills. You need to have your own telephone, all-hours fax, and ABN. E-mail assists, but is not essential.

### EARN WELL WITH THE OBSERVER

Our company (Local Media Pty Ltd) earns its way by selling advertising that benefits our clients, our readers, and - of course - ourselves and our associates.

Our company publishes the *Melbourne Observer*, as well as other publications including the *Sydney News*, *Brisbane Sun* and *Travel Monthly*. We also have a number of other media projects - TV, radio and online - where advertising sales are a major part of our business.

### DO YOU MEET THE GRADE?

Marketing opportunities continue to present themselves to us. Our business has doubled in recent years, and our monthly *Travel* features are experiencing particular growth. Many of our advertising features are attracting record bookings.

This growth enables us to offer an opportunity for an experienced business person to be invited to become an Advertising Sales Agent.

We are particular about who we choose to work with ... we are results-oriented, but more importantly we insist upon ethical marketing, fair trading, and a 'satisfaction guaranteed' policy for every one of our clients.

If, after reading this Advertising Sales Agents' kit, you are keen to pursue a position, with us, please

phone our publisher, Mr Ash Long, on 1-800 231 311, to make an appointment

### MAKING IT EASY

As an Advertising Sales Agent, you will be supplied with a fresh list of sales prospects, for each day. The lists include the clients' business names and telephone numbers, and - when possible - a contact name.

We also include a reference to their latest advertising, often within 24-48 hours of their newest ads in other publications, so that you contact people who have active marketing campaigns underway.

These fresh 'hot' leads are sent to you by e-mail or fax. We need you to have an all-hours fax where you won't be disturbed if we sent you documents in the middle of the night!

### EARN WHAT YOU ARE WORTH

We want you to earn the best possible weekly earnings. There is no upper limit. Earnings as an Advertising Sales Agent are directly in proportion to your own skills and effort. We pay for all your phone calls - subject to a few simple rules.

We ask Advertising Sales Agents to work with us as contractors. You need to have your own ABN number. Seek your own professional advice whether this arrangement suits you.

### WE ALWAYS PAY WEEKLY

The *Melbourne Observer* requests a prompt weekly invoice from its Advertising Sales Agents, lodged by every Monday night.

Weekly payments are made to our Advertising Sales Agents, mailed by Express Post every Wednesday (seven business days later, to allow for clearance of clients' cheques, Credit Card and Direct Debit transactions).

### PAYMENTS TO YOU

We pay an agreed lucrative 20 per cent commission rate. If certain agreed weekly levels are met, this rises to 25 per cent.

We pay all your telephone call costs related to your work with us - subject to a few simple conditions.

We do not make taxation deductions. As an ABN contractor, you pay and organise your own insurances, holiday and leave entitlements, office expenses, etc. Please take professional advice to see if this suits you.

## HOW IT WORKS

Qualified sales leads are sent to you by fax or e-mail, so each business day that you agree to work, you have the freshest leads to contact.

That way you beat other Melbourne media organisations who are also hungry for their business.

We insist on clean, ethical sales.

## AN EXCELLENT SYSTEM THAT WORKS

The *Melbourne Observer* has developed a successful advertising sales system. It works. We concentrate on

providing Sales Leads from industry groups and specific clients who we believe will yield best success for us both.

We ask that Advertising Sales Agents only contact the prospects on 'Sales Leads' sheets provided. The leads are 'pre-qualified'.

To improve success, we largely eliminate contacts who have previously declined our invitations. We eliminate prospects with known bad credit histories. We avoid those with advertisements whose spots may not be able to be easily reproduced because of copyright or production reasons.

## HOW IT WORKS

### POWERFUL SALES LEADS PROVIDED

You receive a list of current 'Sales Leads'. The list contains each client business name, telephone numbers, and contact names where available.

These lists come to you, usually overnight, by fax or e-mail. These 'fresh' leads are accessed from the latest newspapers from around Melbourne, Victoria and interstate. Time is important. The sooner you contact each prospect, the greater the likelihood of you succeeding with a sale.

### YOUR SALES CALLS TO PROSPECTS

You make the sales call. You use a set script which has wording that has proved successful over years. There are many unsuccessful ways to approach the profession of TeleSales. We have a proven method of consistently providing you with 'warm' sales prospects. We use prepared scripts which have been polished over the years, to maximise sales results.

If you are looking for a short-term, casual, slap-dash position, we urge you to look elsewhere. If you are looking to re-invent TeleSales, you'll be happiest elsewhere. We have a way that works, and works well.

A sample copy of our Script is in this Kit. It also includes the 'Confirmation' wording.

You need a good workable Home Office. This should include a good, standard landline phone. We advise against using mobile and portable phones - customers hear the difference.

### SERVING OUR CUSTOMERS WELL

The Confirmation that you read to the client simply repeats the agreement made between you both. It prevents any later misunderstandings, and minimises any lasty-minute cancellations.

Because of the discounted prices that we offer, we do not offer 'time-payment' of ads. No '7-day' or '30-day' accounts. All ads need to be pre-paid, prior to publication. Then we can pay you quickly!

### DAILY ADVERTISING PAPERWORK PROCESS

In this kit have included an example of the Advertis-

ing Sales Instruction sheets that we ask you to fax to our office by 4.30pm each weekday. Our fax number is 1-800 231 312.

You need easy access to your own all-hours fax to send and receive communications.

### PROFESSIONAL APPROACH TO YOUR CLIENT

We fax a Courtesy Confirmation Letter to your client, usually on the same day as your sale. An example of the Confirmation Letter is in this kit. The fax is usually sent overnight, straight after your sale.

If the client does not have a fax number, we send out the paperwork by Express Post. Express Post mail is usually delivered next day.

The Courtesy Letter is also accompanied by a Tax Invoice.

### EASY PAYMENT METHODS FOR CUSTOMERS

If your client wishes to pay by Credit Card, please take their Card details. We accept Visa and Mastercard. We also accept American Express (but prefer other cards). Please remember to get the Expiry Date.

Visa, Mastercard and Bankcard have 16 digits. Please write as: 1234 5678 1234 5678

American Express cards have 15 digits. Please write as: 1234 5678 1234 567

### HOW IT WORKS

Clients can also pay by cheque. Please do NOT allow a customer to say that they "will put a cheque in the mail".

We always say "we have a courier zipping by tomorrow, can they call through and pick up a cheque then?" 9 out of 10 customers are always happy with this.

We use Z Couriers to pick-up cheques. The customer does not have to be physically there ... they can leave the cheque in a letter box, meter box, under a mat.

Couriers are not taxis. They cannot be booked for exact times. But they will accept preferences such as "Prefer AM", "Prefer PM", "Not Before 10am".

Cheques should be made payable to "Melbourne Observer" or "Local Media".

### Front-Page

Hello - is that ..... ?

Great.

My name is **(Name)**. I'm Associate Editor at the *Melbourne Observer* newspaper.  
How are you?

We're just putting together this week's newspaper, our **Front-Page**, and I saw your line ad in the (newspaper)

We have a **5 centimetre, double column**, full-colour spot become available at the last minute on the very front-page of Wednesday's *Melbourne Observer*, and we were wondering if you'd like your ad run on our front-page for a special price of \$200 all up. It will be published across all Melbourne suburbs.

The reason the ad is so cheap ... we're right on deadline, we've got a business-card-size spot remaining, on our front-page and I thought someone could have a genuine 'special' for \$200 all up.

We'll also list it free at our website for a year.

Can I organise that for you?

### Authorisation

Thank you for your authorisation.

We'll send you a fax later today with everything I've said in writing.  
It's a Courtesy Letter only - which will confirm that you're getting a front-page 5x2 ad in this week's *Melbourne Observer*, for \$200 in total, and that includes GST.

Now ... when you get the fax, you don't have to send me anything back.  
Because you're giving me your authorisation now.  
We'll go and make up this ad straight way, so once we've made it, of course, obviously we can't then cancel or change it. Is that OK with you?

Now I'll get the girls to include a Tax Invoice for \$200 in total, so you can claim it all back taxwise as a business expense.  
We'll also mail you a copy of the newspaper immediately it is printed on Wednesday.

Now, how would you prefer to pay - cheque or credit card - what suits you better?

Cheque: OK, we have couriers zipping around tomorrow (Mon-Fri.)  
Can they call through and pick up a cheque then?

(You don't have to be there, you can leave it in the letterbox,  
meter box or under a mat)  
(Name, address, phone)

Credit Card: OK, with your permission, we'll process that now.  
And I'll give a receipt number straight away.  
Your receipt number is 9838.  
(Collect number, expiry date. We accept Visa, Mastercard, Amex)

## Where is the *Melbourne Observer* distributed?

■ The *Melbourne Observer* is on sale at more than 390 newsagents Melbourne-wide, Mornington Peninsula, Geelong, and country Victoria.

■ A complete list of the outlets - their names and addresses - is detailed at our website: [www.melbourneobserver.com.au](http://www.melbourneobserver.com.au)

## What is the *Melbourne Observer*?

■ The *Melbourne Observer* is a family weekly lifestyle newspaper. It has been published since 1969. It is a paid paper - you buy it at newsagents, just like the *Herald Sun* and *The Age*.

■ It is big on showbiz, Victorian news, court reports, a sports section, TV guide, and special features. It is linked with 3AW's *Overnighters* program, and is widely promoted every week on radio.

## How many readers do you have?

■ The *Melbourne Observer* is a paid newspaper. Like the *Herald Sun* or *The Age*, people buy it at their newsagents, or arrange for it to be home delivered.

It's a paid paper - so it is something of value. There are no wasted copies.

■ The paper has an estimated readership of 50,000, with the combination of the print edition, and the free online edition.

■ Thousands of people go to our website every week to see who we are recommending.

## How long has the paper been going?

■ The *Melbourne Observer* first started in 1969 ... you might remember it as the *Sunday Observer*.

■ It was re-launched back in 2002 as a mid-week newspaper - and has been a success from Day One.

■ It is heavily promoted on radio, and thousands go to our website as well, every week.

## Hints for TeleSales Agents

■ Over the years, we have developed some handy TeleSales Tips, which lift our results markedly:

■ **Headsets.** It took us years to convert to using one ... but our success rate zoomed. It enables you to work hands-free. It eliminates a surprising amount of noise. Our customers hear the difference. We use the 'Jackson' head-set, which you can buy from Officeworks for under \$70. Not compulsory, but very handy!

■ **Have the ad in front of you.** In addition to a Sales Leads sheet, we provide a copy of the potential client's latest press ad. Have it in front of you - so you can quickly include any 'copy' changes that the client may request.

■ **Work with a pen.** If you are working hands-free, have your pen handy ... be ready for the sale. We personally work with three coloured markers for our Sales Leads sheets: Red for 'No', 'Yellow' for ring-backs; and glorious Green for sales. Your progress at a glance.

■ **Stick to the list. Stick to the script.** You want the hottest, freshest leads ... so we provide a fresh list of quality prospects. They are selected on criteria including industry, ability to pay, client history. Over a number of years, these have proven to be the most effective client lists to use. We update these lists daily!

■ **Phone manners.** If you are using a standard telephone, please remember some elementary phone manners. Have a smile in your voice; don't wear a bangle or a bracelet that knocks against the handset; don't bang your phone down on a wooden desk - it's noisy', say 'please' and 'thank you'; avoid having background noises (especially children, dogs, crying babies, radios, etc.)

■ **Never be afraid.** If you don't know the answer, there are simple words to use: "I'm not sure. I'll find out and I'll ring you back immediately." Never be afraid to admit that you do not know something. Your customer will appreciate your honesty.



**EXAMPLE**

**ADVERTISING INSTRUCTIONS**

**Sales Agent: Please Fax To 1-800 231 312 by 4.30pm same day to ensure prompt Confirmation Letter and Tax Invoice (same day) to client E-Mail: ash@long.com.au**

**TODAY'S DATE:**

**Wed.,  
Feb. 22,  
2007**

**PRODUCT:**

- MELBOURNE OBSERVER
- SYDNEY NEWS
- BRISBANE SUN
- 'TRAVEL' MONTHLY
- OTHER

**PUBLICATION DATE:**

**Mar. 1, 2007**

**CLASSIFICATION:**

**1/4 Page, Colour.**

<b>SALES AGENT:</b>		<b>Your Name</b>	
<b>CLIENT NAME:</b>		<b>ABC Plumbers Pty Ltd</b>	
<b>CONTACT NAME:</b>		<b>Barry Smith</b>	
<b>ADDRESS:</b> <small>(Fair Trading legislation requires us to have a street address - not PO Box - on our company register for 12 months)</small>		<b>1 Jones Road</b>	
<b>SUBURB:</b>	<b>North Melbourne</b>	<b>POSTCODE:</b>	<b>3051</b>
<b>TELEPHONE:</b>	<b>9876 5432</b>	<b>FAX:</b> <small>No fax? We will send Letter and Tax Invoice by Express Post</small>	<b>9876 4321</b>
<b>WEB:</b>		<b>www.abcp plumbing.com.au</b>	
<b>E-MAIL:</b>		<b>barry@bigpond.com</b>	
<b>AD SOURCE:</b> <small>Publication Issue Date Page Number</small>		<b>Brimbank Leader. Feb. 15. Page 14</b>	
<b>TOTAL PRICE:</b> <small>Includes GST</small>		<b>\$250</b>	
<b>CREDIT CARD DETAILS:</b> (Visa, Mastercard, Bankcard, Amex)		<b>EXPIRY</b>	
<b>COURIER INSTRUCTIONS</b> <small>(For example, cheque in letterbox; available after 10am, etc.)</small>			
<b>Courier - Thurs. Feb. 23, 2007</b>			
<b>SPECIAL COMMENTS:</b>			
<p><b>* Barry has left cheque with his wife Mary.</b></p> <p><b>* Please change phone no. in ad to be in bolder blue type.</b></p>			



# Melbourne Observer

www.melbourneobserver.com.au • editor@melbourneobserver.com.au  
From Ash Long, Publisher and Editor-in-Chief

Wednesday, February 15, 2006

## Courtesy Letter: Confirmation Advice

**Attention:** Geoff  
**Business:** Elfin Digital Tech  
**Address:** 1757 Melton-Gisborne Rd, Toolern Vale  
**Phone:** 0408 031 233  
**Fax:** -

**Publication Date:** Wednesday, February 22, 2006  
**Ad Size:** Quarter-Page (approx. 18cm x 13cm), Full-Colour

Thank you for your authorisation for your advertisement to appear in the 'Melbourne Observer', as per our telephone call.

As agreed, the only charge is the discounted amount of \$250.  
Our Tax Invoice is enclosed.

Also as agreed, a courier will call at your premises after 9am on Thursday (February 16) to pick-up your cheque. Please have the envelope ready for our driver. Cheques are payable please to 'Melbourne Observer'.

Clients who have already paid by Credit Card should please note: Credit card transactions will appear on your Statement as 'Candela Enterprises Pty Ltd'.

We look forward to promoting your business across Victoria.  
Your listing at our website - [www.melbourneobserver.com.au](http://www.melbourneobserver.com.au) - will be for 12 months. (We will also post you a complimentary copy of the newspaper which includes your ad.).

Ash Long  
Editor  
**Melbourne Observer**

**Please Note:** Because of pre-production requirements, we are unable to accept cancellations or changes after you give your authority to publish. Publication date is subject to change without notice. No proofs are provided for discounted advertisements. As discussed, we use your previously authorised press ad as the basis for design and copy.



**Published by Local Media Pty Ltd. ABN 67 096 680 063**  
Registered Office: 30 Glen Gully Road, Eltham, Vic. 3095  
Telephone: 1-800 231 311 ■ Fax: 1-800 231 312.  
International: +61 3 9439 9927. International Fax: +61 3 9431 6247

### Sample Tax Invoice

<h2 style="margin: 0;">Melbourne Observer</h2> <p style="font-size: small; margin: 0;">(Cheques Payable To 'Melbourne Observer')                  Local Media Pty Ltd                  ABN 67 096 680 063                  Registered Office: 30 Glen Gully Road, Eltham 3095                  Phone: 1-800 231 311                  Fax: 1-800 231 312</p>		<p><b>TAX INVOICE</b></p> <p>INVOICE #: 00006081                  DATE: 6/7/2005</p> <p><b>PLEASE PAY IMMEDIATELY</b></p>									
<p><i>BILL TO:</i></p> <p>Greg White Orthodontics                  c/- 724 High St                  Epping Vic 3075</p>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; font-size: small;">DESCRIPTION</th> <th style="text-align: right; font-size: small;">AMOUNT</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Press Ad - Wed, July 13, 2005 - Discounted - Being pre-paid, to be advised on Wed, July 6</td> <td style="text-align: right; vertical-align: top; padding: 5px;">\$350.00</td> </tr> </tbody> </table>	DESCRIPTION	AMOUNT	Press Ad - Wed, July 13, 2005 - Discounted - Being pre-paid, to be advised on Wed, July 6	\$350.00	<p>CREDIT CARD CLIENTS                  Credit Card Transactions Appear On Your Statement                  As 'Candela Enterprises Pty Ltd'</p> <p>INTERNATIONAL CLIENTS:                  Currency conversions quoted by us are approx.                  only, and exact rates will be determined                  by the Credit Card provider</p>						
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<p>Local Media Pty Ltd                  Web: <a href="http://www.melbourneobserver.com.au">www.melbourneobserver.com.au</a>                  E-Mail: <a href="mailto:editor@melbourneobserver.com.au">editor@melbourneobserver.com.au</a>                  International Phone: +61 3 9439 9927                  Fax: +61 3 9431 9247</p>											
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<p>Total Price Includes GST Where Applicable</p>											

## Proven Success Tips

■ **Stay Clear.** Be clear, pleasant and well-modulated. Avoid 'um', 'er' ... we have scripts, we have answers to Frequently Answered Questions.

■ **Total No-No.** No eating, no drinking, no smoking, no chewing - while you call. All these things can be heard at 'the other end'. You are part of the finest TeleSales Team ... please ensure it sounds that way!

■ **Answering Machines/Voice Mail.** Don't bother leaving messages. Call back instead. Stay in control of the timing.

■ **Stay Happy.** Smile before you are connected. Draw a 'smiley' face to remind yourself. Sound happy and relaxed, no-one wants to deal with a frown.

■ **Don't Allow Yourself To Get Angry.** You don't win phone arguments with potential clients. No-one can make you angry - without your consent! This is a numbers game ... simply move on to the next prospect.

■ **Don't Take It Personally.** Don't take too much time wondering why you didn't get a particular sale. Stick to the script, and you will achieve a regular level of success.

■ **Dressing For Work At Home.** Dress for work as though you are going to call on your customers personally. Wear a dirty tracksuit - and you'll get tracksuit results. It's all about mood.

■ **Create A Sense Of Urgency.** You want to achieve a sale in THAT phone call. If you are asked when the deadline is, you can reply: "Because we have an early deadline, it's right away. That's why I'm offering you this at such a special price."

■ **Stay In Control.** If a customer asks for our number, and they say they will call back ... try this. Give our phone number: 1-800 231 311. Then say: "I am just going to the Production Department, can I phone you back in 15 minutes?" Most people agree. This means you keep control of your timing. Phone back at the agreed time: "Hello, it's (first name) from the *Melbourne Observer*, phoning back as promised ..."

## TeleSales Truths

■ **Manners Do Count.** Alexander Graham Bell invented the telephone in 1876 ... 130 years later, some people have yet to discover phone courtesy. Don't be an offender. If you get a troublesome person, simply end the call with "I'm sorry, I'll withdraw the offer." Problem solved.

■ **Courtesy.** It is amazing how many don't say 'Please' and 'Thank You'. You may be surprised how use of these little words will increase your sales rate. And it costs you absolutely nothing.

■ **Use Their Name.** Get their first name early ... and repeat it during the call. (You gave your first name at the start of the call.)

■ **Accents and Names.** A thick accent will not help you in a TeleSales career. Neither will a difficult first name; you may consider using a short, easy-to-use substitute name with your clients. This is all about being 'user-friendly'

■ **Technique.** Stay close to the mouthpiece. Speak clearly. Listen carefully.

## From *Observer* Publisher Ash Long

■ I've made more than 100,000 sales calls in my newspaper career. And it's easy to make some conclusions.

■ TeleSales is a numbers game. If you stick to the script, if you have 'a smile on your dial', you should achieve a regular sales rate. Over time, I've calculated that I sell an average \$42.56 worth of advertising on each call ... whether I actually sell it on THAT call or not.

■ I am no different to any other TeleSales person ... except perhaps that I've been doing it for longer than most! My real enemy is not the person on the other end of the line. My real enemy is a natural reluctance to make the next call. 'Get over it!'

■ TeleSales with the *Melbourne Observer* can be lucrative. Your earnings largely depend on your own self-discipline. Keep phoning. Hang up, ring up. Good habits will work for you. This is as much about your own personal growth. I recommend it.