

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

- 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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