

# Revenue Development

BFM 7387

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# 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

- B2B Sales
- Develop sales organization with specific territories/responsibilities/channels/priorities
- Customer relations management (CRM)

# Sales Management - Development

- Short & Long Range Sales Programs

# Sales Management - Functions

- Recruiting, interviewing, hiring

# Sales Management - Functions

- Training

# Sales Management - Functions

- Managing, motivating, rewarding

# Sales Management - Functions

- Controlling, punishing, terminating

# Sales Management - Roles (Albarran)

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

# Sales Management - Systems

- 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)

# Sales Management - Systems

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

# Sales Management - Systems

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

# Sales Management - Systems

- 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
  - - Platforms
  - - Media



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# Revenue Development - Case Study

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

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