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## COMMUNICATION PLAN OPTIMIZES SALES CHANNEL TIME

### CHALLENGE

PRIMEDIA was focused on shifting from a print-centric media company to an online media company. New online products and product enhancements for [www.apartmentguide.com](http://www.apartmentguide.com) were a major focus. Since product development had not been a priority in previous years, the company did not have an internal communications strategy in place for communicating with sales teams regarding new products, product enhancements, marketing programs, price changes, special offers, training opportunities, new hires, top ranked sales reps, etc. Field sales received daily emails from a variety of departments and many front line sales people said that they were drowning in corporate email and did not have the time to “dig” through all emails to find content relevant to their job. Sales needed to optimize their time to spend more time selling and coaching—not reading irrelevant emails.

### ACTIONS

- Developed a communications plan for sending a weekly newsletter to sales teams to provide information on corporate initiatives from various departments (Sales Ops, Training, Product Management, IT, HR, etc.)
- Scheduled weekly meeting with key members of corporate departments (i.e. Sales Operations, Product Management, Customer Care, Media Relations, etc.) to gather content and develop calendar.
- Secured vanity email address from IT department to brand the weekly sales newsletter.
- Developed presentation to explain concept and benefits of the weekly newsletter to sales teams and presented it to 60+ market level sales managers.
- Launched weekly email program to 500+ front line sales and operations employees via webinar.
- Developed and launched survey using Zoomerang to gather feedback from sales teams on communication plan.

### RESULTS

- 75% of sales employees reported to read the newsletter weekly.
- Increased publishing frequency of newsletters from 1X/week to 2X/week after receiving positive feedback from sales.
- In a survey to sales teams three months after launch, the sales newsletter was identified as the number one source for sales material, new product information and changes in operating procedures.
- Many sales managers called the new internal communication strategy the “most important piece of communication for coaching their sales teams” ever implemented by the company.