

NATIONAL SELLERS PROJECT FORWARD TO THE FUTURE

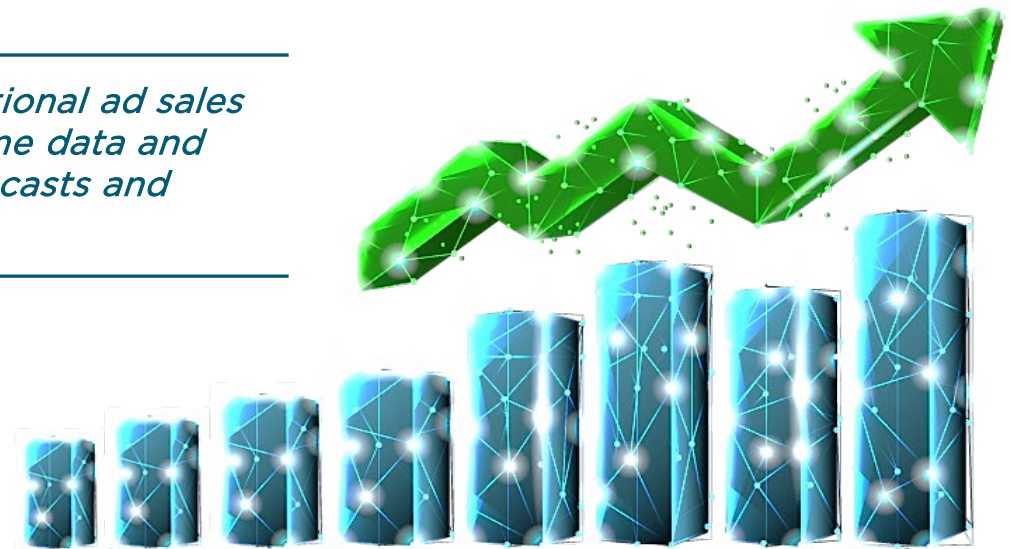
The National sales team faced the challenge of forecasting their RFP-driven advertising sales business with improved accuracy and efficiency. With national buys trending toward much closer to airtime, and time-consuming methods used to piece together information from multiple sources, the process left less time for optimizing their quarterly projections for revenue, market share, and budget. The goal was to provide advanced planning with dramatically increased management visibility with more time for review while limiting the impact on seller efficiency.

An existing spreadsheet-based process was in place, which required considerable manual work to maintain account lists and compile historical, booked, and pending data from CRM and billing systems before finally entering and reviewing the data. While the workflow was functional, it was time-consuming and challenging to execute at scale and did not provide updated data to view progress and adapt to changing conditions.

Matrix worked with National Sales teams at multiple broadcasters regarding extending its automated proposal to CRM opportunity workflow to incorporate their national planning and analysis process.

National advertising sales operation of a top ten broadcast group with a growing multicast network and OTT-based advertising services business, reaching viewers through broadcasting, over the top, and cable TV, satellite, and digital platforms.

Monarch Projection increases efficiency of National ad sales forecasting processes with accurate, real-time data and insights, allowing for a more accurate forecasts and measurable sales results.



KEY CONSIDERATIONS:

SPEED AND SCALE

- Scale across thousands of customers and prospects across multiple teams and markets to simplify national agency sales' complexities with the visibility to focus on revenue growth.

WORKFLOW AUTOMATION

- Transform the quarterly account planning process with real-time access to historical and current booked and pending revenue, market share, and budget information.
- Incorporate data from proposals and National Rep Firms to automate deal opportunity creation and inform the forecast.

FORECAST AGENCY - DRIVEN RFP BUSINESS

- Streamline entry and analysis of quarterly projections, market budget, and market share by sales office, outlet, agency, and account.

ANALYSIS

- Support detailed review with sharable comments to understand growth and churn.
- Review projections using analytics-driven Scenarios to quickly identify issues and outliers for discussion- without digging through thousands of spreadsheet rows.

TECHNOLOGY SOLUTION:

Understanding that automating national forecasting was crucial in improving sales optimization, Matrix worked with multiple National Sales teams to design an easy-to-use, workflow-driven, and accountable approach.

The National sales process is a high-volume workflow covering sellers who work across an expansive set of local markets and is focused primarily on responding to RFP requests initiated by agency buyers. The Projection adds a planning aspect to a local broadcaster's national sales strategy that falls between the budget process and a forecast to outline upcoming business. The component allows sellers and their managers to set a projection of revenue, market budget, and share of the market budget for each agency and advertiser before specific buys are negotiated.

The Projection provides an intuitive worksheet that helps the seller set a quarterly forecast for their accounts, with a straightforward display that auto-aggregates data from previous quarters along with pending revenue. Sellers or managers can easily add comments to explain a particular projection or why an account is inactive for a period.

Opportunities are created automatically in the CRM to streamline the process further through a proposal system feed, or directly from a Rep Firm. As avails are updated in the negotiation process, they are automatically reconciled against pending and booked dollars, and the pipeline is updated. This new workflow's benefits extend the Monarch platform's overall effectiveness for both a national sales team and the entire media sales enterprise organization.

The Monarch National Workflow offers a clean rollup of data, organization-wide. It also provides more detailed drill-down options with deeper reviews of cross-market business scenarios and opportunities, allowing for smarter and more effective forecasting.

BUSINESS VALUE:

Networks and national ad sales organizations need tools to increase efficiency and accuracy of forecasting revenue with increased visibility to market budget and share information. Changes in the buying cycle and a proliferation of buying options for agency ad buyers, coupled with managing a large amount of data at scale, require more efficient projection processes to understand buying cycles, assess the impact on inventory, and address any unexpected shifts.

Traditional forecasting approaches or imports of national rep firm data provide insights that focus on booked business. With the Projection, Monarch delivers a planning function that works alongside CRM and sales automation, with real-time updates to pending, actual, and historical revenue, share, and budget information. The straightforward forecasting approach provides a focused, visual planning tool that distills a large amount of data for scenario-driven analysis.

For national sales management, Monarch Projection provides an up-to-date, focused review with earlier insights into the forecast, an expanded, more thoughtful sales funnel with improved visibility into revenue, new business, and a quantifiable reduction of churn.

Are you considering a move to better, data-driven planning? Talk to Matrix about Monarch Account Planning: sales@matrixformedia.com