



VISIONING



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DIGITAL MEDIA SALES TRAINING

CHALLENGE

Traditional media dollars were shifting to digital tactics. Cox Enterprises had recent success developing and launching a competitive media training program that was managed by Corporate Marketing. Sales Executives of all media divisions expressed an interest in training their traditional media sales teams to better understand digital media so that they could capitalize on digital revenue opportunities. The traditional media divisions (Television, Radio and Newspaper) were accustomed to working in silos and had never come together before to discuss digital sales strategies and tactics. Cox Corporate Marketing was asked to facilitate cross-divisional collaboration around digital media and simultaneously develop a training program to teach traditional media sales reps how to sell digital media.

ACTIONS

- Developed agenda for cross-divisional “collaboration and planning day” to better understand the learning needs for each division relative to digital media sales.
- Secured attendees from media divisions including Cox Television, Cox Newspaper, Cox Media (cable), Cox Target Media (Valpak) and AutoTrader.com. This event would be the first time that all divisions had come together to discuss about how they sell digital media and the successes and failures associated with their efforts.
- Provided each division with the opportunity to present their sales strategies and tactics to their peers.
- Established smaller breakout groups with representation from each division to discuss common needs and present findings to larger group.
- Collected all feedback and evaluated it to better understand needs.
- Attended various internal digital training programs developed by each division to determine fit for other divisions.
- Investigated options for existing training vendors in the digital media sales space.
- Identified training company with significant experience in training traditional media sales teams how to sell digital media.
- Developed recommendation for several events using external vendor as Subject Matter Expert and presented it to Sales Leaders for each division.
- After receiving approval from Sales Executives, led negotiations with training vendor for an annual program.
- Led a team of managers in scheduling event dates and securing attendees.

RESULTS

- Program consistently scored a 9.0/10.0 from attendees.
- Anecdotal evidence suggested that the program was successful in driving over \$500k in incremental revenue in year one.
- When the media divisions of Cox Enterprises were consolidated under one large division (Cox Media Group), the vendor that Corporate Marketing originally sourced for training was signed to a long-term contract that is still in place today.