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Circulation & editorial focus on sales & marketing end-buyer decision makers

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Sales & Marketing Management is the premier digital and print media source for reaching sales and marketing decision-makers. Number one on all major search engines, **salesandmarketing.com** is where these top sales and marketing professionals find essential online resources and information. Leverage our reach to tap into the exceptional buying power of this key audience.

Sales & Marketing Management readers on average hold

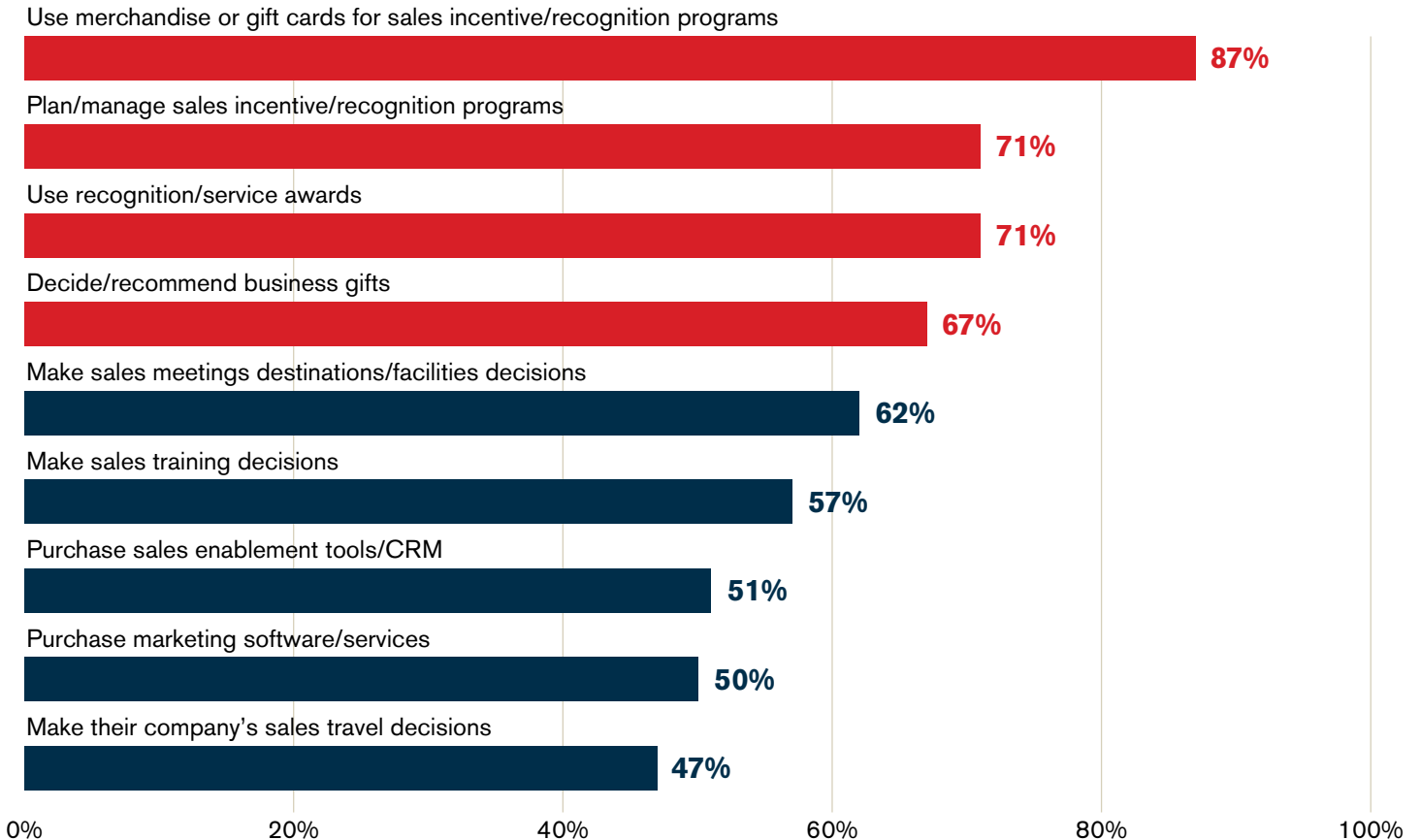
3.4 off-site meetings a year involving travel,

with average **2.4** nights stays of

and average **155** attendance of

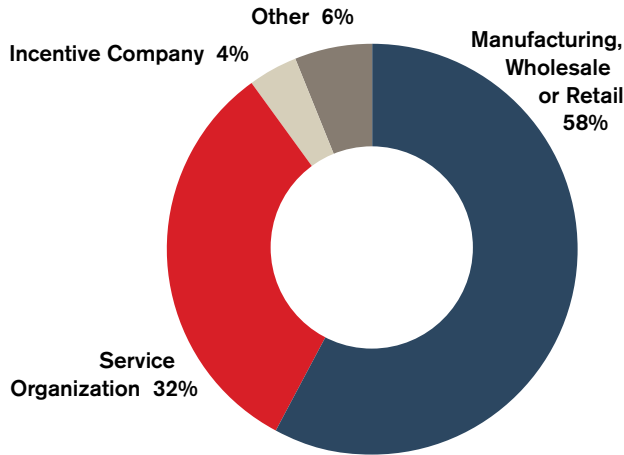
Buying Power

Fast facts about the responsibilities and authority of our audiences

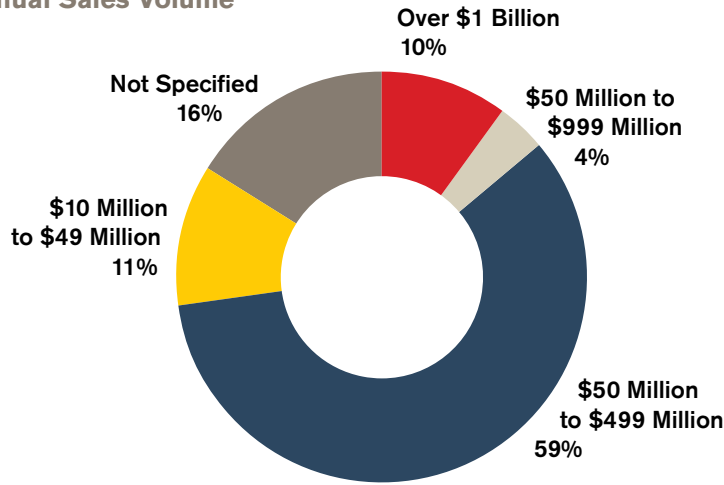


Sources: SMM Reader Surveys 2016 and publisher's own data, June/August 2016

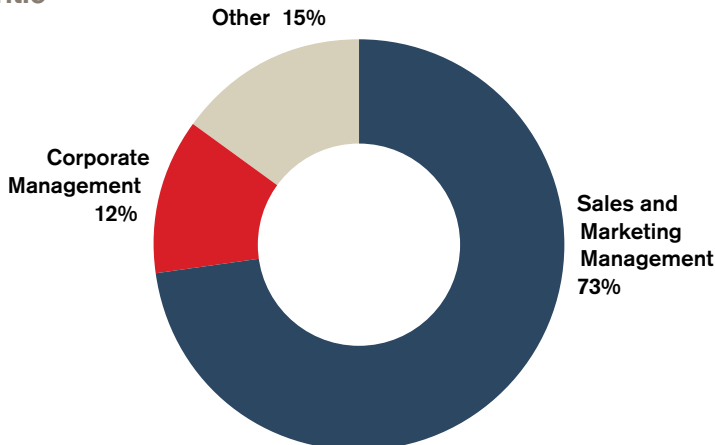
Primary Business/Industry of Subscribers



Annual Sales Volume



Job Title



meetings

Anybody out there?

Virtual meetings are a breeding ground for multitasking and inattention

Technology allowing businesses to hold virtual meetings with employees who are scattered across the country or even globally provides enormous benefits, including substantial savings in both travel time and cost. But there are downsides to meeting virtually, not the least of which is the struggle to hold attendees' attention.

The challenge of keeping virtual meeting participants from multitasking presents leaders with a two-pronged question as they plan their 2016 meeting strategies: Is the meeting agenda important enough to bring the group together offline, or is it so light on critical information that a virtual meeting isn't even necessary?

"If people are multitasking on your calls, first ask yourself if they are right — is Facebook or the latest email or text actually more interesting and relevant than your meeting? If it is then you can't really blame people for multitasking — much as we would like to," says Kevin Hall, author of "Speed Lead: Faster, Simpler Ways to Manage People, Projects and Teams in Complex Companies."

Llamas gotta' eat

The problem was highlighted in a recent *New York Times* article in which a half-dozen or more virtual workers confessed to tackling everything from cleaning house to doing yoga during conference calls. John Halanaka, a chief information officer for a Boston hospital, said he spends approximately six hours a week on conference calls from his Sherborn, Mass., farm, and he uses the time to sand and varnish office furniture, walk his dogs or tend to his llamas — restocking the hay feeders, filling water buckets and shoveling manure.

A San Francisco marketing consultant who spoke to the *Times* for the same article admitted to falling asleep during one call with a London-based client and she was awakened by her own snoring. (In her defense, the time difference meant she was on the call in the middle of the night.)

Some companies are shifting to videoconferencing in an attempt to resolve the wandering ways of their meeting attendees, but participants often opt out of the video component claiming their service is not strong enough.

If a manager senses attendees are checking out mentally from a virtual meeting, something should be said, advises Hall. "Once you have done what you can to make your calls engaging, then it is time to call out others who are multitasking. It may be that they don't need to be at your meeting, but if they do, then they really need to be present throughout. If it's important, it needs our full attention. If it is not important, then we shouldn't be having a meeting to discuss it." **SMM**

A half-dozen or more virtual workers confessed to tackling everything from cleaning house to doing yoga during conference calls.

20 JAN/FEB 2016 SALES&MARKETING.COM

SMM cover story

TOUGH QUESTIONS

How do I keep remote employees engaged?

Corporate cube farms continue to give way to remote workers who may work three miles away from their manager or three time zones away. The capability to work remotely for a company allows managers to hold on to some top performers who may otherwise leave a company for geographical reasons.

"The upside is continuity and the ability to hold on to high-flyers' industry and company knowledge. The downside is the challenge of keeping remote workers engaged, and feeling and working like a team.

"Working from home, whilst convenient and desirable, is also a system that relies heavily on an employee's motivation," says Dave Nevins, founder of Hubstaff, an app that allows employers to track their employees' time and productivity via screenshots. "It is up to employers to provide motivation across many miles, sometimes continents."

These tips for keeping remote workers motivated and feeling connected to the team are from blog posts, interviews and articles.

Make them feel valued — "Not being in the office is not the same as being unimportant," says Konrad Waliszewski in a blog post at Speak, providers of a platform for online meetings. Keep remote workers engaged by asking for their opinions on different issues. Include them in interface changes. Never let remote employees feel disenfranchised or isolated because of where they work. "Most employees will respond favorably when they know you consider them an important part of the team," Waliszewski says.

Recognize regularly — "The biggest risks for remote workers are feelings of isolation, being undervalued and out of touch. Recognition overcomes all three," says Jonathan McClellan, director of employee recognition at Hallmark Business Connections, the B2B subsidiary of Hallmark Cards. The company provides a platform for delivering customized eCards and reward certificates electronically. "It validates the questions we all have: 'Am I focused on the right things?' It creates human moments in what otherwise can be chaotic corporate days," McClellan says.

Don't neglect career development — Fostering employees' careers is one of the most appreciated rewards you can give. Just like the people in your office, remote workers have goals and aspirations. Ensuring they make progress on their goals for growth and understand the career paths available avoids confusion or frustration, states the Lighthouse blog on management and leadership (lighthouse.com/blog). "Long-term motivation comes from loyal, committed team members — and we create loyal, committed team members by investing," adds business consultant Susan Drum (SusanDrum.com).

Provide feedback and ask for it in return — "Your team wants to know what is working and what could be better. Be candid in conversations,

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REGULAR READS

These sections appear in every issue of *Sales & Marketing Management*:

- **Next** – Quick reads on sales and marketing trends, talkers and what lies ahead
- **Incentive Product Review** – A closer look at the most popular categories of non-cash incentives
- **Closers** – Insightful Q&A interviews with some of the most notable figures in business
- **Meetings and Incentive Travel** – Driving performance with incentive travel experiences and effective use of offsites. Our coverage includes the latest research from the Incentive Federation, the SITE Foundation and other incentive travel associations and organizations.
- **Technology** – Stay current on the high-tech tools and tactics that leading companies are using to build brand and increase sales.

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FRESH VOICES & UNIQUE INSIGHTS

Each issue features insightful columns from some of the most experienced and innovative thinkers in B2B sales and marketing.

- **Tim Riesterer on The Sales Conversation** – The chief strategy and marketing officer at Corporate Visions shares insights on telling the right stories in a compelling manner.
- **Marketing Voices** – This column rotates among top B2B marketing professionals who answer the questions that are top of mind for today's marketing executives – or should be.

(marketing opinion)

Hot lessons from hotel lobbies

Consider the concierge approach to personalized sales and marketing



BY ADELE REVELA

Have you ever spent time browsing the racks of promotional pamphlets that line the lobby of a five-price hotel? Every possible option is arrayed before you, but unless you're especially committed to the search, it's hard to justify examining them all just to find one option you'd care to consider.

But in a slightly better hotel, and those same brochures are concealed behind a desk where a clerk can grab those that answer your greatest request. This is only a marginal improvement, since you're still expected to glean the answer from the same generic brochures.

Oh, but if you've ever stayed at an exceptionally nice hotel, you may have been lucky enough to encounter a knowledgeable concierge who, after asking a few thoughtful questions about your goals for night-seeing, dining or shopping, makes a recommendation perfectly tailored to your needs.

Sales and marketing professionals who want to personalize interactions with each of their buyer personas would do well to hang around this concierge desk for an hour or two. Watch for guests' reactions when the expert asks a few simple questions about their expectations and responds with a simple and concise recommendation. Notice the way the concierge communicates only the facts related to a particular question, concave or precisely expressed by each guest.

Then consider the power this hotel has over guests' buying decisions by eliminating that perceived risk of making the wrong choice. A helpful concierge offers a number of useful lessons about using the buyer's year and spending them in their way to a buying decision.

"Traditional market segmentation is dead, long live the buyer persona. The hotel doesn't assume that guests of certain age, gender or other demographic attribute will all want to visit the same restaurant or attend the same event. Instead, the concierge's responses are based on just a few questions about the guest's desired outcomes, concerns and decision criteria.

These facts are precisely what the hotel needs to respond with a message that resonates with the guests and inspires them to take action.

This is why companies need insight into their target market's mindset about the buying decisions they want to influence, and why it's not helpful to simply profile buyers based on who they are.

The much-cited causes confusion, and confused people don't buy anything. As seen in the hotels stocked with pamphlets about every possible attraction, when people are presented with too many choices, the need to consider all of them introduces risk and friction into the sales cycle.

Companies need to ensure that only a few of the most desirable options are presented to the buyer, which has the surprising added benefit of reducing the amount of content and sales calls that waste time and fuel and energy.

Insight into your buyer's expectations is a powerful competitive advantage. When you don't work for a restaurant or theme park, I'm sure you can imagine the challenge of producing pamphlets that would stand out on those lobby racks. This isn't all that different from trying to produce the most beautiful website or the most persuasive message for your website, demand-generation program and sales pitch.

But when you have insight into your buyer's specific expectations, you know how to respond with messages your buyers want to hear, immediately distinguishing yourself from the pack (or the rack of brochures).

As every step in your buyer's journey, they look for answers that will drive up their confidence and guide them to a low-risk, effective solution. If your sales pitch or marketing campaign are targeted to your buyer's job title, company size or industry, consider the alternative: thinking like a concierge might be the best way to earn your buyer's trust.

Adelle Revela is CEO of Buyer Persona Institute (BuyerPersonas.com) and the author of "Buyer Personas" (Wiley 2015), which was named a top-five business book of the year by *Forbes* magazine. Follow her on Twitter @BuyerPersonas.

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ISSUE	COVER FEATURE	MEETINGS & INCENTIVE TRAVEL	INCENTIVE PRODUCT REVIEW	BONUS DISTRIBUTION
JANUARY/FEBRUARY Ad Close: 12-2-16 Materials: 12-7-16 Mail Date: 1-10-17	Beyond Engagement Whether talking about customers or employees, it's time to get past the buzzword and build real business value	<ul style="list-style-type: none"> • Creative networking ideas for offsites 	Gift cards	Training 2017 Conference & Expo Jan. 30-Feb. 1, 2017 San Diego
ALSO IN THIS ISSUE: Incentive Manufacturers & Representatives Alliance (IMRA) Directory				
MARCH/APRIL Ad Close: 2-6-17 Materials: 2-8-17 Mail Date: 3-14-17	Who Controls the Sales Journey? <ul style="list-style-type: none"> • Don't resent self-educated buyers, embrace them • Customer insights are hiding in plain sight • Buyer's journey myths debunked 	<ul style="list-style-type: none"> • Flying solo: why and when individual incentive travel makes sense 	Lifestyle/travel/experiential	The Association for Talent Development (ATD) International Conference & Expo May 21-24
MAY/JUNE Ad Close: 4-10-17 Materials: 4-13-17 Mail Date: 5-16-17	Kicking Out the Competition True stories of taking business away from competitors	<ul style="list-style-type: none"> • The allure of second-tier cities for meetings 	Luxury and designer brands	Society for Human Resource Management (SHRM) Conference & Expo June 18-21

“Sales & Marketing Management is the best looking publication in the market, with a unique blend of editorial content that engages sales and marketing management, while providing rich editorial on the proven benefits of non-cash incentives. It reaches the decision makers with my message.”

Mike Landry, Director, Special Markets, TUMI

MAY 2016 **NEXT** **JUNE 2016** What you'll be talking about. EDITED BY PAUL NOLAN

6 reasons not to bash the competition



- It's a waste of time.** Your customer's time is limited and you have a small window of time when you can get their attention. The best way to accomplish this is by focusing on the customer's needs and how you can help. You will lose this focus and the customer's attention if you concentrate on what's wrong with the competition instead of the customer's business needs.
- It lowers the bar for the competition.** All the competitors have to do is prove you're wrong one fact and they have proved you to be. In the very best, the customer is far less likely to give you any credibility, even on matters that have nothing to do with the competition. However, you owe it to the customer to share information about the competition if asked. Make sure you present it correctly though. Don't let the customer know that you have been told something by another customer or prospect. It's best to present it as a fact in and of itself. This way they will know you aren't being overconfident or if it turns out to be untrue or out of date information.
- It invites the customer to check with the competition.** By focusing on your customer, you can avoid their attention from your competitors, whom they may never check back with. If you bash the competition, the customer will at least check back with them to validate what you told them. Now the competition is in the batter's box and you aren't. This can work in your favor though, when the competitor bashes you. (See item #2.)
- The customer usually knows more about the competition than you do.** Use any conversations about competition as an opportunity to learn from the customer. They will often have feedback information that they will gladly share with you if you are willing to listen. Better to learn what your own customer needs to be more competitive than to use guesswork and second-hand information to try to win the respect of your prospect.
- It conditions the customer to be wary of the manufacturer.** We all know the old saying, "When you give a fighter an opponent, there are problems that arise." The customer will expect you to prove that anything you do about the competition is just noise for your company as well. This can extend the sales cycle, and time kills all deals. In common cases, you can convince the customer that the risks are too great and that they should consider the prospect elsewhere. I've seen many of us have heard something like this: "Thank you so much for the information. We are going to hold off on doing anything for now thanks to the great information you gave us."
- It insults the customer.** They may like the competition or may have already done business with them. At the very least, they thought well enough of the competition to look at them along with you. By bashing the competition, you are at the very least insulting your customer that they are unsatisfied. At the worst, you are telling them that they are stupid. It is better to focus on proving the customer for making a good decision regarding the competition. This will most likely facilitate a conversation about what they think about them and what you need to do or do to get their business this time.

Better than bashing
Bashing the competition releases the hell out of customers. It shows meanness, weakness and a poor business practice, says James Purnell, a regional sales manager at Olin, a provider of software as a solution (SaaS) business tools. "It's not your job to speak negatively about your competition. It's your job to solve the customer's problems and add value to their business. Purnell recommends three alternatives to speaking negatively about competitors:
Steer prospects back to value. When a prospect asks, "How do you compare to XYZ company?" most salespeople respond immediately with something negative. Don't be the megalomaniac. Start out something they do well that you do better and steer the conversation back towards how you will tackle their business problem and add more value.
Bring up the competition early. There is a competitor in every deal. Even if the customer tells you, "we are only looking at you," there is always that competitor we all hate called "the bashing." Knowing that the competition always exists, bringing it up early can be seen as a sign of respect and not that you want out the competition sooner. A great best practice is to provide the prospect a list of requirements or success criteria in the beginning of the sales process. This list should highlight areas that differentiate you from the competition and demonstrate what other similar customers required when getting such a solution.
Leverage customer testimonials. At the end of the day, prospects are going to believe what actual customers say over what you say. In a 2012 LinkedIn study, it was discovered that customer testimonials and case studies are considered the best most effective content marketing tactics. If you have a customer who used your company's product or service before and raved over it, put this in the beginning of your sales call. If you don't have one that came from the customer, that's OK. Hearing about how someone similar used your solution to bring value to the business is more influential than anything you could ever tell them. The only time bashing a competitor is OK is when your customer does it."

ISSUE	COVER FEATURE	MEETINGS & INCENTIVE TRAVEL	INCENTIVE PRODUCT REVIEW	BONUS DISTRIBUTION
JULY/AUGUST Ad Close: 6-1-17 Materials: 6-6-17 Mail Date: 7-11-17	The Technology Issue Getting Social <ul style="list-style-type: none"> Facebook is the 800-pound gorilla, but where else do B2B brands need to be? Is SEO dead? Are you live streaming yet? Why not? 	<ul style="list-style-type: none"> Tech tools for better tradeshows, conferences and meetings 	Cameras and consumer electronics	ALSO IN THIS ISSUE: Incentive Gift Card Council (IGCC) Directory
SEPTEMBER/OCTOBER Ad Close: 8-7-17 Materials: 8-10-17 Mail Date: 9-12-17	Incentive Travel Update <ul style="list-style-type: none"> Training or recognition trip? Why not both? IMEX America preview Incentive Federation and SITE research Onsite gifting becomes part of the event 	<ul style="list-style-type: none"> Moving the middle – how to get mediocre performers to reach quota regularly 	Holiday Business Gifts	Corporate Visions Conference September 2017 IMEX America Oct. 10-12, 2017
NOVEMBER/DECEMBER Ad Close: 10-9-17 Materials: 10-12-17 Mail Date: 11-14-17	When Money Stops Motivating <ul style="list-style-type: none"> How and why non-cash rewards can outperform cash Incentive Research Foundation research Measuring the ROI of your workplace recognition 	<ul style="list-style-type: none"> New twists for corporate holiday events 	Gourmet food, gift cards and other last-minute holiday business gifts	

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Source: Publisher's Own Data,
July/August 2016 issue.

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August 9, 2016

FEATURE ARTICLES

Understanding Sales Equity
If you imagine a pie representing the total value created by you and your buyer working together, the buyer's equity - the value they get - is their "asset" (the size of the total pie) less their liability (the slice they give you). If the buyer perceives a big pie, the slice you take doesn't seem too onerous; but if the buyer perceives a small pie, then giving you a slice can become quite contentious.

[Read More ->](#)

The Dangers of Not Attributing Customer Calls to Digital Marketing
Thanks to smartphones and click-to-call, consumers are responding to search, social, display and other digital ads and campaigns by calling businesses by the billions. These calls, while often the most lucrative type of conversion, are also the most difficult for marketers to measure and optimize. That can result in a series of potentially damaging issues that can hurt your ROI. Here are six dangers of not attributing customer calls to digital marketing.

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RECOGNITION & INCENTIVE IDEA

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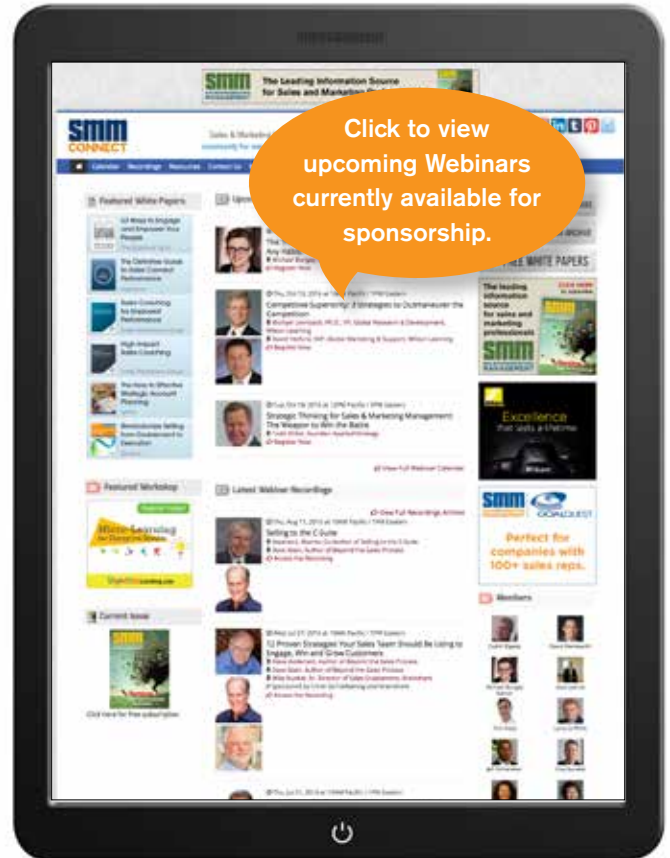
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(top performers)

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Thursday, July 14
How to Win the War Over Sales Talent: A Proven Approach to Recruiting Top Salespeople
Elise Busquets, Author, CEO, Peak Sales Recruiting
Dave Stein, Author of *Beyond the Sales Process*

Wednesday, July 27
12 Proven Strategies Your Sales Team Should Be Using to Engage, Win and Grow Customers
Steve Anderson and Dave Stein, Authors of *Beyond the Sales Process*
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Thursday, September 28
The Three Secrets to Building Your Coaching Habit (Or Any Habit)
Michael Gregory Steiner, Sr. Partner, Box of Clayco

Thursday, October 13
Competitive Superiority: 3 Strategies to Outmaneuver the Competition
Michael Laimbach, Ph.D., VP, Global Research & Development, Wilson Learning
David Yesford, BVP, Global Marketing & Support, Wilson Learning

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- We provide a professional, experienced moderator for the day-of presentation, and we have multiple Webinar platforms to choose from to best accommodate your presenter and content.
- A fully automated, 6-8 week marketing campaign will drive registrants to your 60-minute Webinar.
- You'll receive the complete list of registrants post-Webinar.
- You can also provide a white paper or research asset for even more leads.
- You'll receive a link to the live recording for use in your own marketing efforts.
- **Evergreen leads: Your Webinar will never expire!** That means you will continue to receive weekly leads from the on-demand recording for as long as there is market interest in your topic.



“SMM’s turnkey webinar program is just that – very turnkey. SMM supplies the presenter and topic, and they also provide a full marketing campaign to attract hundreds of registrants. The SMM team is always on the lookout for innovative ways to highlight Fuji incentives.”

**Joe Hafenscher, VP of Sales,
Special Markets,
Fujifilm North America**

**Hundreds of
high-quality leads are
waiting for you. Contact your rep
today for open Webinar dates
and turnkey availability.**

SMMCONNECT.COM is where sales and marketing leaders and professionals go to network, learn, and find the resources they need to survive in an ever-changing, highly competitive business landscape. Showcase your expertise, generate quality leads, and build valuable brand exposure with this influential audience.



“I was really excited about the business I was able to generate from the webinar we held on SMMConnect.com. I now have two new active clients and two speaking engagements, and the potential for multiple future engagements. And actually, both new clients resulted from them viewing the recording of the webinar, so the ROI goes well beyond the live event.”

Steve Bistriz, Co-Author, Selling to the C-Suite, www.sellxl.com

Your message
to 5,000 targeted
professionals

SMM CO-BRANDED HTMLS

Get valuable brand exposure with the decision-makers looking for your products and services, delivered from a source they know and trust. Each co-branded HTML email delivers your graphically enhanced, custom-crafted message and web links to 5,000 targeted professionals.

Average open: **7.89%**
Average click-through rate: **0.85%**



Full
marketing campaign
and customizable
download form



WHITE PAPER CHANNEL Generate more targeted leads with a White Paper in SMM's White Paper Channel. Simply provide a completed White Paper, eBook, or other valuable content marketing piece in PDF format, and we will provide a full marketing campaign to promote downloads. 100 leads or 3 months marketplace exposure, whichever comes first; weekly reporting available. Add up to four custom questions to the download form at no additional charge.

Limited White Papers from marketing partner BI Worldwide are occasionally available throughout the year. Ask your representative for details.

**Go beyond
"interruption
marketing"**

SMM's Native and Sponsored Content packages allow you to establish your company as a thought leader and trusted advisor at the forefront of today's trends and issues. With progressive, interactive content spanning print and online media, you'll be right where the decision-makers are when they're focused on the issues you address.

NATIVE CONTENT SPREAD

Supercharge your content marketing program with a native advertising package. The 2-page spread will look and feel like SMM's editorial pages, with a call-out at the top of each page to indicate your area of expertise (ex: "Technology Partners"). Provide a glimpse at your latest research, or a quick list of top leadership strategies, along with your logo and images/graphics, and SMM will format your content. We only have limited space for native content, so be sure to reserve this option quickly.



Includes 1-month (30 days) native content Web page.

Take your message from the printed page to digital lead generation that you can measure with a dedicated Web page. Include everything from white paper downloads to videos and links to additional articles.

Professional editorial and copywriting services available. Contact your account rep for full details.

Ask about our social media content marketing services!



**POWERFUL B2B MARKETING,
ROI YOU CAN MEASURE**

- Your brand, carefully aligned with relevant content to create a powerful association in the minds of decision-makers
- Interactive content your prospects will read, watch, share, engage with, and respond to
- High-visibility, high-traffic media and microsites that will broaden your reach and amplify your voice
- Valuable, experiential content that seamlessly connects from print to online and drives your prospects to action
- Integrated with SMM, your prospects' source for the latest trends, tips, and best practices they need to do their jobs

ADVERTORIAL SPREAD

Showcase your company with a 2-page spread Advertorial. SMM provides a Q&A template for your company profile information (left-hand page of spread). Provide a full-page 4C display ad for the adjacent right-hand page. Includes a 1x HTML email to 5,000 subscribers as a value add.



Get the optimum bang for your marketing buck.

Frequency plus integration (digital/print/lead generation) are key to any successful campaign. Contact your SMM rep today for a one-on-one consultation on a cost-effective, ROI-focused, integrated custom ad program. (Think: Savings.)

PRINT AD RATES	1X	3X	6X
Spread Net\$	13,995	13,695	13,265
Full Page Net\$	8,995	8,695	8,265
Half Page Net\$	6,075	5,765	5,460

BONUS AD SPACE

All half page and larger advertisers receive a **bonus product writeup**. With a 4-color image plus 30-40 words of copy, your bonus coverage (approximately 1/4 to 1/3 page in size) will be showcased in an editorial format in a special "Top Performers" section of the magazine. Use this valuable opportunity to promote your latest products or solutions, or consider offering a special discount for *Sales & Marketing Management* readers.

DIGITAL AD RATES		
SalesAndMarketing.com Banner Ad Rates:		
Top Leaderboard (728 x 90)	per month	1,495
Premium Square (300 x 250)		1,495
Anchor (728 x 90)		995
SMM Monitor eNewsletter Banner Ad Rates (weekly):		
Top Leaderboard (728 x 90)	per issue	495
Premium Square (300 x 250)		395
Anchor (728 x 90)		335

(top performers) An assortment of new incentive ideas and marketing tools from our advertisers

It's the stuff that matters

What's has more emotional value to you, your staff or your cash? If you answer the question truthfully, you realize why non-cash incentives are more powerful motivators than a slightly larger paycheck.

Most employees say they will work harder for cash bonuses than non-cash incentives, but studies have shown the opposite to be true. The emotional value of incentives like the ones we showcase here are remembered long after a cash incentive is spent on groceries or gas or even socked away in savings.

If you reward your top performers with merchandise or experiences that they otherwise would not purchase for themselves, you create a bond that far exceeds the monetary value of the reward itself. They're come and go. The true relationship-building opportunities between an employer and employees present themselves when goals are met or exceeded and celebrations break out.

Wave-World Time GPS
Citizen breaks the boundaries once again in satellite technology with the launch of the Satellite Wave-World Time GPS. It features a stainless steel with black dial. Featuring satellite GPS tracking system with worldwide reception area, world time in 27 cities (40 time zones), perpetual calendar, daylight savings time indicator, power reserve and light level power indicators, dial and date.

Canon PowerShot SX540 HS
The PowerShot SX540 HS is a versatile and easy-to-use camera for virtually anyone who wants to capture their favorite subjects. Whether you're capturing something up close or in the distance, you'll be able to get the shot you want with its incredible SDN zoom power. For more information, contact Canon Special Accounts at 866-50-CANON or visit www.canon.com/corporategifts.

The most popular brand in sunglasses
Ray-Ban sunglasses are the perfect solution for your corporate and event gifting needs. Choose from over 50 Ray-Ban styles. Custom etching options are available with decoration. For more information, call 866-666-4887 or email corporategifts@rayban.com.

Generate leads and build brand exposure with your top customers and prospects.

SMM
SALES & MARKETING
MANAGEMENT

The tough questions business leaders are asking

How do I motivate a remote sales team?

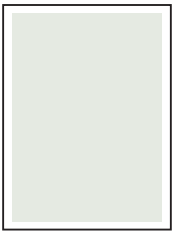
What if I eliminated sales commissions?

Why do you do business with our competitors?

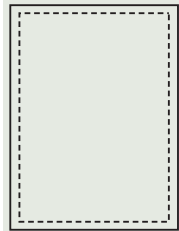
AD SIZES:



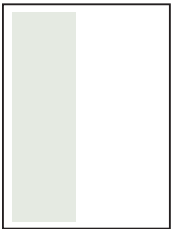
2-Page Spread
Provide 2-page spreads as single-page files



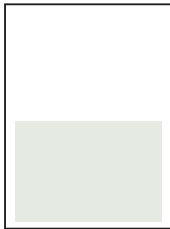
Full Page, no bleed
Trim size 8 x 10³/₄ inches
Live area 7 x 10 inches



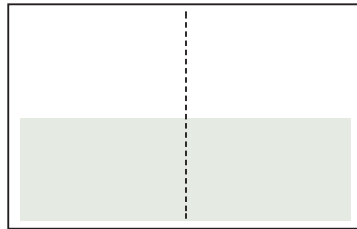
Full Page with bleed
Bleed size 8¹/₄ x 11 inches
Live area 7 x 10 inches



1/2 Vertical
3³/₈ x 10 inches



1/2 Horizontal
7 x 4⁷/₈ inches



1/2 Horizontal Spread
15 x 4⁷/₈ inches



AUDIENCE FAST FACTS:

- Guaranteed Circulation **25,000**
- Total Readers Per Issue
(with Passalong)..... **56,000+**
- Sales & Marketing Management **73%**

2017 Print Production Schedule

Issue	Space reservation deadline	Materials due	Mail date
Jan/Feb	December 2, 2016	Dec. 7, 2016	January 10
Mar/Apr	February 6	February 8	March 14
May/June	April 10	April 13	May 16
July/Aug	June 1	June 6	July 11
Sept/Oct	August 7	August 10	September 12
Nov/Dec	October 9	October 12	November 14

Send all print ad materials and direct all print and electronic ad questions to:

Tony Kolars, Production Manager
971 Eleanor Avenue
St. Paul, MN 55102

Phone: 612.414.4407
Fax: 612.808.5024

Tony@SalesAndMarketing.com



For marketing solutions, ideas, and opportunities, contact the publishing team with the most leadership, years of experience, and service in the industry:



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