



Rely on Research in an Unreliable World



Life, the world and business change constantly, but typically at a somewhat steady pace. It's quite clear now that the pandemic has and will continue to cause many fundamental changes and at a much faster speed.

One element of you and your prospects and clients' success that hasn't change is the reliability of research in this highly unreliable environment. Factual information and insights from thorough research has seldom been as important as it is today for local media and advertisers.

Businesses throughout your community are faced with making decisions about their survival and any small opportunities to thrive – and data and information is the starting point for operating in this “brave, new world.”

The good news is the hundreds of sources which Media Group Online's research team reviews, scrutinizes and shares with you every week have made an incredible effort to provide the most-timely information about the ebb and flow of the pandemic and its effect on retail, media and technology.

For example, research allowed us to reveal the retail sectors with unprecedented opportunities for sales and growth, such as DIY hardware/building supplies, RVs, boats, bicycles and outdoor living, from patio furniture to hot tubs.

Our research has also uncovered (and presented in many Media Group Online reports) how emerging technologies, which may have been emerging slowly, have accelerated quickly. An April 2020 New Media Insights Report explained how the adoption of mobile wallets (Apple Pay et al) seemed stalled. A March 2020 survey from PYMNTS.com found just 5.1% of Apple Pay users were paying with the app.

Making contactless payments at grocery stores, specifically, is now a health and safety necessity. An April 2020 Mastercard survey found 51% of respondents said they used some form of contactless payment technology during the month.

It's clear retailers must offer (and even aggressively promote) a contactless payment option to differentiate themselves from the competitors who don't have the reliable research exclusively available to you as a Media Group Online member.

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Are You Ready for the Future of Sales?



It might seem somewhat inappropriate to ponder the long-term trends in sales as we all face the day-to-day challenges of finding some form of normal during the pandemic.

Our lives and careers will return to normal after the pandemic; however, it will be a different normal and that includes the sales profession. No doubt, you are already evolving professionally to operate in the current situation, but you will likely find it necessary to continue adapting and refocusing your mindset during the next decade.

Adaptability is a key concept and success trait. Most local TV stations' sales teams are smaller, requiring all or some team members to fill multiple roles. Being able to wear various hats and perform complementary tasks effectively is where the profession is headed. Thinking, working and acting within the narrow confines of "salesperson" is a dead end.

Clearly, you and any salesperson today rely on various technologies to reach your goals: a computer, smartphone and other devices; efficient use of email, the Internet, CRM systems and social media. These are the technologies of today (and yesterday), however. To succeed during the next 10 years, you'll have to add 5G, AI and many other technologies to your toolbelt. More important than just learning how to use them is learning how to view and engage with them as other team members.

Sales managers and others involved in evaluating and hiring new sales team members will also have to adjust to various trends. As more advanced technologies allow for more automation of routine sales tasks, the concept of "entry-level" may become obsolete, requiring newly minted salespeople to have higher level skills. Plus, new team members will need soft skills, and more of them, so they can contribute more to the team, the station and advertisers.

Having created an existing network of contacts will be another critical asset of new candidates. Not only are they highly visible in the community, but also indicates they are skillful at engaging with people and creating strong relationships.

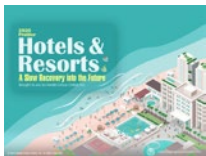
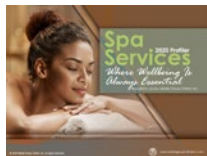


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