



ESA LIFT

Information & Registration: ESACompany.com/LIFT

DRAFT
In Development
Sessions Dates and Locations TBD soon.
Please contact ESA with any questions

WHY?

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

WHO?

- ▶ New hires and transitioned salespeople.
- ▶ Current & future top sales performers.
- ▶ Available for member stations, limited to 40 seats.

WHAT?

1	DAY ZERO: LSM OVERTURE (WEBINAR for LSMs) <ul style="list-style-type: none"> ▶ LSM Roadmap: 5 essential tasks ▶ Expectations, metrics, barrier removal 	DAY 0 April/May TBD
2	LIFT OFF (REGIONAL VENUE TBD) <ul style="list-style-type: none"> ▶ The three maths: sales, media and retail ▶ Targeted prospecting, key category intel ▶ Multiplatform solutions, results & metrics 	DAY 1 May 8 8a-2p
3	RETAIL DEEPDIVE (WEBINAR) <ul style="list-style-type: none"> ▶ Key revenue catalysts, profit multiplier ▶ Specific triggers, qualifiers, and faster results 	DAY 20 May TBD
4	ROI SELLING (WEBINAR) <ul style="list-style-type: none"> ▶ Client-centric multiplatform ROI solutions ▶ Pareto presenting, KPIs, case histories 	DAY 40 June TBD
5	ACCELERATION (REGIONAL VENUE TBD) <ul style="list-style-type: none"> ▶ Top 5% practices: consistent, predictive sales ▶ Annual plan and emerging categories ▶ Phase selling, analytics, attribution, retention 	DAY 60 July 10* 8a-2p
6	FINALE (WEBINAR) <ul style="list-style-type: none"> ▶ FAQs, NAQs, your new KPIs, and take-aways ▶ Resetting the bar, rewriting your roadmap 	DAY 80 July TBD



REGISTER NOW for ESA LIFT SALES TRAINING

- ▶ INFO: ESACompany.com/LIFT or Dave@ESARoi.com
- ▶ LIMITED to 40 seats ... please register soon.
- ▶ NOTE: Training venues and webinar dates TBD
- ▶ PRICING: ESA Member Stations \$5,000 / seat

