

# Why Not Up Sell??

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Bargain News - Connecticut  
Car Buyer's Market – New York  
NJ Used Cars – New Jersey  
Special Interest Vehicles – NE USA

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# A Brief History

- Bargain News Launched in Connecticut on February 13, 1970
- Free Classified Ads Only – Paid Circulation was the Only Revenue
- Absolutely No Thoughts of Up Selling Anything Until May of 1970
- Market Demands For Additional Services Created Products to Sell

# Product Portfolio History

- 1971 - Start Commercial Ad Sales
- 1979 - Develop Photo Ad Program
- 1988 - Establish Bold Head Ads
- 1993 - Initiate Pay per Call Ads
- 1995 - Offer Extended Ad Plan
- 1997 - Begin Online Ad Placement
- 1999 - Launch Power Ads Program
- 2001 - Re-Invent Inbound Call Center
- 2003 - Limit Free Ads > \$3000
- 2004 - Test Direct Mail Program
- Beyond Today - Keep Listening....

# How Do You Do It???

- Understand the Market
- Identify the Value
- Price It Properly
- Know Who to Sell To
- Know How to Sell It
- Give It Time to Work

# Will The Staff Get Onboard???

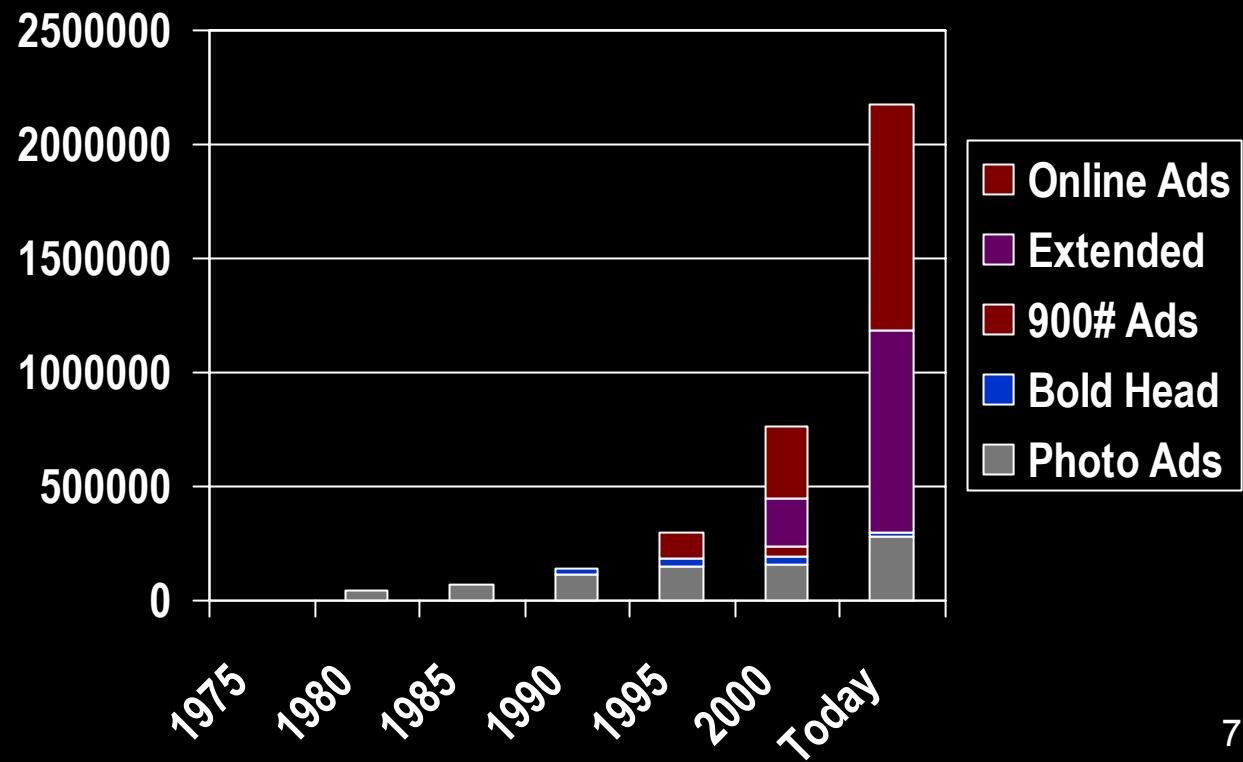
- Make Sure They Believe You
- Make Sure They Know the Product
- Give Them The Right \$\$\$ Incentives
- Monitor and Coach Them Regularly
- Set Goals and Offer Rewards
- Keep Them Focused
- Create Internal Competition
- Say “Thank You” Once and a While

# Will The Customers Buy???

- Always Start With the “Soft Sell”
- Always Give the Product a Great Name
- Use Everything You Have to Promote It
- Always Show Them the Advantages
- Explain the “Value” vs “Low Cost”
- Stay Focused and Consistent
- Make It As Simple & Easy As Possible

# How Well Can It Work???

- Today \$2.2 Million in Annual Private Party Classified Ad Sales



# Can You Do It Too???

- Strong Brand Name Necessary
- Understand Your Market Needs
- Results Must Be There Already
- Staff Must Understand the Product
- Give It the Proper Time & Attention
- Have No Fear!!!