# Revenue Development

BFM 7387 Henry Loeser

# Revenue Development - Marketing

Before

During

After

#### Revenue Development - Marketing 4 Media

- Receivers
- Supporters

# Media Types

- Film
- Stage
- Print
- Outdoor
- Push
- Broadcast
- Online / subscription

# Concepts / Terminology

"For-profit" vs. "Not-for-profit"

# Concepts / Terminology

"Commercial" vs. "Non-commercial"

#### Non-Commercial Media

- Fundraising channels
- Sponsors
- - Donors
- Government

#### Commercial Media

Advertising supported

# Marketing

- Research
- - buyers
- - sellers
- - products
- - SWOT

# Marketing

- Creating value & demand
- - branding
- positioning
- messaging
- price / product / placement / promotion

#### Marketing & Media - Client side

- Research
- buyers
- sellers
- products
- - SWOT

#### Marketing & Media - Client side (Katz)

- Creating value
- branding
- positioning
- messaging
- price / product / placement / promotion

# Marketing & Media - Client side (Katz)

- Delivering the message
- magazines
- newspapers
- television (+ syndication, cable)
- - radio
- outdoor
- direct mail
- non-traditional / below the line

#### Sales Management - Development



- Develop sales organization with specific territories/responsibilities/channels/priorities
- Customer relations management (CRM)

# Sales Management - Development

Short & Long Range Sales Programs

Recruiting, interviewing, hiring



Managing, motivating, rewarding

Controlling, punishing, terminating

#### Sales Management - Roles (Albarran)

- General Sales Manager
- Local Sales Manager
- National Sales Manager
- Specialty Sales Manager

Monitoring and achieving budgets for revenue and expenses

#### Sales Management - Systems (Peter & Donnelly)

- Monitoring market activities and accurately forecasting market pricing
- Setting price parameters/priorities
- achieve a target return on investment
- stabilization of price and margin
- meet or prevent competition

#### Sales Management - Systems (Peter & Donnelly)

- Accurately forecasting revenue for each sales channel and total
- executive opinion big picture
- sales force composite projections
- customer expectations surveys, interviews
- time series analyses trends, seasonality
- correlation analyses variables vs. revenue

#### Sales Management - Systems (Varey)

- Optimize the customer relations management system (CRM)
- identify most important customers
- personalize customer interactions
- emulating dialogue
- new product development
- sales process management (Loeser)

- Coordinating personal selling process with overall marketing/promotion/program activities
- CRM
- Traffic
- execution

 Coordinate selling process with internal production/scheduling/invoicing/accounting/admin/management activities

Managing pricing based on inventory supply and revenue forecasts

#### Sales Management - Leadership

- Represent the organization and product/service to external interests
- Represent the sales function within the organization

#### The Sales Process - Sales Cycle

- AIDAS Formula (Peter & Donnelly)
- attention
- interest
- desire
- action
- satisfaction

#### The Sales Process - Skills

- Product knowledge
- Market knowledge
- Customer knowledge
- Tactics
- Buyer knowledge

#### Sales Process - Skills

- Hierarchy of relationship selling
- pitchman
- consultant
- expert
- resource
- partner

#### The Sales Process - Interviewing

- Relationship selling
- build rapport
- questions / consultation
- make offer
- trial close
- endorse/address objections
- trial close

#### The Sales Process - Interviewing

Neuro linguistic programming (NLP)

- Sensory Perception
- Auditory
- - Visual
- - Kinesthetic

#### Sales Process - Interviewing

- Neuro Linguistic programming
- Personality Type profiling
- Driver
- Amiable
- Analytic
- Expressive

#### Revenue Development - Case Study

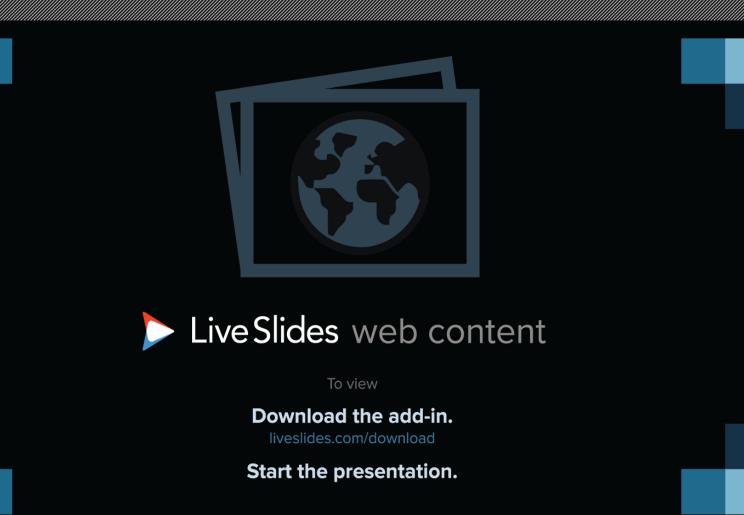
- Indian News Media: Structural Trends (Chadha)
- Oligarchism
- Yellow Journalism
- Barter for equity
- Political malfeasance

#### Revenue Development - Trends

- New Technologies / New Media
- Commoditization
- Programmatic buying / Bots
- - Social
- Search
- Rise of tech giants

# Revenue Development - Trends

- Trending
- - Brands
- Channels
- Platfrorms
- - Media



#### Revenue Development - Case Study

- Location-Based Advertising to Boost Film Ticket Sales (Fang et al)
- Typical marketing challenge
- New Media application
- Concrete hypothesis
- Baysian probabilities
- Encouraging result

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