



Winning the Tug of War With Time

Created & Presented by:
Ryan Dohrn, Founder, Brain Swell Media
Revenue strategy and sales training for media companies.

If I could...

1. Help you get 25% more done in the next 48 hours?
2. If I could give you as much as \$4,000 in time back?
3. If I could help you drink less or take less meds?

Sequel to Top Sales Book *Selling Backwards*

SELLING FORWARD

**Pandemic Tested Sales
Strategies for Success**



Ryan Dohrn
Emmy Winner
Global Sales Coach
30,000 Reps Trained
\$500,000,000 Coach
30-Year Sales Veteran

**Proven methods to
reinvent your sales
game when selling
to emotionally
drained, inbox-dazed,
virtual meeting-bored,
sales-resistant
customers in a
pandemic fatigued
business world.**

amazon **BARNES
& NOBLE**



360 Ad Sales
T R A I N I N G



Sequel to Top Sales Book *Selling Backwards*

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**Pandemic Tested Sales
Strategies for Success**



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Global Sales Coach

30,000 Reps Trained

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30-Year Sales Veteran

VANCE









A map of the United States with state boundaries outlined. The entire map is filled with a solid blue color. A red dot is located on the southeastern coast of the United States, specifically in South Carolina. A white rectangular box with a black border is positioned above the red dot, containing the text "Beech Island, SC".

Beech Island, SC





\$1,000,000,000



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Proven Ad Sales Training For Media Companies!
Over 3,000 ad sales trained to date!



Sign Up for
Our Free Monthly
E-Newsletter



@ryandohrn – Ryan@360AdSales.com -

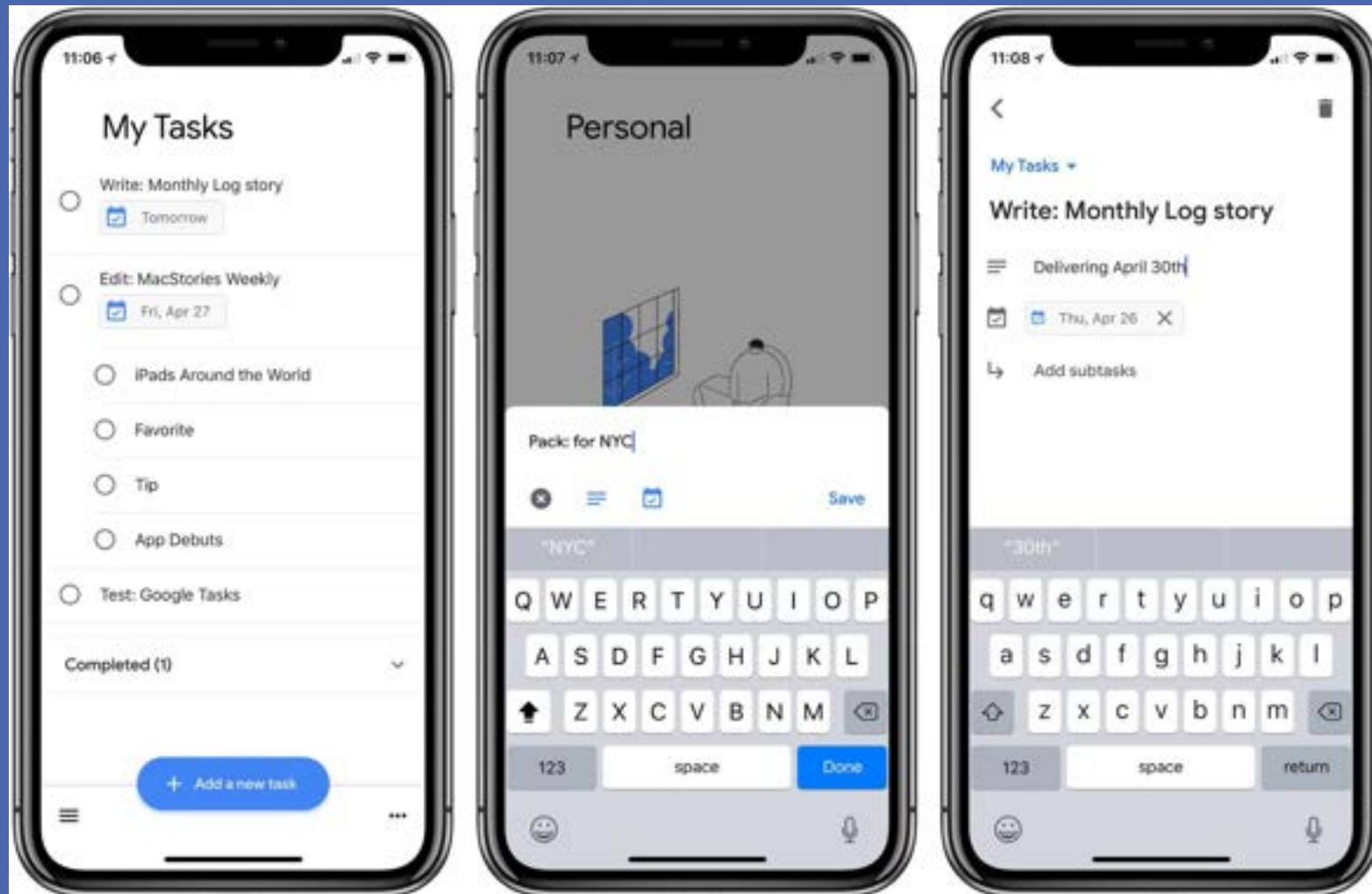
www.360AdSales.com

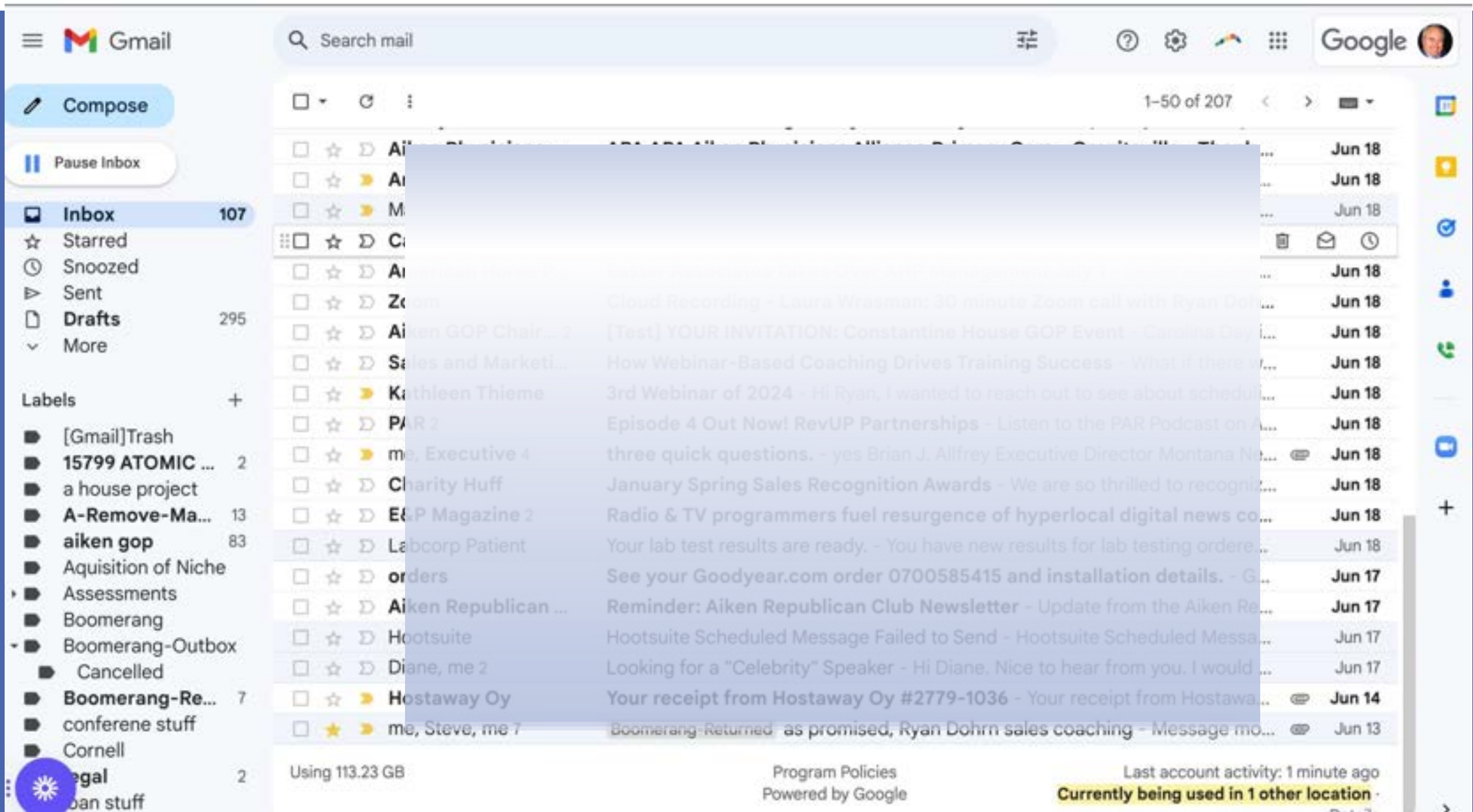


**ACTION
IDEA #1**

Prioritize Ruthlessly

**What drives your daily
agenda? Email or
priorities?**





DOM UML, WP Engine, DOM UCCS, Mag Man, Niche, Coaching Log, Quickbooks, Lumen, CLIENTS UCCS

Gmail Search mail 1-50 of 207

Compose

Pause

Inbox

Star

Snore

Sent

Drafts

More

Labels

- [Gmail]Trash
- 15799 ATOMIC ... 2
- a house project
- A-Remove-Ma... 13
- aiken gop 83
- Aquisition of Niche
- Assessments
- Boomerang
- Boomerang-Outbox
- Cancelled
- Boomerang-Re... 7
- conference stuff
- Cornell
- Legal
- ban stuff

Using 113.23 GB

Program Policies Powered by Google

Last account activity: 1 minute ago

Currently being used in 1 other

Google

Tasks

Ryan Dohrn's list

- Compulse
- ☐ Update my ESP with webinar attendee information
- ☐ Follow up with John and Peter about the niche media ...
- ☐ Add ARC as a repeating event
- ☐ Review billing for Royal assessments
- ☐ Great seeing you
- ☐ create speaker application for Niche
- ☐ Send out retention gifts for niche, media conference sponsors
- ☐ get with Anton on the objection cards
- ☐ promo video for SMM

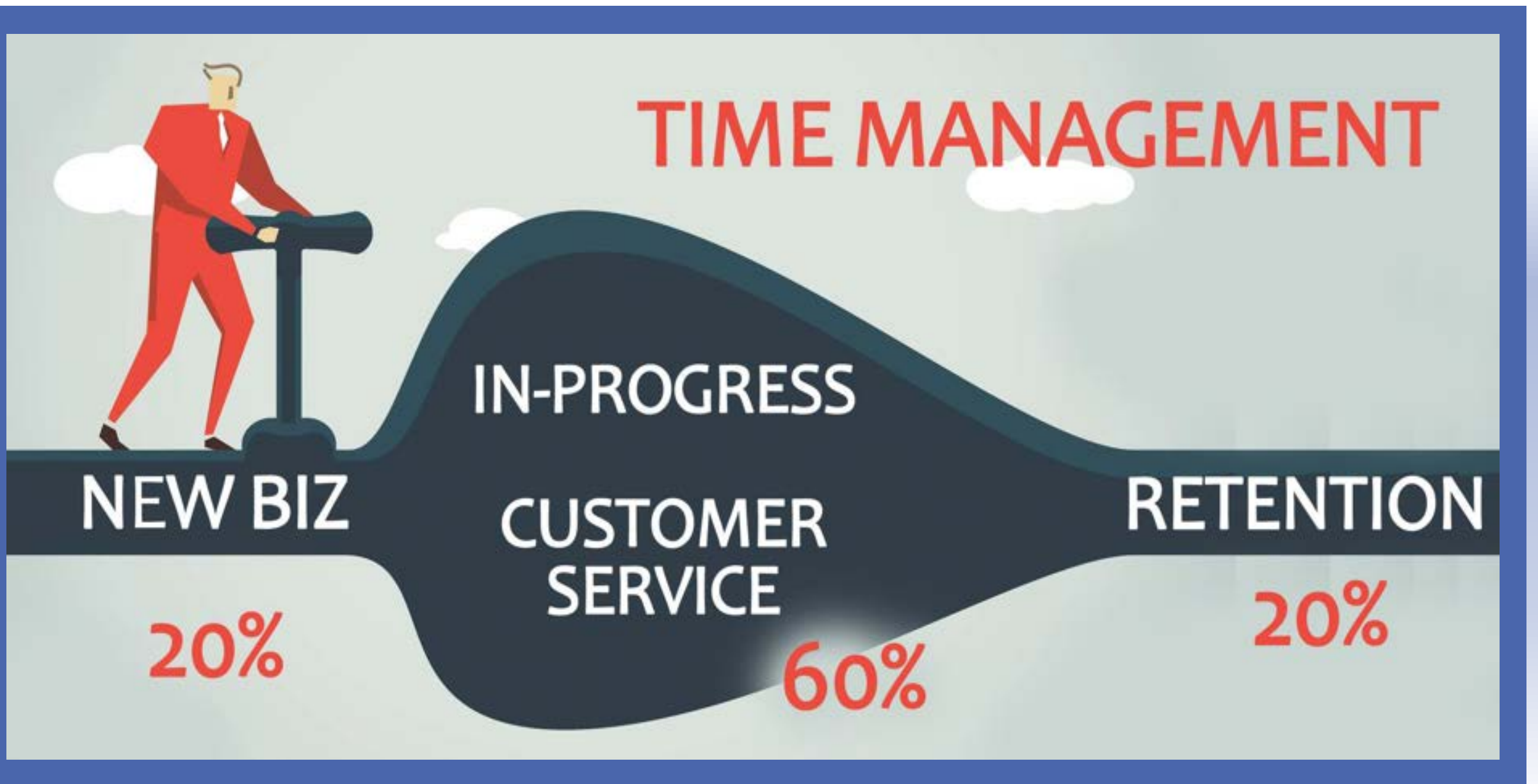
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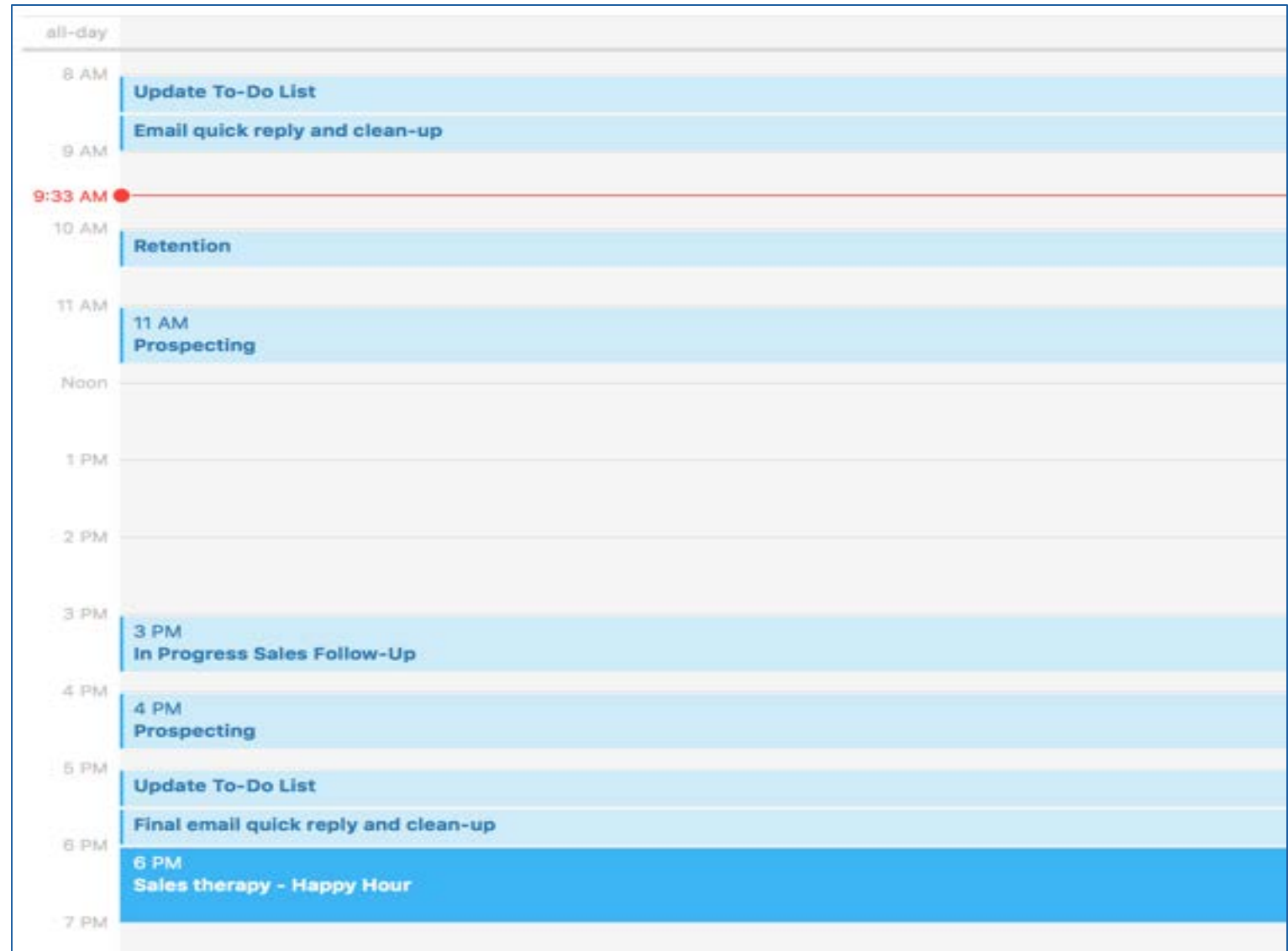
You should start each day with a session prioritizing the tasks for that day.



**ACTION
IDEA #2**

Create Time Blocks





THE **POMODORO** TECHNIQUE

①



**Decide on the
Task That
You Need to
Do**

②



**Set the
Timer to 25
Minutes**

③



**Work on the
Task Until the
Timer Rings**

④



**Take a Short
5 Minute
Break**

⑤



**After 4
Cycles Take a
15-30 Minute
Break**



ACTION IDEA #3

Avoid Random Patterns

**Name 5 things in life that
happen randomly that are
good for you?**

1. Look for repeatable patterns of success.

2. Identify repeatable patterns of failure.

3. Always be looking.

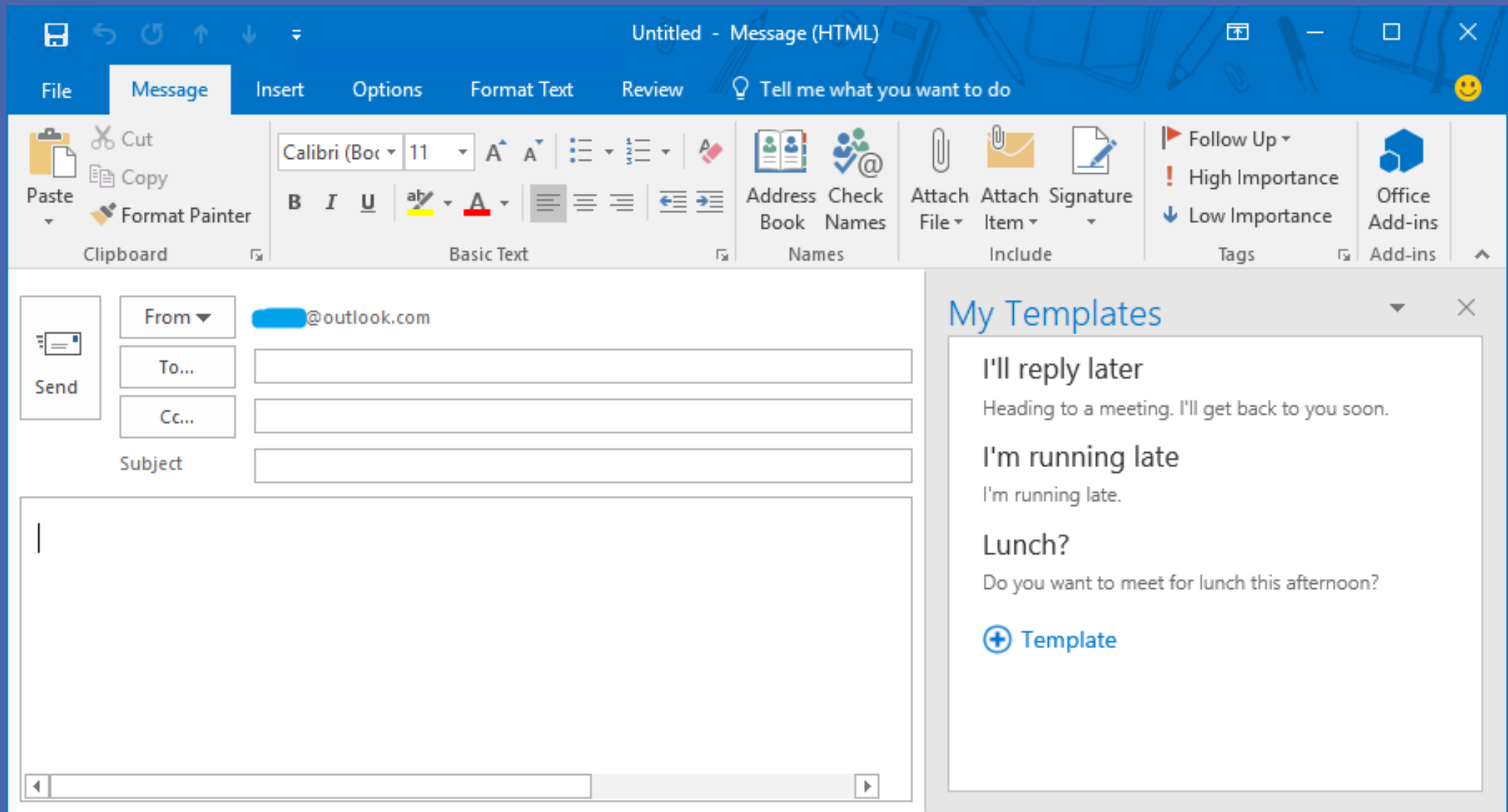


**ACTION
IDEA #4**

Create Email Templates

**Never write an email more than 2X
without creating a template for it.**

**Then... use email technology to
your advantage.**



are you in?

Bob Richardson (columbiabasinherald.com)

are you in?

Thanks for supporting the Denver Super Niche event. We are looking forward to s
event, April 6-8. We have over 100 Publishers already signed up.

Are you wanting to sponsor just the DC event or also the CEO event as well? Nott

Thoughts?

Ryan

Ryan R. Dohrn
CEO/Owner
Niche Media, LLC
Brain Swell Media, LLC
Still the ad sales training guy
<https://www.NicheMediaEvents.com>
800-504-9849 call/text
FB Messenger: @NicheMediaHQ
Ryan@NicheMediaEvents.com

Super Niche Media Conference DC April 6-8

recording of our call tod...
30 min video chat 22
60 min video chat
new book link
12 month program/topics
Ad sales on-demand link
Niche '22 Sponsor Regi...
are you in?
No interest
speaking quote from Ry...
Virtual sales training
Skype, 60 min coachin...
info you requested - Do...

✓ Default to full screen
Templates
Label
Plain text mode
Print
Check spelling
Smart Compose feedback

Send

Send Later

Remind me in 2 weeks if no reply

Track Meet

New Message





ACTION IDEA #5

Turn off email pop-up and chime.

A 30 second interruption can cause you to take 2 minutes to re-engage.

20 interruptions per day can cause 40 minutes of lost time per day.

That is 174 hours per work year.

Priority 1 - Now

Priority 2 – Within 2 hours

Priority 3 – Before end of day



ACTION IDEA #6

Schedule time for client research

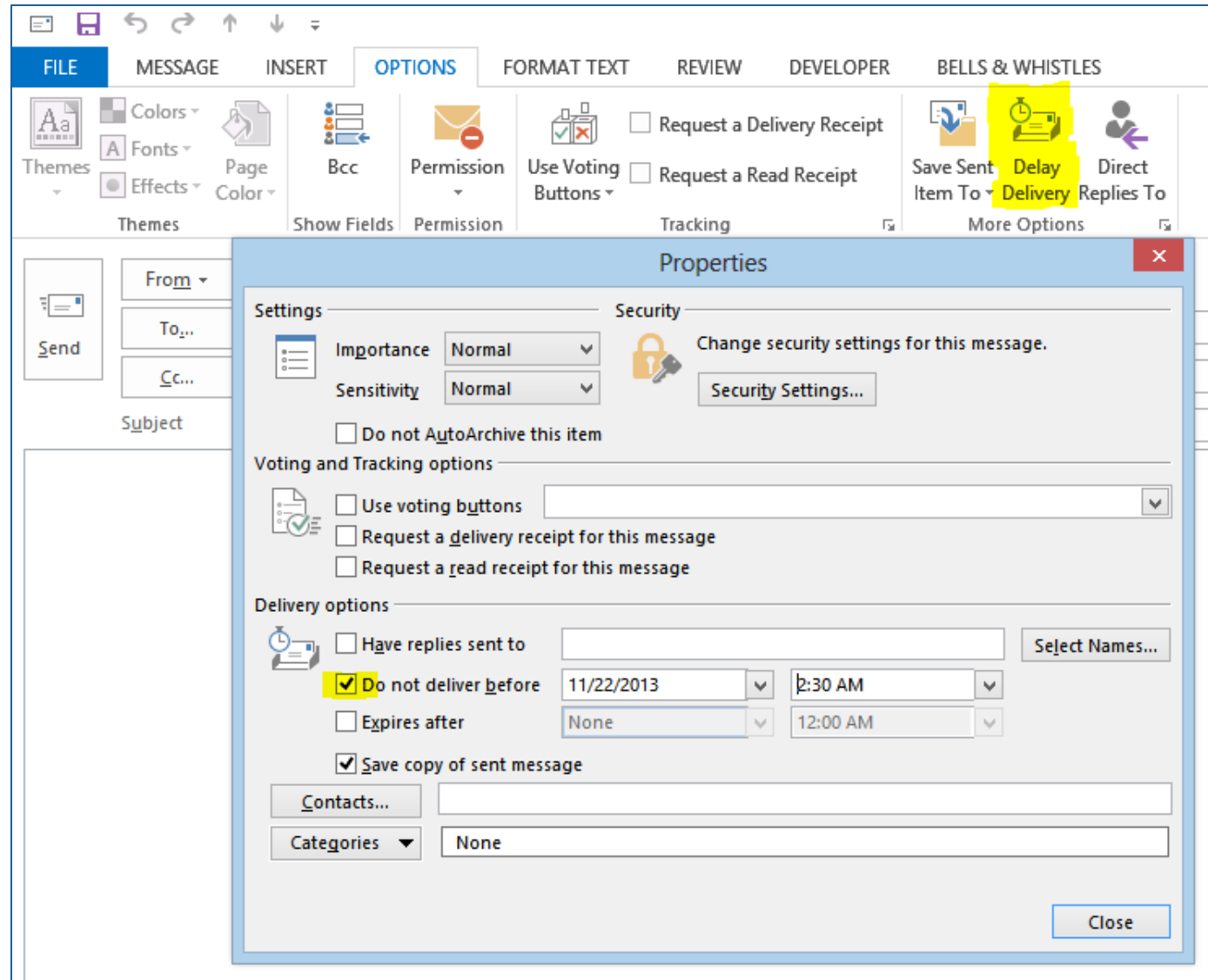
**Friday afternoon
from 3:30-5pm
personal R&D**



ACTION IDEA #7

Become a technology expert

**Know your CRM inside
and out. Make it whirl!**



ad specs you requested

Devon Dunkle (mediagenius.com)

ad specs you requested

Great to hear from you. Below is a link to our media guide that contains all the ac

Ryan

30 min video chat
60 min video chat
new book link
12 month program/topics
Ad sales on-demand link
Niche '22 Sponsor Regi...
are you in?
No interest
speaking quote from Ry...
Virtual sales training
Skype, 60 min coachin...
info you requested - Do...
Sorry, full

✓ Default to full screen
Templates
Label
Plain text mode
Print
Check spelling
Smart Compose feedback

Send

Send Later

Remind me in 2 weeks if no reply

Track Meet

a Ryan Dohrn sign...



ACTION IDEA #8

**Create a
process for
everything that
you do**

- 1. How do you handle sales leads?**
- 2. How do you reply to emails?**
- 3. How do you reply to meeting requests?**
- 4. When do you seek advice?**



ACTION IDEA #9

Set time limits for everything you do

**Increase your
productivity by 150%
by setting time limits!**

Source: [Toggle.com](https://www.toggle.com)



ACTION IDEA #10

Managing Up and Around You!

1. Meet with your manager in advance and TOGETHER set your time management goals.

2. People abusing your time is often about THEM not understanding your time management efforts.

- 1. Prioritize Ruthlessly**
- 2. Create Time Blocks**
- 3. Avoid Random Patterns**
- 4. Create templates**
- 5. Turn off email pop up/chime.**
- 6. Schedule time for research**
- 7. Become a technology expert**
- 8. Create a process for everything**
- 9. Set time limits for everything**
- 10. Manage Up & Around you**

803-215-8819

IDEAS

into

A.C.T.I.O.N



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