

# Sales Support Package Retail

# Ad\$eller

Ad\$eller includes everything for effective sales presentations in an uncertain world.

- **READER SURVEY** Reader purchasing, spending, shopping, demographic information  
Online reader purchasing and spending survey covering most retail advertiser categories.  
Over 50 total survey questions, edit for local stores, competitors. shopping areas.  
House ads direct reader to online survey, paper offers incentive to enhance response
- **SALES MATERIALS** Presentation materials prepared from your research information  
Retail sales opportunity worksheets-show value of reader purchasing! Minimum of 25 presentations.
- **POWERPOINT** Advertiser sales presentations  
Laptop and sales staff ready PowerPoint presentations for primary advertiser categories
- **TRAINING VIDEO** Sales training video with John Marling  
Teach sales staff how to effectively sell with research using Pulse sales opportunity presentations
- **SALES GUIDE** Pulse Sales Implementation Guides (3 sales guides)  
How to sell with Research, 30-day kickoff and 52-week revenue sales guides
- **GUARANTEE** Pulse Research guarantee  
Increase revenue in a month following the steps in the 30-Day Sales Guide or your money back.

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**Sales Support Package.....\$250**

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For more information and a survey demo: [www.pulseresearch.com/adseller](http://www.pulseresearch.com/adseller)