



Sales Support

Quick Reference Guide

June 2022

Clipper

Pre-Sale Support

Business Development Associate (BD)

- Lead Generation
 - Supplements Seller's prospecting efforts
- Proposals
- DeSoto Mapping
- Salesforce Email Campaigns
- Strategizing w/Sellers
- Swipes/Spec ad requests
- Create Monthly Call Lists
 - Seller is required to review each list
- Develop Lead Target Lists
 - Seller is required to review each list
- Post Appt Lead Follow-up Strategy
 - Shared responsibility with seller
- Appt Preparation/Media Kits

Team Leads: Leslie Lauer: 717-891-3419

Sergio Torres: 717-645-0315

Raquel Ortiz: 770-572-8022

Sales Support Manager: Amanda Valentin: 717-286-5146

Market Support Assistant (MSA)

- Fulfill Supply requests
- Deploy Salesforce email campaigns

Questions? Email: SalesSupportInfo@ClipperMagazine.com



Seller Responsibilities

- Call Tracking & TLS Orders/Renewals
- New Client Acquisition
 - Personal lead gen/cold calling/appt setting
 - Entering leads/opportunities/notes in SF
- Customer Relationship Management
 - Upsells & renewals
 - Enter I/Os & addendums
 - Desoto mapping
 - Payments/unresolved issues
 - Unresponsive clients
- Weekly BD Strategy Calls
 - Lead f/u planning & strategy
 - Identify targets & develop lists (joint responsibility)
 - Collaborate on SF email campaigns
 - Seller shares in email opens f/u strategy
 - In person pop-bys, emails, or calls

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Post-Sale Support: Art Production

Customer Engagement Assoc. (CEA)

- Direct Client Communication
- Ad Copy
- Proofing & Ad Approval
- I/O Approval Reminders and Resends

Pagination

- Email T1@cmag.com

Account Services Coordinator (ASC)

- Ad copy/proof approval contact for ads **not** transitioned to CEA

Night Shift Support (Until Midnight Eastern)

- Print Night Approvals: Follow instructions provided by CEA
- Standard communication: CEA sub-team email
- Urgent Issues:
 - Jess Shirey (Team Leader): 717-663-3969
 - Lauren Kirby (Creative Spec.): 717-663-3955

Team Leaders: Amanda Jordie, 717-663-3720

Steve Butz, 717-663-3845

Dir, Production Ops: Dan Ostrowski, 717-572-1250

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Post-Sale Support: Finance

Production Operations Analyst (POA)

- * Billing Changes
- * Finance Deal Questions
- * IO Questions and Final Approval
- * Allocation Changes
- * Book Close Out Plans

Credit Analyst (CA)

- * Takes Payments Directly from Clients
- * Exception Request Approvals/Credit Requests
- * Credit Applications
- * Account Reconciliations
- * Approves all payment arrangements and billing plans

Dir, Finance and M&A Analysis: Maira DeJesus

Supervisor, Financial Production Ops: English Kirsh

Dir, Credit & Collections: Lisa Cassino

Credit Manager: Crystal Dowell

Collector

- * Takes payments directly from clients
- * Sends Client Past Due Notices
- * Makes Client Collection Calls
- * Declined Credit Cards
- * Places accounts on hold
- * Negotiates payment plans on delinquent balances
- * Processes bad debt write offs
- * Assists customers with Billtrust