



# **SUPERHERO** **SALES SUCCESS**

## Stories of Superhero Sales Success

- WINNERS PLAYBOOK -

 **matrix**

# Be a Sales Superhero

Submit your Stories and Be a Quarterly Winner!

**Matrix users** have been invited to share accounts of how the Matrix platform has helped uncover solutions to challenges in order to sell smarter, faster and more efficiently. By sharing their success stories, they not only gain personal reward but also contribute to a community of sharing savvy tips and tools from other Matrix users so everyone can learn ways to work more efficiently!

**By submitting** a sales success story to our 'Superhero Sales Success' Contest, users have a chance to be one of our sales superheroes! Even better... you can submit as many successes as you wish.

## Each Annual Winner Receives:

- A blog featured on the Matrix website showcasing their winning submission
- Their success story added into this Matrix Sales Success Stories Playbook
- A feature in the Matrix Media Insights eNewsletter
- \$1,000! *That's right...* the winner also receives a \$1,000 gift card

Keep reading to meet our winners, learn new tactics, and get inspired to submit your own story!

# 2024 Sales Superhero

JESSICA REID  
FEDERATED DIGITAL SOLUTIONS

## Challenge:

Manage and grow an inherited book of business while also focusing on driving new business growth.

## Solution:

Daily updates to new business activities in Matrix

Planning next steps each time entering completed activity. Utilized list builder to sort account list/prospect list, staying organized and prioritizing accounts or prospects. Evaluated growth using pacing reports comparing last year to path to 2024 success. Daily check-ins with sales outlook... Utilized churn reports to monitor inherited business opportunities and past spend.

## Key Benefits:

These efforts culminated in an 86% increase in my total book of business for 2024

- largely new business development while upselling existing accounts.
- breakout new business 36% of growth/existing 50%

## Matrix function(s) utilized to achieve this success

Activity tracking, sales outlook, list builder, alerts, pacing reports, churn reports, and deals.

2024

# Sales Superhero Runner-Up

MAGGIE O'HEA

NEXSTAR MEDIA GROUP - KTVI FOX 2 &amp; STL CW 11

**Challenge:**

At the start of 2024, I was tasked with aggressive sales goals for both TV & digital advertising, as well as securing key sponsorships for our station. In addition to managing a diverse portfolio, I needed to upsell new products and secure incremental digital revenue to meet our targets.

**Solution:**

By leveraging Matrix, I was able to efficiently track my performance, prioritize key accounts, and uncover upselling opportunities. Matrix's real-time performance tracking allowed me to stay on top of my goals, while its account insights helped me identify new opportunities for growth across various platforms. This enabled me to adjust my sales strategies dynamically throughout the year, ensuring that I exceeded both TV & digital targets.

**Key Benefits:**

*TV Sales:* Matrix played a critical role in helping me surpass TV sales goals throughout 2024:

Q1: 145% to goal, Q2: 173% to goal, Q3: 134% to goal, Q4: 239% to goal (as of 12/3/24)

*Digital Platform Sales:* Matrix also provided valuable insights into my digital sales strategy, enabling me to achieve:

Q1: 107% to goal, Q2: 336% to goal, Q3: 203% to goal, Q4: 224% to goal (as of 12/3/24)

*Sponsorship Success:* Matrix's account management tools allowed me to close major sponsorship deals, including the 2024-2025 School Closings/Snow Day Sponsorship, the 2024 LIV Golf Sponsorship, and the 2024 Dog Walking Forecast

**Matrix function(s) utilized to achieve this success**

*Forecasting & Performance Tracking:* Matrix's forecasting tools kept me on track to exceed both my TV & digital goals throughout the year. With each quarter, I was able to pivot based on real-time data and trends.

*Account Management:* Matrix's insights allowed me to prioritize high-potential accounts and ensure consistent upselling. This helped in securing new clients and sponsorships, such as those tied to seasonal events and specialized forecasts.

*Reporting & Dashboards:* The ability to create custom reports allowed me to communicate success to clients and our internal team, fostering greater trust and collaboration.

# Q4 2023

## Sales Superhero

KENDA WEBER  
KWQC

**Challenge:**

To overcome churn and continue to grow new business to achieve digital and overall yearly budgets.

**Solution:**

Ran a multi-year revenue report as a yearly planning tool to look at who ran in the previous three years to gain back any clients not currently scheduled. Continuously look at last year's spend each month to not overlook any revenue streams throughout the year.

**Key Benefits:**

Increased total yearly spend by 7.79%  
Grew digital by 37.54% for 2023

**Matrix function(s) utilized to achieve this success**

Deals Forecasting, Alerts on inactive accounts, and the sales outlook screen on a daily basis to be sure I was not overlooking dollars whether in pending or last year's revenue columns.

# Q3 2023 Sales Superhero

## MATRIX USER OUT OF BURLINGTON, VERMONT

### Challenge:

We've recently experienced a lot of turnover and not only getting up to speed on accounts that have shifted, but making sure things do not fall through the cracks is more important than ever.

### Solution:

Lean on Matrix! Whether it's for something as simple as contact information, or something more involved like easily recognizing their buying habits, and if they were on in prior years and need to be reached out to, having all of the information at my fingertips has been incredibly helpful.

### Key Benefits:

It's all about client retention rates when accounts shift from one sales rep to another, and Matrix has helped to minimize attrition for me by helping me stay on top of my "new to me" business. Whether I'm finding ways to grow an account that shifted or using old notes to find a way to connect with the client, it's nice not to have to start at Ground Zero with new-to-me accounts.

### Matrix function(s) utilized to achieve this success

The Sales Outlook card is my FAVORITE card! It makes it very easy to get at-a-glance views of people who were on last year who haven't booked yet for this year. I love how you can sort by year, quarter, and month. The deals tab has also been helpful for any proposals that were out there when former coworkers left. It's really demonstrated the importance of including as much information in Matrix as you can, to help those who may come after us.

# Q2 2023

# Sales Superhero

## AMY GABLE

## HEARST WVTM-13

### Challenge:

Fast-tracking new business development

### Solution:

To meet my income goals, I need to exceed OTE (on-target earnings) by 157%. That means New Business Development is critical! Matrix helped me to fast-track an opportunity that not only generated \$92,000 in local new biz, but also represents the potential to grow significantly in additional markets. The new client is part of a nationwide home-health and hospice care company that is using our campaign as a pilot for their locations across the country!

### Key Benefits:

Earned new business commission to accelerate income goals, achieved 22% of annual new business goal, and 17% of Q2-Q3 on-air goal in one fell swoop.

### Matrix function(s) utilized to achieve this success

This deal was fast-tracked by tracking activity and next steps in the Matrix Sales Process AND by searching historical revenue for our station at-large with other home health and hospice clients to show we have experience and expertise in the industry. Thank you, Matrix!





# Q1 2023 Sales Superhero

**MATTHEW STEWART**  
**CBS/WKYT-TV**

## **Challenge:**

The challenge with large clients has always been incremental as well as year-over-year growth!

## **Solution:**

The accounts list is more than just a list. This gives you an opportunity to forecast, budget and identify growth opportunities. With the larger accounts on my list, I dive into the account profile and utilize the revenue tab. When conducting annual reporting and wrap-up meetings with clients I utilize this to present the ROI for the clients. "In 2021 you spent 30% more than 2022 which parallels your overall enrollment numbers. Your highest number of enrollment in the past five years came when you also made you and your team more visible to the audience with a combination of traditional broadcast television and digital targeting tactics." Utilizing Matrix with even basic functions has allowed me to express the ROI based on spend, therefore growing and incrementally increasing spend by the clients to achieve their overall goals.

## **Key Benefits:**

Key Benefits are to budget, easier analyzation of client information and organizational tools to follow the sales process with each potential customer.

## **Matrix function(s) utilized to achieve this success**

The above success utilized account list and revenue tab.



# Q4 2022 Sales Superhero

NICK KAYE  
E.W. SCRIPPS - WFTX

**Challenge:**

Forecasts, projections, and budgets - oh my!

**Solution:**

As a rep who recently returned to the station midway through '22, I found myself in an uphill battle to meet budget criteria on short notice. Utilizing pending deals and projected forecasts I was able to exceed both digital and broadcast budgets with time to spare!

**Key Benefits:**

Managed to exceed time sales revenue by 19% YOY and exceed 2022 budget by 26%. Digital sales were up 8.6% and exceeded budget by 47%

**Matrix function(s) utilized to achieve this success**

Deals, forecasts, and reports! Deals helped me keep an eye on pending totals and close dates, while the sales outlook gives me a good bird's eye view of #'s. Reports helped me dig into any deficiencies or extrapolate data to formulate game plans.

# Q3 2022

# Sales Superhero

## MATRIX USER OUT OF AMARILLO, TEXAS

### Challenge:

Organization of and follow-up with accounts.

### Solution:

Monarch's homepage reminders and accessibility to accounts allow me to better gauge and prioritize my day/goals.

### Key Benefits:

The details around up-sell opportunities. The Gregorian sales graph helps me see my growth in real-time.

### Matrix function(s) utilized to achieve this success:

Using Monarch's activity's function that I can add to every account. It helps me elevate each one from prospect to true leads and finally to the golden nugget target accounts. Having a clear differentiation holds me accountable and keeps follow-up uniform.





# Q2 2022 Sales Superhero

RITA PROFETA  
PATTISON MEDIA- MEDICINE HAT, ALBERTA

### Challenge:

Utilizing Matrix in its full capacity!! I have a large client list consisting of yearly, & seasonal accounts on Radio, TV and Digital. I have been struggling with keeping up with all my entries and managing all the daily input. But as I take time to go through all the elements of Matrix, I know it will help to keep me organized and stay on top of all my accounts.

### Solution:

The Espresso Shot everyday is the best for keeping me up to date on accounts. I also look back at history of accounts and what was done in previous years, I am finding that it is helping with my workload. I am able to plan ahead for upcoming campaigns and have my proposals put together. Matrix has also allowed me to focus on reviewing all accounts in the database so I can prospect open accounts and direct more focus on certain clients. Projects has been key for me to ensure I don't miss any business that was part of a previous campaign or promotion. It has helped me to grow the list as well.

### Key Benefits:

The most important benefit is making sure we are connecting with clients & staying on top of everything and not missing any potential new business. We get caught up in the whirlwind of everyday and I am trying to utilize Matrix to help with it all.

### Matrix function(s) utilized to achieve this success

Deals, Espresso Shot, Accounts Master and Projects

# Q1 2022

## Sales Superhero

**MATTHEW ROLISON**  
**COX MEDIA GROUP, TULSA**

**Challenge:**

Build a highly effective combination of digital marketing tools around a foundation of SEM and Broadcast television to reach the monthly goals set in regularly scheduled face-to-face meetings.

**Solution:**

The Advertiser has seen a steady increase in overall monthly cases, as well as a noticeable increase in the quality of each case. After the addition of CRM to the mix, the average number of monthly cases grew by over 75%! Over the past 3 years, our CMG Tulsa team has enjoyed 100% market share of this client's NET/direct marketing budget.

**Key Benefits:**

To increase new monthly leads and increase the quality of each lead emphasizing on Personal Injury cases. To brand the Advertiser as a premier law firm in the Tulsa Market.

**Matrix function(s) utilized to achieve this success:**

Deals, Activity tracking, Deals and Alerts to keep track of all aspects of the sales process. These actions resulted in the now largest billing account on our stations.



# Q3 2021

## Sales Superhero

### MATRIX USER OUT OF THE SAN FRANCISCO BAY AREA

#### Challenge:

Convincing a new business client to advertise for the first time with [our station] using a custom Pest Control promotion to build awareness and communicate the importance of having consistent messaging to reach new customers across the Bay Area.

#### Solution:

Created a 1x Pest Control Promotion to show a significant response from...viewers engaging with new customer ad promotions running on [our website, streaming, and on our station]. Content included :15 tips and a :30 branding commercial locally produced by [our station].

#### Key Benefits:

This client reached an average 500 direct clicks to their website each month by the use of Super Billboard Homepage Takeover ads and was willing to commit to an additional 7 months of advertising [with us]. This is the first time this advertiser has ever used a long-term media strategy. They now continue to utilize Super Billboard Homepage Takeovers on [our website], [streaming on] our 24/7 News App, and Social Display Ads to repurpose their Facebook posts.

#### Matrix function(s) utilized to achieve this success

I used the deals function to track pending through Q3 and Q4 with the goal of meeting these budget parameters. I also used the notes function to track which tactics were working best and how to position my next pitch.



# Q2 2021 Sales Superhero

MATRIX USER OUT OF  
SPRINGFIELD, MO

**Challenge:**

My challenge was time management and developing new local direct business

**Solution:**

I used Matrix to keep track of all activities and manage my calendar. This allowed me to truly maximize every day down to each hour for the highest level of productivity. In doing so, I am currently up 261% on new local direct business over last year.

**Key Benefits:**

Spot direct new local: % change [increase], forecast, and budget.

**Matrix function(s) utilized to achieve this success**

Activities and Reports

# Q1 2021 Sales Superhero

ERIN GRAF, WKYT-TV

## Challenge:

My challenge was finding old references from previous client meetings. In the past, I have always taken notes on paper at my meetings and then tried my best to make sure I filed them for future reference. This is great IF you go to the office and look in your files before every meeting. Also, I had a giant stack of papers needing to be filed. When I needed notes from past meetings it was a needle in a haystack trying to find old notes.

## Solution:

Electronic Meeting Notes! I have made it my daily goal to record all details from my meetings in Matrix under activities. If it's a busy day on the road, I voice talk them into my phone. This is helped me close multiple deals.

## Key Benefits:

- Prep for my meetings by referencing old notes and making sure I am on my game at every meeting by not missing any details.
- Bringing up prior conversations and reminding the client about my attention to detail (to obtain trust)  
Example: Knowing the front desk person's name, bringing up a personal fact about a client that they told me (like they were building a house) and even bringing up old pain points from their business, asking how that was going and bringing stats on how we have changed that in our advertising). I just closed a deal last week at a Garden Center and added \$8K to the annual buy this year by simply brushing up on all my activity from 2020. I referenced the clients pain points and brought "end of summer" stats from the year before (even know he had already seen them, but I wanted to remind him how well we did). I brought new ideas that were fresh knowing all the creative we had and what we were missing after a swift look through his social/website (found new products). I also referenced a few ads that did not perform well (to build trust) and ideas to improve them for this season. I brought 3 additional digital products and after all those references, he bought all of them on the spot. Might have helped that Layla the cat was sitting on the bench with me the entire time AND I remembered her name (well Matrix reminded me) 😊

## Matrix function(s) utilized to achieve this success

The Activities tab on each individual account

# Q4 2020 Sales Superhero

JACLYN LLOYD  
WKTV- HEARTLAND MEDIA



## Challenge:

Our overall usage as a station was at an all-time low. During the Pandemic, it quickly became a key issue for us as we were no longer in the office and having our weekly touch-bases in person. We desperately needed to track our activity and our revenue. Unfortunately, the majority of the team was not fully up to speed on how to put in pending, activities and revenue.

## Solution:

Jaclyn Lloyd, an Account Executive on our team and an avid Matrix user, quickly stepped up to the plate. She hopped on the weekly Friday calls with management and not only continued to learn the system inside and out but would then translate those phone calls into "how to" manuals for the rest of the sales team. She spent months implementing Matrix procedures and hopping on zoom calls with her team member to help assist in their Matrix Usage.

## Key Benefits:

The key benefit was simple. We quickly grasped our weekly activity and how much revenue that translated into. We saw the decline and slow pace of Digital.... used Matrix to research inactive Digital accounts over the last 4 years and got them back up and running. From a manager's standpoint, I was able to curtail their 3rd and 4th quarter budgets based off their pending and real-time activity. Overall, our station managed to hit our Station Budget and I can confidently say our increased usage of Matrix contributed.

## Matrix function(s) utilized to achieve this success

Deals Pending, Activity, Accounts, Revenue Reports (Digital and Local Broadcast)







# Q3 2020 Sales Superhero

JOE BEXSON  
paNOW DIGITAL MARKETING

**Challenge:**

To continue to achieve budget and sale goals during our trying times in the North Central Saskatchewan Market.

**Solution:**

To utilize the Matrix sales tool to be sure I stay on top of history and the best way to achieve this is starting my day by reviewing the Matrix espresso shot while I enjoy my morning coffee and Breakfast. This sets the tone and reminds me which accounts I need to be on and to review the previous bookings that have landed on my accounts. I then can see right from my phone app where I need to be to attain my monthly and quarterly budgets. A great way to start my day is the Matrix Espresso Way!

**Key Benefits:**

The Key Performance Indicators I refer to are the budget comparisons as well as my yearly tracking of short falls.

**Matrix function(s) utilized to achieve this success**

The main functions I use are keeping on top of the pitches and deals I have pending in my deals as well as the activities I need to achieve these deals and goals! I have yet to utilize all the functions as I consider myself very much a rookie on Matrix as we have only started using this in the whirlwind of the pandemic and I am technically challenged at best and am finding Matrix is quite easily learned and navigated. I look forward to learning and adding more skills to this application to keep me organized and on top of my sales!

# Q2 2020 Sales Superhero

**BRUCE FOX, WTIC Fox61**

**Challenge:**

Grow enterprise accounts during the Pandemic to offset the budget cuts. Keep track of my daily progress by quarter and by month.

**Solution:**

There was no better prospecting tool than to go into Matrix each day and revisit every account that I have prospected while adding new ones or checking on dormant ones. I exceeded June 2019, which was a banner year, and I tripled my enterprise budget. Matrix is a huge tool for me every day. Thank you, TEAM MATRIX!

**Key Benefits:**

Birdseye keeps me motivated to exceed last year...a true challenge in this economy. The coding and layout of Matrix makes you FEEL GOOD.

**Matrix function(s) utilized to achieve this success:**

Historical Revenue , Daily Activity Logs, Account list /Master List.



# Q1 2020 Sales Superhero

## MATRIX USER OUT OF FRESNO, CA

### Challenge:

Our Q1 winner was looking for a way to share communications with their prospecting database at least once per month.

### Solution:

Our winner utilized the Matrix List Builder by exporting their list of clients with email addresses in order to send out timely & current emails to various groups of contacts, providing invaluable tidbits of usable information. In order to attempt sparking the correct conversations with the right people, our winner was able to designate two lists from their Matrix export- clients and prospects.

### Key Benefits:

With the ability to reach out to large numbers of people at once, it opened a fast line of communication between the winner and his prospects. Responses to the emails led to phone calls, to one-on-one communications, to face to face meetings. Through hearing consistent feedback that the prospects read his emails, it proved that he succeeded in sharing the valuable information he set out to. Through the capability of quickly exporting his list utilizing the Matrix List Builder, he was able to send that information and connect with his clients on a large scale, eliminating the need to send out communications individually, while saving valuable time in the process.

# Q3 2019

## Sales Superhero

**KARA RIDDLE, KJCT**

### Challenge:

Meet my daily goal of having 10 valuable conversations per day -or- scheduling 3 new appointments each day.

### Solution:

By scheduling my activities ahead of time, every day that I come into the office I can pull up my incomplete activities list in Matrix and see who I need to call on each day. This gives me a plan and helps me be ready at the start of each day with enough prospects to call in order to reach my daily goals. When I see that I have a day with few activities, I can start planning ahead, and scheduling some more activities.

### Key Benefits:

By using Matrix this way, I don't have to scramble to decide who to call on each day, and I have more productive days. KPI - I have reached my daily goals much more consistently by using Matrix this way. Based on the tracking I have done, I have consistently reached my daily goals on 3 out of 5 days per week on average, when before I was only reaching my daily goals on one or two days per week.



# Q2 2019 Sales Superhero

TONY BOTTORFF, WPXI-TV

## Challenge:

As a media rep, I sell broadcast TV, a full menu of digital strategies, sponsorships, and specific company initiatives every day. Earlier in my career, I struggled to keep my "to-do" list organized resulting in missed sales and opportunities.

## Solution:

I rely heavily on Matrix's "Espresso Shot" every morning to keep me on track. I still block off time to cold call and follow up with clients in my calendar, but the ability to have all of my calls for the day in one place makes all the difference. Even with prospects who aren't ready to buy, I'm easily able to set periodic touch base calls to see if any new opportunities fit with their current strategy.

## Key Benefits:

Since implementing Matrix as my CRM, I've been consistently at or over my budgets the last four years. In Q2 2019, I'm currently pacing at 168% to goal with my new business budget, 161% to my digital budget, and have sold a key station initiative through May 2020.





# Q1 2019 Sales Superhero

MEGAN KEENAN  
CAPITOL BROADCASTING COMPANY

## Challenge:

I sell station events and have many events that happen throughout the year at different times and on different stations that call for different types of sponsors. I need to stay organized and on track with follow-up calls/presentations based on not only specific events and the onsite dates but when those campaigns start to keep potential sponsors top of mind.

## Solution:

I utilize the Tags feature to help me stay organized for specific events. After entering the activity noting my call, email, etc, I go in and add a tag to the account with the event I am prospecting them for. Some clients/prospects I target for multiple events and some are for only one - the tags allow me to do a search if I want to focus on calling on a particular event coming up. The espresso shot email also reminds me and helps me follow up when deadlines are approaching.

## Key Benefits:

Time goes by so fast and we can get caught up with other day-to-day duties, but this has allowed me to stay organized and focused on potential sponsors when it comes to specific events. I am not missing out on potential sponsors because I spoke to them a few months ago and said to follow up later in the year because the event is in 6 months or longer. When focused on a specific event, I can search the tag and it can remind me to get back in front of them when timing is right. It also helps my management see how many potential sponsors I have for a specific event and for me to see that I need to spend some time prospecting for a specific event.

# Q4 2018 Sales Superhero

LAUREN BREAKELL, WDBJ7

**Challenge:**

Keep my title of New Business Leader for the entire 2018 year!!!

**Solution:**

Put the Matrix App on my phone. "So that anywhere I go, anytime day or night, I passed a wrapped vehicle, a building, a billboard or meet a stranger out and about...I can go to my Matrix app, pull up accounts, and right then and there enter the business name, contact info, notes about where and when I met them."

**Key Benefits:**

I get the ease of 24-hour access to Matrix. I know who and how and when and where I have run across a new account. The Matrix app has simplified my processes and lets my managers know who I am calling on and what my activities are for the day/week. Added bonus? Sending my activities to my Outlook calendar and getting daily schedules from Matrix to my e-mail.



*Be a Sales Superhero!*



Have you uncovered a new approach to mitigate churn, championed a better means to increase revenue, or successfully identified ways to increase time & efficiencies? Submit your Matrix Sales Success Story now for your chance to be next quarter's winner! >>>

[CLICK TO SUBMIT YOUR SUCCESS STORY](#)





# Sales Superhero

## Honorable Mentions...

### Challenge:

Not having access to all my clients' info, revenue, contact info, etc. in one easy to access platform when out of the office or away from my computer.

### Solution:

While using the matrix mobile, I can access most of my relevant data on the go, or even while waiting to meet a client right from my phone.

### Key Benefits:

As a fast-paced person, it was always frustrating not having my numbers directly at my fingertips and after utilizing matrix, I have become more efficient, having an average of 80 active clients a year all by myself. In addition to calling on 100s more, I have 45-50 active clients per month. Matrix helps remind me to keep track of my seasonal clients as well as when to contact my dozens of annual clients to renew them each year.

### Challenge:

Increasing Non-Agency Revenue and New Business Revenue.

### Solution:

Total adoption and usage of Matrix took place in July of 2016. We use Matrix to plan, set goals, track metrics, and reporting. We also use the very powerful CRM features. This allows us to keep more prospects in and moving through our sales pipeline. When I say more, I mean a lot more; as in 200 per salesperson. Of course, all of this is for not if you do not totally embrace the Activity functions of Matrix. When we began setting and clearing Activities in Matrix, transparency and accountability were achieved. In the end, the sales team became Matrix believers when they saw the positive results in their sales revenue as well as their income. Matrix works in our shop because the salespeople believe and understand the value it adds to their sales productivity and job simplification.

### Key Benefits:

Since total adoption of Matrix in 2016, our operation's Non-Agency Revenue increased 13% in 2016, 18% in 2017 and 11% in 2018. To take the results one step further, Non-Agency New Business Revenue increased 43% in 2016, 28% in 2017 and 24% in 2018. Note - The salespeople are the real Superheroes here. Although Matrix is a tool that makes salespeople more efficient and effective, it still takes awesome folks like the people we have here in Central Texas to use the tool in order to realize the benefit. That said, my Central Texas Sales Superheroes are Kenyouna Ridge, Chris Reed, Della Watson, Kirk Barrios, and Bryan Patterson.

# Sales Superhero

## Honorable Mentions...

### Challenge:

Growing business with new and existing businesses.

### Solution:

I prospect from the inactive list. A lot of AE's tend to forget that there are a ton of prospects on there, not just new business going in around town, on Facebook, or in the phone book. Many of them are businesses that were interested at one point but weren't ready, didn't have the budget, etc. but now they are in a more stable place and ready to work with us. I've come across quite a few businesses that were contacted a few years ago and then never contacted again, and they are now interested in partnering with us.

### Key Benefits:

These prospects have previously worked with us or just visited with us, so they usually already have an idea of what it takes to advertise with us, have a budget in mind, have ideas, etc. They are also more willing to meet with us since they have started the process before, vs. a new business owner who thinks they don't need advertising or can do it themselves.

### Challenge:

As a station, 30% of our revenue comes from Direct business from the local advertisers. As a station we were pacing behind, so I needed to focus on less Churn and more New Business.

### Solution:

Ran the Churn Report and came up with a category that had a lot of revenue potential and put them into the Matrix system as prospects. Took one account from prospect to client and added \$49,000 in New Business.

### Key Benefits:

Reduced Churn by 10%.

Increased New Business by 49k over three months.

# Sales Superhero

## Honorable Mentions...

### Challenge:

Throughout each quarter, sales are constantly growing and decreasing, causing a roller coaster of celebrations and struggles. One in particular for me, happened to be a major loss of revenue of a regional account. The loss of this prompted a sudden increase of either new business or existing business to make up for it.

### Solution:

The revenue tab in Matrix was a key in helping me discover some of the spending levels my client list once had in the past. Going back several years seeing certain clients' ability to spend helped immensely when putting together proposals at much higher levels than they were spending at the time. By increasing my secondary account list, I was able to turn some of those into key accounts, thus making up for the lost revenue of one of my larger accounts.

### Key Benefits:

The revenue tab in Matrix played a huge role in my uncovering lost revenue over the years. Seeing some clients spend levels of years ago compared to today was shocking. I was able to pitch much higher proposals, explaining that "back in 2014, I see you were doing this, how was business back then?" Some clients were quick to say no, while others had forgotten and wanted to jump back on that wagon again. This helped make my overall spot budget which made myself and my managers happy. :)

### Challenge:

In media sales in general, and certainly at my station, many clients are interested in talking with you about a solution for their business, but not at that time. The challenge then is making sure that I can record exactly which clients needed me to touch base with them later, and why. (without having to sort through thousands of emails)

### Solution:

The Matrix Activity logging system allows me to more accurately keep track of and remind myself of conversations I have had with potential clients in an efficient and organized way. The system also allows you to record what method of conversation (email, phone call, etc.) and the date so that if I do need to look back at an email chain for example, I immediately know where to go to find it.

### Key Benefits:

The system is fast and intuitive and can be edited as a prospect responds to you over time. It also acts as a means of recording my exact thoughts or the client's wording right as it happens so that I can reference things more accurately later.

# Sales Superhero

## Honorable Mentions...

### Challenge:

A local agency was teasing me for months. They would completely ignore me for weeks, then eventually reach out for more information only to go back to ignoring me. This painstaking pattern continued for a few months. I slowly began to go insane. The inconsistency and mixed signals made me a shell of the man I once was. I had no choice but to resort to my secret weapon: Matrix.

### Solution:

I put together a "Don't Give Up" plan in Matrix. I mapped out a plan of contact in Matrix that allowed me to persistently poke them without overdoing it or duplicating messages. Matrix helped me stay on top of them until I started getting consistent responses from the agency. If practice is the only way to get to Carnegie Hall, then Matrix may very well be the only way to close a sale.

### Key Benefits:

Closed an annual deal for \$12,000 with the promise of adding more dollars in the future.

### Matrix function(s) utilized to achieve this success:

The activity calendar and Matrix Espresso Shot email blasts.

### Challenge:

As anyone in advertising knows, increasing / maintaining revenue through the COVID-19 crisis has been a tremendous challenge. Overcoming unfamiliar objections, knowing which businesses are open and servicing their customers -- all of these things must be at the top of our minds.

### Solution:

I utilized the List Builder in Matrix to create several account lists to help me keep track of who I could do business with during the worst of the crisis. I began by calling each business in my account list. From there, I determined whether each account was fully open and servicing clients, partially open and servicing clients, or completely closed.

I was able to easily focus on these new "categories" of businesses and maintain constant contact with them throughout the COVID-19 crisis.

### Key Benefits:

By taking a small amount of time to organize my custom lists, I was able to secure several new commitments including a new annual for new business in the amount of \$55,000.00.

### Matrix function(s) utilized to achieve this success:

List Builder.

# Sales Superhero

## Honorable Mentions...

### Challenge:

Digital billing was low when I joined the team in 2019

### Solution:

I pulled reports in Matrix that showed which of our advertisers were billing TV only and who was billing digital. We started the year with the number of advertisers billing digital at 15% and we are finishing the year with 31% of our advertisers billing in digital, which was a 69% increase from 2019 to 2020. Although we were 5% away of hitting our overall digital budget, I consider this a huge win for our team and Matrix helped spotlight our area of opportunity to success.

### Key Benefits:

Metrics listed above

### Matrix function(s) utilized to achieve this success:

I pulled a revenue report that showed digital to TV billing advertisers and applied our efforts here.

### Challenge:

Activity is too low. We've given our AE's a benchmark of having at least 10 client touch points per day. It's crucial to increase our activity in order to grow business.

### Solution:

For Q2, [she] has logged 2,819 activities. That's an average of 46 client touch points per day.

### Key Benefits:

[Her] activity is high, and she's forecasted to exceed her budget by 10 points. She is the perfect example of how utilizing our tools like Matrix, will help you to grow your business

### Matrix function(s) utilized to achieve this success:

Functions like the + add button which is available on all pages allows you to easily log activity from any screen. The email integration makes it easy to log email interactions with our clients. It's easy to use in Outlook and from your phone. The activities tab on the account page makes it easy to track where we left off with a client.