



# ROI TRAINING

## WHY?

- ▶ Results Occur Immediately: 3:1 ROI guarantee for member stations.
- ▶ Significant sales performance lift in 90 days.
- ▶ Six ESA training touchpoints in one quarter with minimal expense.
- ▶ Ongoing ESA support of participants.

## WHO?

- ▶ New hires and transitioned salespeople.
- ▶ Current & future top sales performers.
- ▶ Available for member stations, limited to 50 seats.

## WHAT?

<b>1</b>	<b>LSM "DAY 0" PREVIEW (WEBINAR)</b> ▶ LSM Roadmap: 5 essential tasks ▶ Expectations, metrics, barrier removal	<b>DAY 0</b> TBD
<b>2</b>	<b>LIFT OFF (REGIONAL VENUE TBD)</b> ▶ The three maths: sales, media and retail ▶ Targeted prospecting, key category intel ▶ Multiplatform solutions, results & metrics	<b>DAY 1</b> <b>JULY 6</b> 8a-2p
<b>3</b>	<b>RETAIL DEEPDIVE (WEBINAR)</b> ▶ Key revenue catalysts, profit multiplier ▶ Specific triggers, qualifiers, and faster results	<b>DAY 20</b> TBD
<b>4</b>	<b>ROI SELLING (WEBINAR)</b> ▶ Client-centric multiplatform ROI solutions ▶ Pareto presenting, KPIs, case histories	<b>DAY 40</b> TBD
<b>5</b>	<b>ACCELERATION (REGIONAL VENUE TBD)</b> ▶ Top 5% practices: consistent, predictive sales ▶ Annual plan and emerging categories ▶ Phase selling, analytics, attribution, retention	<b>DAY 60</b> <b>AUG 30</b> 8a-2p
<b>6</b>	<b>FINALE (WEBINAR)</b> ▶ FAQs, NAQs, your new KPIs, and take-aways ▶ Resetting the bar, rewriting your roadmap	<b>DAY 80</b> TBD



ESACompany.com/ROI

**REGISTER NOW for ROI SALES TRAINING**

- ▶ INFO: [ESACompany.com/ROI](http://ESACompany.com/ROI) or [Dave@ESARoi.com](mailto:Dave@ESARoi.com)
- ▶ LIMITED to 50 seats
- ▶ NOTE: Training venues and webinar dates TBD
- ▶ PRICING: ESA Member Stations \$5,000 / seat  
Non-Members Currently N/A