

# Case Study: Advertising Sales

"Unfair Advantage quickly brought alignment and order into our company and approach to sales. They came at it from every angle, showing us how to close gaps, provide structure, track and report and what tools we needed to put in place. Our company is a noticeably different operation."

Publisher



## Premier State-Wide Business Publication Increases Revenue Run Rate over 58% with Unfair Advantage Revenue

### HIGHLIGHTS

- More than 58% increase in monthly sales
- Identified and displaced non-performers
- Secured dozens of new clients
- Implemented accountability system
- Shortened ramp time of new reps by 90%

### About the Publication

This business journal is Tennessee's premier business news monthly with a targeted readership of 40,000 senior level executives. Their approach has enabled many companies to develop profitable relationships with executive decision makers throughout the state.

### Business Challenge

Most magazines are led by the publisher and the editor; both roles are not traditionally sales management focused. This publication needed to increase top line revenue in 2004. They looked to UAI to build a structured sales force, create accountability, implement sales resources and increase revenue.

### Unfair Advantage Solution

Unfair Advantage implemented the following:

1. A Selling System including sales-driven tools such as: communication guides, needs assessment, sales approach, and stronger value propositions
2. A Management System\* to align company objectives and employee activity
3. An Accountability System to ensure highest leveraged activity
4. 12-week sales team roll out to ensure effective, long-term adoption

### Results

The client more than doubled their monthly sales revenue as a result of the Unfair Advantage engagement. In addition they shifted the sales team focus from regional ads to more profitable statewide ads, improved the pipeline, focused on brand sales and run-of-book rather than tactical sales, displaced non-performers, and identified the critical activities that would lead to success, increasing the monthly revenue from \$20,000 a month to over \$50,000 a month.

### about unfair advantage

Unfair Advantage, Inc. (UAI) develops and executes winning growth strategies to ensure sustainable long-term business growth. By leveraging industry best practices, proven tools and a long history of flawless execution, Unfair Advantage delivers solutions that increase revenue and boost profits, quarter after quarter. Founded in December 1999 as the go-to-market arm for the Southwestern/Great American Opportunities (SWGAO) Business Execution Methodology, UAI encapsulates more than 145 years of know-how.

\* Focus Allocation is UAI's trademarked Management System that when implemented has proven to increase revenue and profit for any organization.

