

Smm

SALES & MARKETING MANAGEMENT

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2018 MEDIA KIT



lift: the mindset of motivation

The importance of immediacy

BY TIM HOULIHAN

Concrete coaching
The best time to offer coaching is immediately after the experience. As a child, my family lived on a farm and it was expected that all the kids would learn to ride (and herd) riding horses. As a child, I was thrown on it all many times. My father's comment was always the same: Get back on the horse. *Now.*

There was good rationale for it. If I waited, the experience would be less concrete and less specific. Challenging my irritation or fear (or both) would not dispense the war it would if I simply put my foot in the stirrup and got back on the ground animal. This is temporal constraint working to my advantage.

Offering coaching tips to your rep two months down the road is a waste of time and energy. After two months, critical comments are abstract ideas in the mind of the rep. Coaching is more powerful when it is immediate. One caveat: if you're unprepared, unconnected about the situation or can't be calm and objective about the message you want to deliver, don't present it. Being timely will increase your effectiveness only if you're on your game.

Putting temporal constraint to work
Slog farms to be filled with slogging. "In theory there is no difference between theory and practice. In practice, there is." It's right. Don't take those days in abstract concepts—they are real and can have real implications on your business. The practical implications of temporal constraint can impact the focus of your time and the success of your business. How we think about time itself creates concrete ways and for all events in more direct ways should impact the ways you manage your time.

Tim Houlihan is an evangelist of applied behavioral economics with more than 25 years of experience in product development, training, sales leadership and marketing strategy. His work is based on scientific, empirical and thoughtful business partnerships to help clients solve the most complex. You can be reached at tim@houlihan.com.

Drive bonus: Temporal distance influences without response to being recognized for stellar performance. Learn why more immediate recognition is vital at SalesandMarketing.com/tim.

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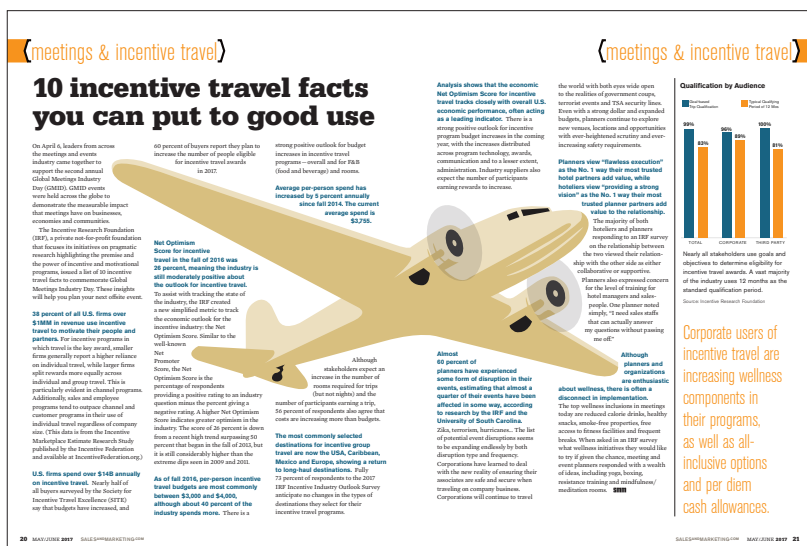
SMM covers the entire spectrum of B2B sales and marketing

A decision-making audience that's looking for your solutions, products, and expertise:

- Awards/Trophies
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- Business Travel (Airlines/Hotels/Car Rentals)
- Incentive Gift Cards/Merchandise/Travel
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- **Social Media Marketing:**
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- **Weekly eNewsletter:**
49,000 opt-in subscribers; your brand in their inbox every week
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100 leads guaranteed



"We've done webinars with many other organizations. This was by far the best experience and most fruitful of them all to date."

C. Lee Smith, President/CEO, SalesFuel

SMM cover story)

Humanizing the technology behind employee recognition programs

There is no denying that technology enhances today's recognition and reward programs. Yet it's important not to let technology take the human touch out of workplace recognition. Software and hardware manufacturers are able to properly express appreciation values we humanize the technology in the first place. The team at VistaMetrics, providers of employee engagement software, offers these tips for humanizing the tech tools that power today's recognition programs.

Face-to-Face: Ironically, a majority of recognition platforms use only text-based messaging in the form of creating predefined or social recognition programs, sending personalized online eCards, or sending virtual certificates to people. With the advent of short-form video sharing or streaming video apps like Periscope or Facebook Live, technology will emerge to provide personal connections to scale, with a visual and auditory acknowledgment beyond the written word.

Public vs. Private: Many current online recognition and reward programs allow givers and receivers of recognition messages, eCards, awards and rewards, to identify how widespread the recognition is shared. Givers and receivers can choose whether they want the recognition to be visible company-wide, across a department or team, if the recipient wants it just between the giver and themselves, or not shared at all.

Relationship Strength: Most companies identify the need for peer-to-peer recognition programs where there is greater positive relationship strength. However, a method is needed to integrate employee engagement results to flag managers and supervisors who may not be recognized well by employees. This then can improve their positive communication skills first, before any recognition will be perceived as valuable, sincere and authentic.

Timeliness: So far, timeliness of recognition is still dependent on human observation skills and reports of achievements, contributions or effort made, before any recognition is given. As HR information systems and systems monitoring key performance indicators are digital, imagine technology informing a manager of significant goals reached or productivity measures achieved by an employee. Without seeing it personally, these metrics could trigger the need to give well-deserved recognition in a timely way.

Clear Wording: Technology can be designed to give a recognition authority someone a guide if you will as to whether your recognition message is specific enough, and telling the reader how "human" and not the recognition made. This can be like Grammarly and other apps that check your content for proper grammar, punctuation and style, and even enhance your vocabulary. We'll need a helping hand with how to use things the right way.

Employee recognition and engagement by the numbers

Globeforia, an international provider of employee recognition programs, and the RES Forum, a 1,300-strong network of exclusively in-house international HR practitioners, conducted a survey of RES Forum members. The most respondents within the survey were senior reward managers and global mobility managers. Half of those surveyed work at companies of 25,000 or more employees and the top industries surveyed were banking and finance, fast-moving consumer goods, and manufacturing.

61% of those surveyed said they empower everyone at their organization to recognize outstanding performance, including peer-to-peer, manager-to-employee, and employee-to-manager.

68% of those surveyed said they have a formal program for employee recognition. Nearly half (49%) said they have a program that provides rewards based on performance and behaviors tied to core values.

69% of respondents said employee recognition positively impacts employee engagement.

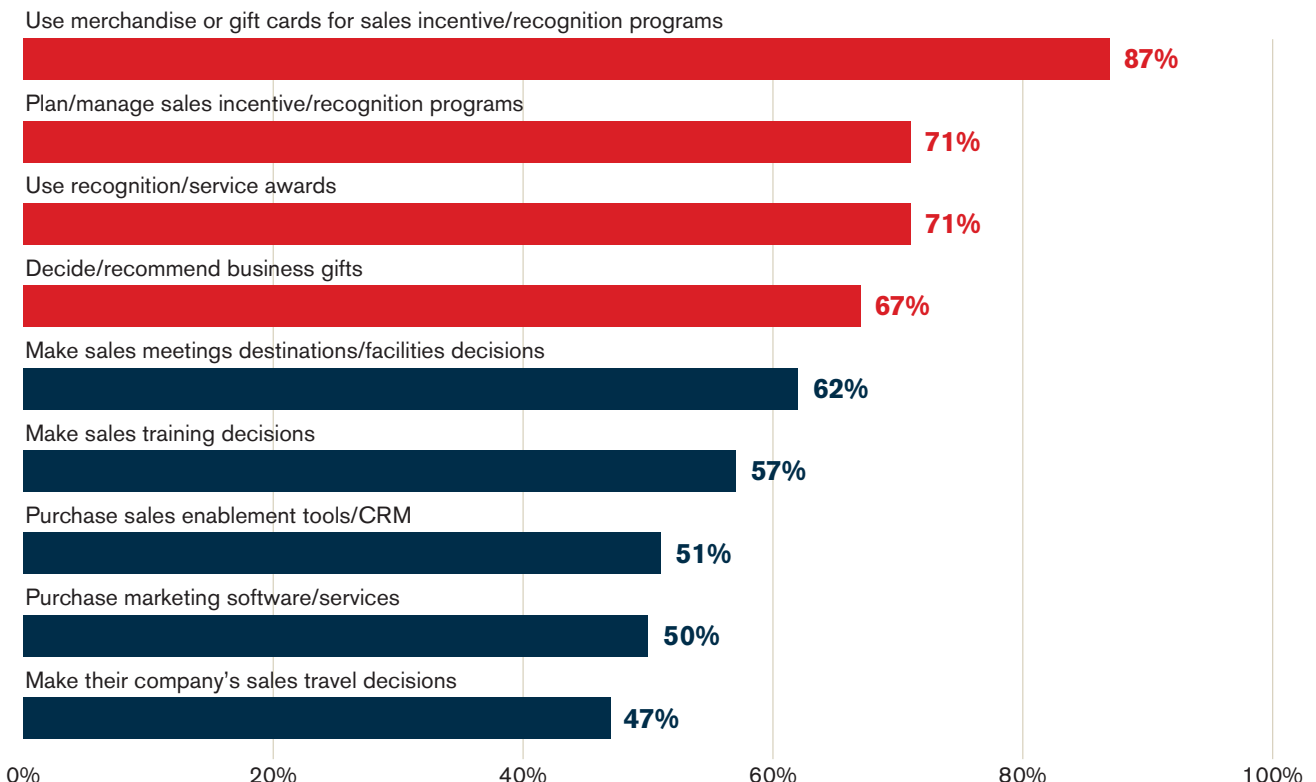
Our reach takes your brand further

Sales & Marketing Management is the premier digital and print media source for reaching sales and marketing end-user decision-makers. No. 1 on all major search engines, **salesandmarketing.com** is where top sales and marketing professionals go to find essential resources and information related to:

- sales training
- sales enablement
- sales and marketing technology
- rewards, incentives, and loyalty programs
- meetings facilities and destinations
- and more

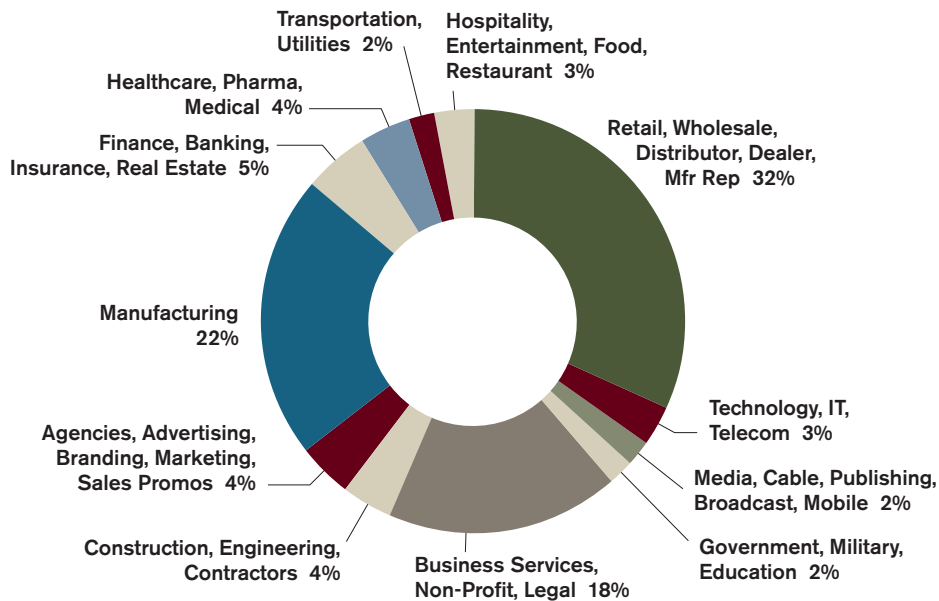
Buying Power

Fast facts about the responsibilities and authority of our audiences



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

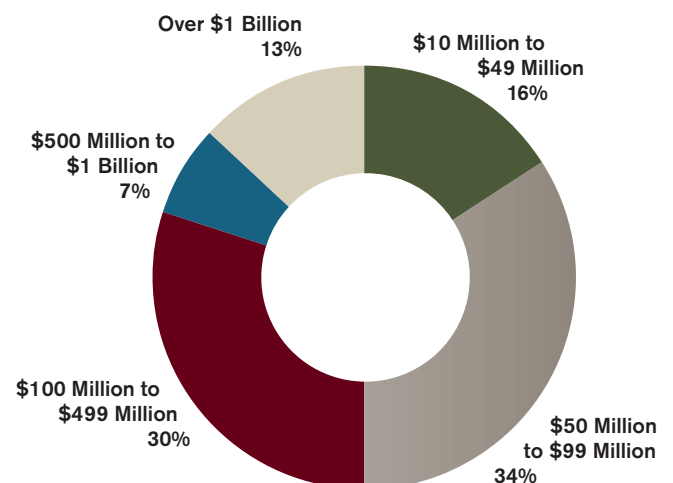
Primary Business/Industry of Subscribers



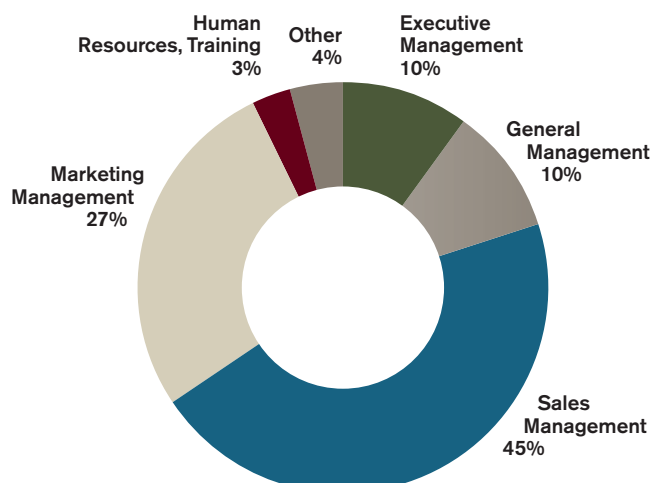
“SMMConnect has given us a great opportunity to reach new audiences with our research and message about advances in sales effectiveness. The conversations we have both during and after the events have been remarkable.”

Michael Leimbach, Ph.D.
VP Global Research and Development
Wilson Learning Worldwide

Annual Sales Volume



Primary Job Function



Source: Publisher's Own Data. September/October 2017

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
- **“Trends In”** – A product, service and tools showcase featuring popular non-cash incentives or various solutions and special offers from SMM advertisers
- **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. SMM's coverage includes the latest research from the Incentive Federation, the SITE Foundation, and other incentive travel associations and organizations.
- **Technology** – Stay current on the innovative tools and tactics that leading companies are using to build brand and increase sales.

Training
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Meetings

FRESH VOICES & UNIQUE INSIGHTS

SMM features insightful columns from the thought leaders who are shaping the future of 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.



ISSUE	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
	Ad Close: 12-1-17 Materials: 12-8-17 Mail Date: 1-11-18	Ad Close: 2-2-18 Materials: 2-7-18 Mail Date: 3-15-18	Ad Close: 4-6-18 Materials: 4-11-18 Mail Date: 5-17-18
COVER FEATURE	Building best-in-class sales teams Talent acquisition and retention	Experiential rewards – The why's and how's	The art of storytelling for sales reps
TRENDS IN	Incentive gift cards	Lifestyle, travel, experiential	Health and wellness
OFFSITE SALES MEETINGS	Rightsizing your sales meeting: How many is too many?	Why your sales meetings must be mindful of millennials	The intellectual capital of meetings
SALES & MARKETING TECHNOLOGY	Will robots be your new reps?	Mastering B2B video	Networking in a digital age
BONUS DISTRIBUTION	Training 2018 Conference & Expo Feb. 12-14, Atlanta	The Association for Talent Development (ATD) International Conference & Exposition May 6-9, San Diego The IMRA Conference April 15-17, Memphis	Society for Human Resource Management June 17-20, Chicago

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NEXT

What you'll be talking about.

Disrupting business as usual

Completions and landings are essential to successful moonshot efforts

Moonshots are ambitious, often exploratory projects undertaken without any expectation of near-term profitability or benefits. Investments in these far-reaching endeavors by Google and others in the technology world have led to companies redefined high-tech along with us well.

In major companies, successful moonshots are often treated like a startup within the larger business. Teams develop their own way of working, often distinct from the broader corporate culture. Operating within this separate environment, teams can identify and produce breakthroughs that would have been unattainable in the typical business culture.

Landings are mandatory

Crack mythology tells the story of King Sisyphus, whose punishment against the gods, in punishment, he was condemned to the unending task of rolling an enormous boulder up a steep hill. The boulder always rolled back down before reaching the top. His punishment was a eternity of back-breaking labor.

The modern-day parallel may be working on a team that pursues a major initiative with a moving finish line – a perpetual “mission creep” – and few or no incremental milestones along the way. When teams stop to assess, celebrate and reset, they learn from their efforts and recognize progress. Feedback creates a meaningful narrative and context for our work.

Completion points are essential to the pursuit of a moonshot. When you ask people to take on heroic efforts, they must be able to see the finish line and experience progress along the way. Without completion, burnout is inevitable.

A completion is defined here not as reaching the end of a project, meaning when the business is completed, and the project is closed.

The longer the journey, the more progress, breakthroughs and achievements there are to celebrate. Celebrating milestones along the way keeps the team motivated and energized. It also allows the team to celebrate and acknowledge the work and how they work together to achieve the goal.

1. Moonshots or possible in time

The finish line and time-based milestones create natural points for working completions. If key milestones have specific dates, they can be used to track progress.

second a team culture. It's a major barrier to the progress, since the ultimate completion event is a problem-solving session. If you're not sure how to solve the problem, ask others for their advice. Ask for their advice, such as what you need to do to solve it.

2. Breakthroughs or heroic efforts

Take the opportunity to acknowledge and celebrate the work when a team has achieved a breakthrough or completed a heroic effort. For example, you might celebrate when the team signs a partnership or other pivotal deal essential to the project, signs the first large customer or gains positive customer validation. Once a breakthrough is achieved, celebrate the team's achievement. If a team event isn't appropriate, take the individual to lunch or recognize their breakthrough at a meeting.

3. Completions created out of this air

Imagine a team engaged in a long-term project with no immediate end in sight. Good leaders recognize when teams work and find ways to create completions. With the completion of the larger telecommunications company in the Midwest, we had a completion project to reduce the company's carbon use. The project started with a single, measurable goal: to drive the carbon use to zero by the end of the year. By the end of the year, the team had achieved its goal. The team's achievement was recognized and celebrated.

4. Results

Completion is a result of a team's effort to solve a problem, and it's a result of a team's effort to solve a problem. It's a result of a team's effort to solve a problem, and it's a result of a team's effort to solve a problem.

“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

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COVER FEATURE	The technology issue: Is your CRM getting disrespected? IGCC special report: How gift cards drive performance	Incentive travel and offsites Cvent and SMM special report: Top small markets for sales meetings	Training for sales managers: A necessity too often neglected
TRENDS IN	Cameras and consumer electronics	Holiday business gifts	End-of-year recognition, gifts and loyalty programs
OFFSITE SALES MEETINGS	Apps and mobile strategies for sales meetings	The new look of offsite corporate social responsibility	Post-meeting feedback for better ROI
SALES & MARKETING TECHNOLOGY	Killer content marketing	Successful social selling	Must-have sales enablement tools
BONUS DISTRIBUTION	The Incentive Marketing Association (IMA) Annual Summit July 22-25, Newport Beach	IMEX America Oct. 16-18, 2018, Las Vegas	Training 2019 Conference & Expo Feb. 22-24, Orlando

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Source: Publisher's Own Data,
September/October 2017 issue.

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November 7, 2017

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FEATURE ARTICLES

The Art of Failure
Silicon Valley startups teach us that failure is cool. Some even wear it as a badge of honor. So, why do we see failure so differently in the industrial world? Why can't we view failure more like the software world? Freedom to fail is freedom to succeed.

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11/21/17: [Winning the Team Sale: Building Sales Teams That Win Big](#)
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Average open rate: 10%

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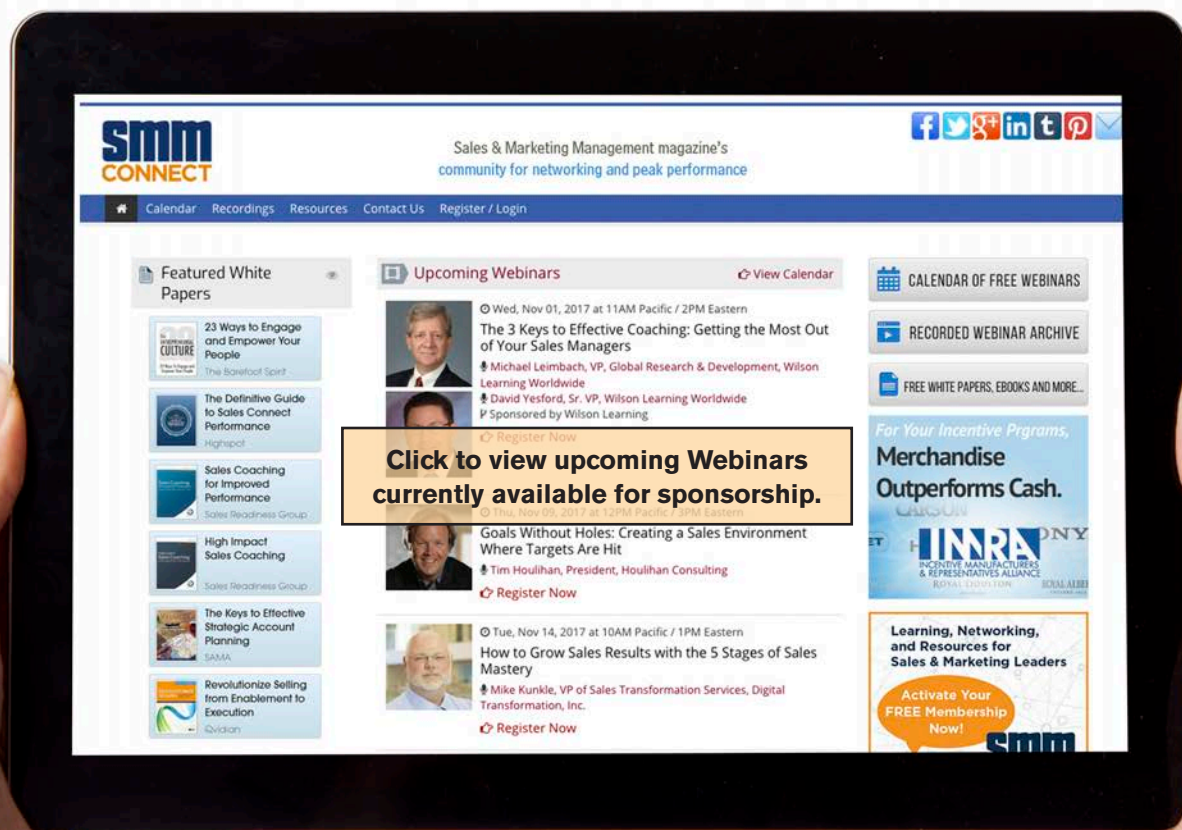


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Showcase your expertise, generate quality leads, and build valuable brand exposure with this influential audience.

"I was really excited about the business I was able to generate from the webinar we held on SMMConnect.com. Immediately after the webinar, I followed up with emails to all of those registered. 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



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- You receive complete registration list, including contact information and demographics, and webinar is archived indefinitely for continual lead flow.

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Speaker
Michael Dalis
Senior Training Consultant, Richardson

Webinar Details

Date and Time	Tue, Nov 21, 2017 at 11AM Pacific / 2PM Eastern
Duration	1 hour
Cost	\$0 (Free)
Can't Attend?	Register and we'll send you the recording after the event.

The "Sign in" link will NOT appear until one hour before the webinar start time.

Register

Description

Excellence in team selling is critical to success for commercial selling organizations. More stakeholders to the table and expect to meet more than the salesperson before the sale. To manage these moments effectively, salespeople need to ensure all players are on the same page -- individual performance -- individual sales results.

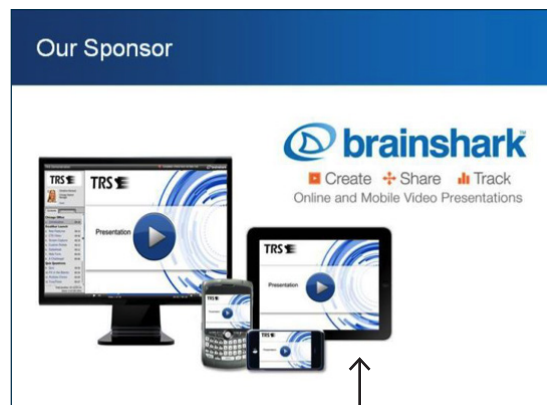
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"The quality and large number of people who participate in each webinar has generated great dialogue among participants and ourselves. We truly believe that we are reaching the people who can make meaningful changes in their organization based upon the information we have an opportunity to share through SMM Connect."

David Yesford, Senior Vice President
Wilson Learning Worldwide

The screenshot displays the SMMConnect website interface. At the top, the SMMConnect logo is visible alongside social media icons and navigation links. The main content area features a webinar titled "Five Keys For Leading Your Sales Team to the Top" by Kevin F. Davis and Tom Gundrum. Below the speakers' names, there is a section for "Webinar Recording Details" which includes the date and time, duration, cost, and a "View Recording" button. A "Description" section follows, detailing the webinar's focus on sales team leadership. To the right of the main content, a sidebar contains several promotional elements: a "CALENDAR OF FREE WEBINARS" button, a "RECORDED WEBINAR ARCHIVE" button, a link to "FREE WHITE PAPERS, EBOOKS AND MORE...", and a featured "eBook Special!" for "The Sales Manager's Guide to Greatness" by Kevin F. Davis, priced at \$0.99.

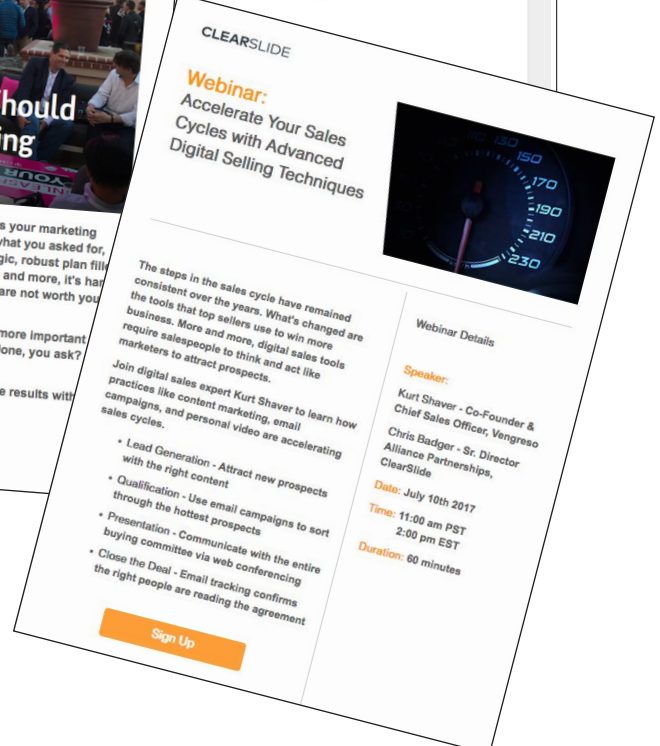
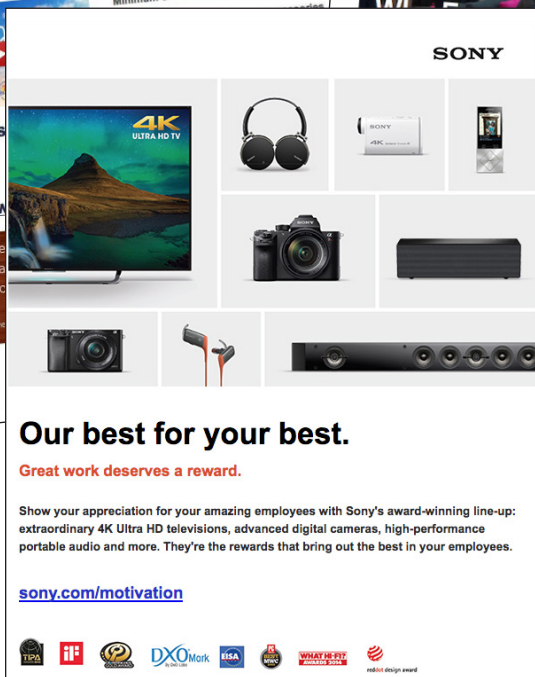
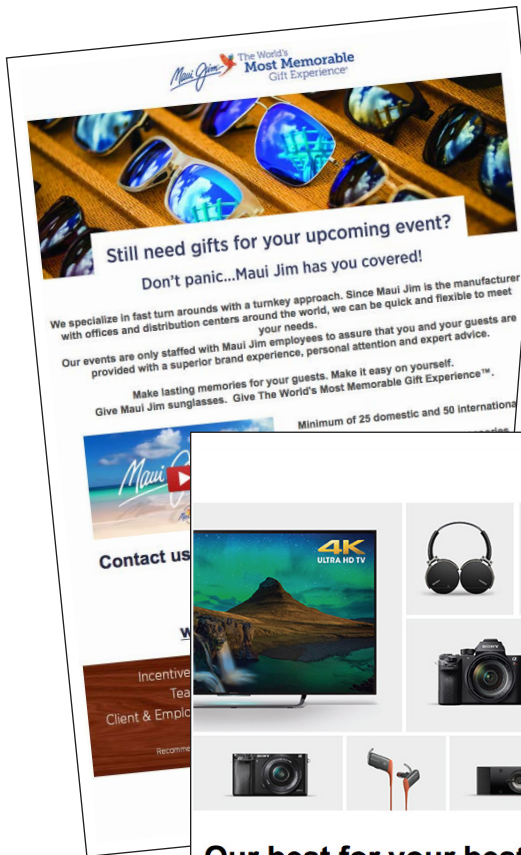
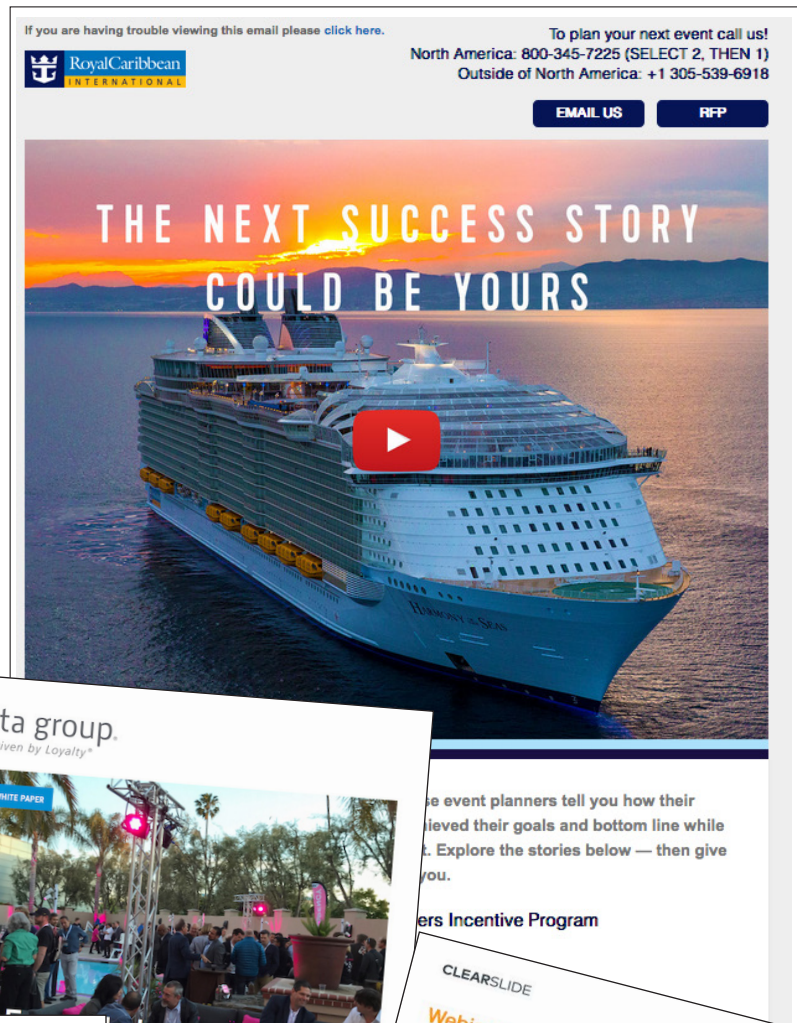
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University

Jennifer Kelly
BI WORLDWIDE

and

Tim Houlahan
BI WORLDWIDE

When their team needs to meet an ambitious sales goal, managers frequently turn to incentive programs. These programs are a well-established method of motivating employees to perform at higher levels, allowing teams to round out a quarter with a strong finish or start a new year right out of the gate. Incentive programs are frequently used to engage sales teams across virtually all industries and have also been applied to service jobs with similar success.

Traditional "stacked incentive programs" that reward top performers have been shown to engage only a portion of the best reps and tend to alienate lower performers (Hirschfeld, Ruckes 2016). While this design appeals to the innate belief that the strongest rowers power the boat, it fails to acknowledge that some make the boat go faster. Go structure, engages every rep performance across the board for improvements relative to the playing field so that every chance at earning a reward.

The Design Structure

GoalQuest presents each rep historical performance across each level. Participants can program period (typically 90 days) only if they reach their chosen President or Chairman's Club or you're not. Additionally, if a rep outperforms the goal with the original goal. While ramp up more dramatically.

The Return on Ambition

The moment when a sales rep's goal is met is a moment of triumph. It can be intuitive to believe a conference of sales reps will go well. In progress, in progress, in progress, researchers found.

Why Event Marketing Should Be Part of Your Marketing Promotion Strategy

This story is not new. Every year, the powers that be bless your marketing team with a budget amount. It's about a quarter short of what you asked for, but it never hurts to ask, right? As you review your strategic, robust plan filled with online advertising, website updates, ABM campaigns and more, it's hard to know which inclusions should make the cut and which are not worth your company's time and dollars.

In today's digital age with its constant content deluge, it's more important than ever for companies to cut through the clutter. How is that done, you ask? Through event marketing.

Smart brands build authentic, emotional connections with their audiences through event marketing's human-to-human approach. And in an evolving competitive landscape, they leverage events to build a strong community of advocates. Many are providing digital integration and creative activations at their events to motivate audience to network, collaborate and grow the brand.

Why else should events be part of your marketing promotion strategy? Here are a few compelling reasons.

ita group
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- 6 months: \$6,000
(Minimum 400 leads)
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(Minimum 800 leads)



Digital/Print edition spreads

Full Page Article (500-800 words) and adjacent Full Page 4C display ad.
SMM can provide editorial guidance/assistance for story angle/theme, etc.

YOUR
ARTICLE

Lift: the mindset of motivation

Juuust right incentives

BY TIM HOULIHAN



Sales leaders are always trying to figure out how to get the most out of their reps at the lowest cost, and incentives are excellent at revealing that sweet spot. Researchers have confirmed that paying too little is insulting and paying too much can cause reps to choke. But they've also shown that paying too little can be worse than paying nothing at all. Worse than nothing?

Finding the sweet spot for an incentive is like how Mama Bear's porridge was juuust right.

When are rewards juuust right?

The rule of thumb for calibrating incentives is to pay out between 3 and 10 percent of total compensation (commensurate with the period the incentive is active). But there are some important nuances to consider.

Match your company culture. If your company lives and dies on razor-thin margins and frowns upon long lunch breaks, then your incentives should mirror that approach. Just avoid paying too little.

Example: A national discount clothing retailer decided to recognize top sales associates by giving them a 2-liter bottle of soda at their monthly team meeting. The reward was so small the employees begged managers not to receive the reward because they didn't want to be subjected to the embarrassing 2-liter soda ceremony. Don't cheap out.

Acknowledge job title and seniority. Because job title is a formal way of identifying status within the group, rewards should align with job titles. Sales organizations are like tribes, and reinforcing the pecking order can bolster the value of the

Example: Consider a global telco whose call center reps could double their base salary by earning commissions. The incentives were calibrated at 5 percent of total anticipated compensation during the period. It was successful and the ROI was excellent.

Get real about duration, difficulty and risk. These are critical. The best duration of an incentive is no longer than 90 days. Focus is a precious commodity; the longer you ask for it, the harder it is to sustain. If your incentive lasts longer than six months, stop calling it an incentive. Task difficulty is critical, too. The more difficult the task, the greater the incentive. Also, the element of risk influences the size of the reward. Asking reps for an all-or-nothing commitment to their goal requires higher payouts.

Example: A global pharmaceutical manufacturer uses 3 to 4 percent of base pay for awards and 7 to 8 percent when introducing new products to the market. Their duration is never longer than 90 days and these percentages give them good results.

Change reward type: Truth: \$200 in cash does not have the same motivational power as a \$200 gift card or a \$200 watch. We may prefer cash over other kinds of rewards, but it's not the best motivator. Research indicates the further away the reward is from the dollar sign, the more effective motivator it is. The \$200 cash will pay bills and be forgotten quickly. The watch will last forever.

Example: Think about your own experiences: the more utilitarian the reward, the less memorable and motivational it is; the more luxurious the reward, the more it gets internalized and remembered.

The just-right spot is relevant to job title earnings, duration, risk, difficulty and cultural norms. The best way to tell if Mama Bear's porridge is juuust right is to sample Papa Bear's and Baby Bear's and measure your results.

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closers

The bonding power of travel

As the former chair and CEO of the global hotel and travel company Carlson, Marilyn Carlson Nelson has spent a lifetime helping companies enhance relationships with employees and clients through incentive travel experiences. We spoke with her recently about the power of travel to build strong bonds. A lot has changed in the travel industry over the past several decades, but Carlson says in many ways, the more things change, the more they stay the same.

SMM: Our cover feature is about second-tier cities. Do you have any favorites yourself?

MCN: My role as a member of the Super Bowl LII Host Committee has made me more aware than ever of the exciting changes in our own tri-city area of Minneapolis, St. Paul and Bloomington. More and more people are looking for new experiences like some of those that can happen here in the winter like dogsled races, snowmobiling and the ice castle that is built in St. Paul. Other emerging cities include Nashville, Austin and Denver. Denver seems to be more popular than it has been before, particularly since they built light rail access from the airport to downtown.

If you provide a shared emotional experience, it strengthens the bonds with each other and with the company, and develops a sense of pride.

SMM: Why is travel such an effective tool for companies to build relationships with employees and clients?

MCN: We have very few collective experiences anymore. There are virtual employees who often don't meet each other until they participate in a meeting or incentive trip. There is no question that traveling together creates the kind of friendships and engagement that build stronger employee relations.

SMM: What are the ingredients of a great incentive travel experience?

MCN: Flawless execution is absolutely key. That hasn't changed. How you interface with participants, from the first invitation to your follow-up afterward, is really important. Part of that flawless execution involves knowing as much as you can about the individual travelers. Even though you are providing a collective experience, it can be ruined if you aren't aware of individuals' food choices, allergies or other important details.

It's also important to have emotional content and an experience that is exclusive or unique—something that people wouldn't be able to experience on their own. If you provide a shared emotional experience, it strengthens the bonds with each other and with the company, and develops a sense of pride. We see that with the introduction of more corporate social responsibility activities into events. People feel good about working together on worthwhile projects. Relationships drive results. No matter how efficient it is to use the technology that's available today, the kind of bonding that comes from a collective experience is different. It can change a team of employees into an extended family. "There is a quote from (French poet and philosopher) Paul Valéry that goes, "Let us enrich ourselves with our mutual differences." That's really been my theme and I think it's one of the themes of all of incentive group travel.

SMM: What is the tally of countries you have visited, and are there any left on your wish list?



MARILYN CARLSON NELSON

MCN: I've been to over 60 countries. I haven't been to Lapland, and I'm of Swedish heritage, so I'm excited, at some point, to go to Lapland. I haven't been to Nepal and I would like to. I haven't been to either of the Poles. I came close on the tip of Patagonia.

SMM: Do you have a favorite destination?

MCN: That's too tough. When I'm not in the place I love, I love the place I'm in. I particularly have enjoyed visiting some of the world's historic sites, whether it's Epidaurus or Machu Picchu. There is an amazing sense of being connected to the ancient world. We need to preserve these places so we understand our history. In order to create the kind of future we want to live in, we need to understand the past. I worry that we are creating new experiences in order to accommodate the millions of travelers that are coming into the global market. I encourage people to visit some of these historic places that may or may not be threatened over time. **SMM**

You can read past Closers interviews with Mark Cuban, Daniel Pink, "Dilbert" creator Scott Adams and more at SalesandMarketing.com/Closers.

Find out how Canon can make your corporate gifts and incentives program work for you.



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- Text ad in two issues of the SMM Monitor eNewsletter

The screenshot shows the homepage of SalesandMarketing.com. At the top, there's a navigation bar with links like 'Home', 'Advertise', 'Archives', 'Closers', 'Lift', 'Digital Issues', 'Directories', 'Free Webinars', 'SMMConnect', 'Subscribe', and 'eNews'. Below this, there's a featured article titled 'The Best Way to Sell Is With a Story' dated 10/16/2017. To the right of this article is a sponsored section with a yellow background, containing two articles: 'Setting Your Strategic Direction' and 'Workforce is there still team spirit?'. Below these, there's another sponsored article titled 'How Can Help Position You as Your Buyer's'. On the right side of the page, there's a sidebar with 'Additional Web Resources' and a 'SEIKO' advertisement featuring a watch and a man's face. The 'SEIKO' ad includes the text 'MY STYLE. MY SEIKO. JIMMIE JOHNSON PRO RACE CAR DRIVER'.

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Caesars Entertainment completed a \$6.5 million redesign of its meeting space at Flamingo Las Vegas. The space offers a fresh, bright and modern look. The convention center is the first step of renovations at the Flamingo, with a \$90 million room redesign underway. For more information visit CaesarsMeansBusiness.com or call 855-633-8238.

trends in

An assortment of new incentive and marketing tools from our advertisers



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Ginsu knives are some of the sharpest knives on the market. Regardless of which Ginsu knife set you choose for your reward and gift recipients, they will find quality craftsmanship and durable, sharp blades that are sure to last. For more information, contact Rick Tetreault at PremStarIncentivesInc.com, at 732-851-6002.



Optic Fine Crystal

The latest release in the Waterford Elegance collection features a focused assortment of Optic Fine Crystal Stem Pairs, a coordinating Optic Carafe, and a DOF pair. Designed with versatility in mind, the Elegance Optic Fine Crystal is an excellent choice for daily use, with its relaxed yet elegant feel. For more information, contact WWRD US Special Markets Department at 800-933-3370.

Michael Kors satchel

The Michael Kors Grayson Signature Large Convertible Satchel's classic style and refined silhouette make it the perfect accessory to carry every day. It features MK's signature coated twill exterior, two leather top carry handles, a detachable chain and leather shoulder strap, zip pocket and key hook. For more information, visit www.rymaxinc.com or call 866-RYMAX-11.



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728 x 90 TOP LEADERBOARD

The screenshot shows the homepage of SalesandMarketing.com. At the top, there is a 728 x 90 TOP LEADERBOARD banner featuring Best Buy, a gift card, and a corporate gift card advertisement. Below the banner is a navigation bar with links: Contact Us, Advertise, Subscribe, Media Kit, RSS. The main header includes the Smm logo, social media icons for LinkedIn, Twitter, YouTube, and Facebook, and a search bar. A secondary navigation bar lists: HOMEPAGE, CLOSERS, SMM CONNECT, ADVERTISE, FREE WEBINARS, ARCHIVE, DIRECTORIES, DIGITAL ISSUES, ENEWS, SUBSCRIBE. The main content area features two articles: 'The 3 C's of Sales Force Automation Failure' by Christopher Benedetto and '5 Sales Resolutions for 2016' by Mike Kunkle. To the right of the articles is a 'Current Issue' section with a thumbnail for 'Brand is...' and a 'Nikon' advertisement with the text 'Excellence that lasts a lifetime.' An arrow points from the '728 x 90 TOP LEADERBOARD' text to the top banner, and another arrow points from the '300 x 250 PREMIUM SQUARE' text to the Nikon advertisement.

300 x 250 PREMIUM SQUARE

Brand-building that attracts, engages, and connects with your target audience

Today's buyers and buying teams are eager to learn from your industry expertise, but they are skeptical of promotional or inauthentic content. SMM's Social Media Marketing services allow you to deliver useful information to your prospects during that critical 80% of the buying process that happens before they ever directly interact with someone on your team.

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SMM's editorial and IT staff are your partners, hosting your content or providing you with turnkey blogs on key topics such as performance improvement, corporate culture, sales management trends, and cutting-edge sales training and technology.

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- 1 post per month boosted on Facebook using your targeted desired demographic
- Boosted blog post appears in targeted demographic's Facebook newsfeed
- Additional promotion through SMM Twitter, LinkedIn, and weekly *SMM Monitor* eNewsletter
- Quarterly metric reporting on impressions and activity
- Cost: \$1,400 per month; minimum 6 months
- Advertisers with half page or larger 3x frequency: \$950/month



Could a Wells Fargo-Like Debacle Happen at Your Company?

Wells Fargo CEO John Stumpf has come under harsh criticism from all sides after 5,300 employees and managers at the bank's retail division were fired for their role in purposefully opening unauthorized accounts in the names of their customers in order to reach daily and weekly quotas and earn incentives.

Just days before Stumpf was excoriated by Sen. Elizabeth Warren and other members of the Senate Banking Committee, he was also grilled by Jim Cramer, the bombastic host of CNBC's "Mad Money," who is not known for hard-hitting Q&As with corporate leaders. Cramer read a headline aloud from the *Wall Street Journal*: "Wells Fargo CEO defends bank culture. Lays blame with..."

"That's not you. You're the head coach," Cramer said. "Vince Lombardi never blamed a lineman."

Few, if any, have rushed to Stumpf's defense, partly because a cross-selling incentive program surfaced more than a year ago in order to drive performance metrics. The system in order to chase after incentives.

How not to be the next Wells Fargo

Executives and sales managers don't need to worry about following simple rules, says Tim Houlihan, vice president of agency that helps companies drive performance, says Houlihan, is to pay attention to the details.

"If more than 5,000 employees were involved (and they were), it could be even supported - such practices," Houlihan says. "It's about changing the environment." If the environment supports the rule books not in weekly team meetings - take note.

Houlihan offers three key tenets of incentive programs:

1. Rules need to account for likely gaps

Wells Fargo's problem: The rules didn't net out.

Solution: Write the rules in such a way that eliminates the gaps.

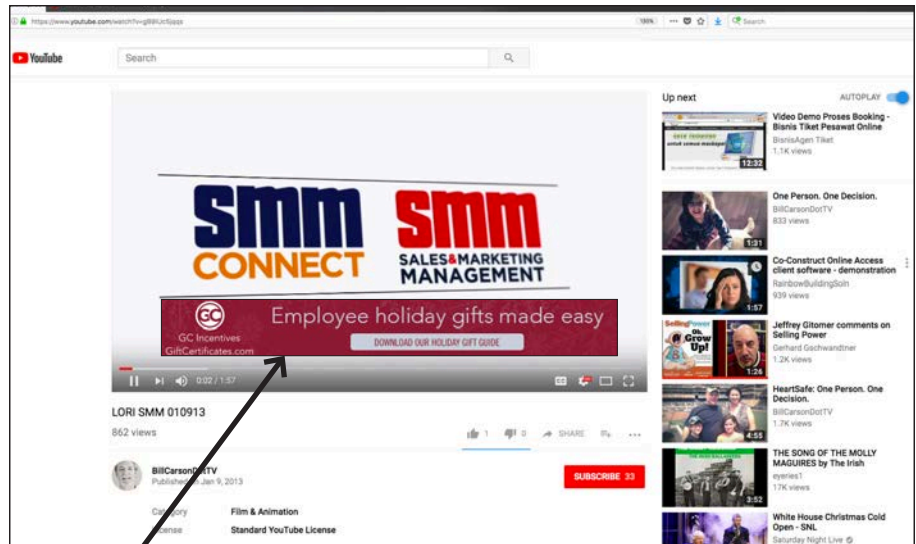
Houlihan: It's a naive structure to reward people for doing what they're supposed to do. Telecommunications companies (especially) have new accounts and they do it under the provision of signups. In the world of insurance, the underwriting...



BOOSTED BLOG POST appears in targeted demographic's Facebook news feed.

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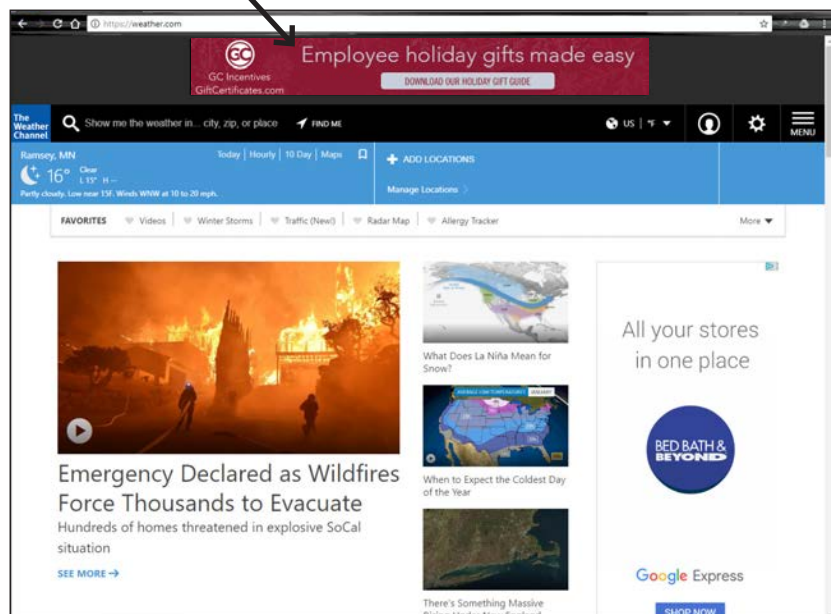


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DIGITAL AD RATES		
SalesAndMarketing.com Banner Ad Rates:		
Top Leaderboard (728 x 90)	per month	1,550
Premium Square (300 x 250)		1,495
SMM Monitor eNewsletter Banner Ad Rates (weekly):		
Top Leaderboard (728 x 90)	per issue	520
Premium Square (300 x 250)		395
Text Ad		275

(marketing)

The race to tomorrow started yesterday

Have you started to implement cognitive computing into your sales and marketing processes? Your competitors have.

If you watch TV or sit at your computer, you've seen the commercials where IBM supercomputers Watson is placed in a variety of work environments to help out on assignments as diverse as evaluating basketball players to maintaining a library.

Cognitive computing (aka known as artificial intelligence or AI) will have an increasingly large impact on a wide range of industries and professions. Sales and marketing is no exception. A new wave of

of chief marketing officers and sales leaders by IBM finds that nearly two-thirds — 64 percent — believe their industries will be ready to adopt cognitive technologies in the next three years, yet only 19 percent of those surveyed say they have strategies in place to implement these technologies today.

The sales and marketing executives who responded to the survey (more than 600 in all), are anxious to incorporate cognitive computing into their go-to-

market strategy. Both groups to address some of the biggest they face. For CMOs, that includes the ability to determine ROI on efforts and the inability to integrate, personalized customer experience. Sales leaders say they're trying to get new customers, and do better jobs of customer needs.

continue

(meetings & incentive travel)

IMEX identifies 2017 meetings trends from A to Z

The IMEX Group, which operates two of the largest annual expos in the world in incentive travel and meetings, has identified five trends for 2017 beginning at A and ending at Z.

Ai and VR

Artificial intelligence (AI) and virtual reality (VR) used to be the future. Over the last two years, the first VR headsets started to appear at IMEX (Orlando and America), with destinations and reasons as the "early adopters." By the end of 2016, both technologies had made the final transition from fringe to fully available. The future had arrived.

Grip the world's first AI event networking solution was the IMEXplicit of IMEX America in Las Vegas. Hosted at IMEX World of Women conference, AI was the driver of a 100-person, 100-hour initiative that moved the show floor, giving attendees instant recommendations.

In the world of virtual reality, WorldVR, a behind-the-scenes VR company that's been working on large-scale, enterprise solutions, launched its new platform for business communication. The project, code named "Shedule," allows remote users to make online presentations in VR.

Expect AI and VR (not forgetting augmented reality), to continue to capture both the imagination and the headlines in 2017.

Tech-connecting

The urge to find and connect with "the right kind of each other" at live events is what IMEX calls "finding your tribe." The rise of social media and, more importantly, of networking technologies and apps is quickly changing our ability to satisfy that need.

Winners Loopt, winners of the 2016 IMEXplicit and Imex spirit Get the 2016 IMEXplicit winners, Loopt, Loopt, Loopt, performed with IMEX to provide a great, during and post-show networking service for buyers/intendees to meet or work with each other a natural add-on to the show's core appointment system, which enables buyers to meet with exhibitors.

Winners too the rise of Snapchat and private messaging.

Business engagement and communication customers to meet with "the right kind of each other" at live events is what IMEX calls "finding your tribe." The rise of social media and, more importantly, of networking technologies and apps is quickly changing our ability to satisfy that need.

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Winners too the rise of Snapchat and private messaging.

Slow your roll, quants

The past decade has seen great leaps in the capability to target and measure marketing efforts. Today's top marketers must understand quantitative marketing, but they should not "get lost" before the "big goal of measurement," says Ron Mahajan, founder of KPM Group, a boutique marketing and strategy advisory firm.

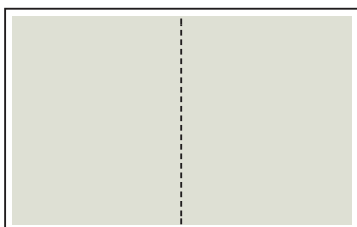
The introduction of electronic digital marketing technology has resulted in an overwhelming sea of measurement-based marketing. "At some level, this makes sense. If technology allows marketing to be more relevant, effective, and timely, why not use the tools of modernity in the service of the customer we desire? Sensible, indeed, but only at the surface," Mahajan states in a blog post for Sincere, a company whose mission, oddly enough, is to help B2B

data, quantitative methods, and measurement are very important, when they replace artistic feel, brand decision-making, marketing becomes too monochromatic," Mahajan says.

"The desire for measurement forces the marketer to take a path that doesn't allow him to take the whole spectrum of the marketing mix. If a marketer develops a language with only measurement in his toolbox, he's left to the chance that he's missing the most important elements of the marketing mix. If a marketer should strive to find a balance between the science and art. Be embraced and

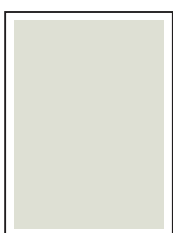
Generate leads and build brand exposure with your top customers and prospects.

AD SIZES:



2-Page Spread

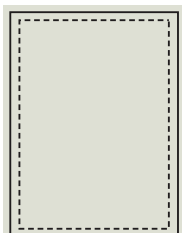
Provide 2-page spreads as single-page files



Full Page, no bleed

Trim size 8 x 10¾ inches

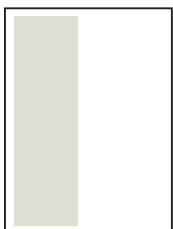
Live area 7 x 10 inches



Full Page with bleed

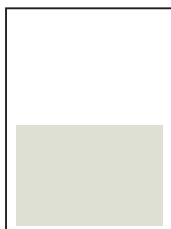
Bleed size 8¼ x 11 inches

Live area 7 x 10 inches



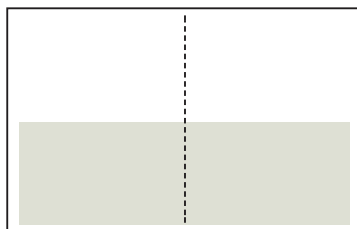
1/2 Vertical

3⅜ x 10 inches



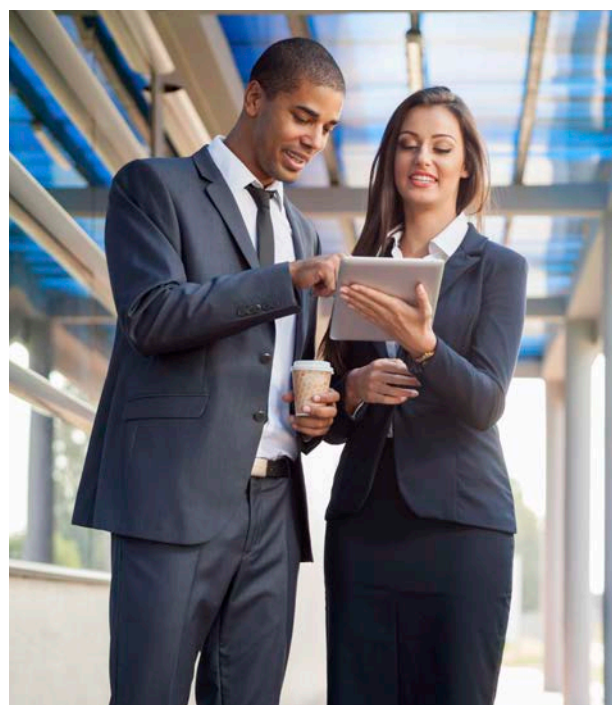
1/2 Horizontal

7 x 4⅞ inches



1/2 Horizontal Spread

15 x 4⅞ inches



AUDIENCE FAST FACTS:

Guaranteed Circulation **25,000**

Total Readers Per Issue
(with Passalong) **52,000+**

Sales & Marketing Management **72%**

2018 Print Production Schedule

Issue	Space reservation deadline	Materials due	Mail date
Jan/Feb	December 1, 2017	Dec. 8, 2017	January 11
Mar/Apr	February 2	February 7	March 15
May/June	April 6	April 11	May 17
July/Aug	June 1	June 6	July 12
Sept/Oct	August 3	August 8	September 13
Nov/Dec	October 5	October 10	November 15

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

Bethany Lewis
Production Manager

Phone: 612.723.1222

Bethany@SalesAndMarketing.com

Give us a shout.

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



Publisher

Mike Murrell
Mike@SalesAndMarketing.com
952.401.1283



Associate Publisher

Lori Gardner
Lori@SalesAndMarketing.com
952.451.6228



Account Executive

Sonja Mishek
Sonja@SalesAndMarketing.com
715.222.7544



Advertising Administration

Melissa Moser
Melissa@SalesAndMarketing.com
763.300.2742

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FAXES:

Corporate & Reprints 952.401.7899
Ad Sales 952.401.7899
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"Sales & Marketing Management was a key partner for GC Incentives this past year as we looked to announce our brand positioning and new gift card reward tools. We were very pleased with our coverage in digital, print and social media. Our exposure and response exceeded our expectations."

Cindy Mielke, CPIM, Director of Sales and Marketing Operations, GC Incentives

For article and product submissions:



Editor

Paul Nolan
Paul@SalesAndMarketing.com
763.350.3411

For production, billing, circulation and website questions and service, these nice folks can help:



Print and Online Materials and Production

Bethany Lewis
Bethany@SalesAndMarketing.com
612.723.1222



Accounting

Bryan Powell
Bryan@SalesAndMarketing.com
612.922.9399



Circulation

Vicki Blomquist
Vicki@SalesAndMarketing.com
952.929.7194



Websites and eNewsletters

Matt Tews
Matt@SalesAndMarketing.com
763.712.8555



Webinar and HTML Email Marketing

Jeremy Tews
Jeremy@SalesAndMarketing.com
815.977.5283