**Episode #14 Sales, Sales, Sales Of The Digital Kind**

**What is the title of Brian Helmann and what does he do?**

Keywords: senior director of digital sales, television group

**What merger is he referring to? What is SPIN, SPIN, MERGE, MERGE?**

Keywords: SPIN, SPIN, MERGE, MERGE, publicly traded company

**What is the role of digital in the broadcast station group?**

Keyword: local level

**What is Brian’s professional background?**

Keywords: sales, sports publishing, Newspress Media Group, Gannet, NBC Affiliate

**What has been the biggest challenge of selling digital?**

Keywords: banner advertising, add-on, added-value, real value, impressions, traffic, page views

**How did newspapers help the transition into the strength of digital?**

Keywords: loss of circulation, loss of readership, the loss of advertising dollars, classified verticals online, automotive, real estate, recruitment advertising, video

**What is digital marketing services?**

Keyword: search engine marketing, search engine optimization, website development, social media, reputation, full service digital marketing

**What are some of the challenges of digital media with potential advertisers?**

Keywords: learning curve

**What is Scripps sales process consist of?**

Keywords: sales process, vertical

**What is a CNA?**

Keywords: Customer Needs Analysis, sales process

**What is a good CNA that resulted in a solution and happy client with results?**

Keywords: CNA, Integrated sellers, Fisher Homes, Targeted solutions, high impact ads, pencil push down, social media, packages

**What are audience extensions?**

Keywords: audience extensions, right audience, Scripps targeted network, buy digital inventory, real time bidding, programmatic platform, cookie data

**What is a Key Performance Indicator?**

Keywords: metrics, KPI, proper expectations, Impressions, Click Through Rate, optimize, leads, conversions, form fills, branding, lead generation, Google Adwords

**What are some of the objections digital salespeople face?**

Keywords: traditional media, digital marketing, reporting, creative, messaging, targeting, real time tracking dashboard, pay per click, customer service

Lookup: pay per click

**How is digital more trackable?**

Keywords: trackable, who saw, when they saw, action, engage, real time

**Advice to students and professionals?**

Keywords: day in the life, business owner