



SALES MUSINGS & CUSTOMER SERVICE

.....EXPERIENCE REALLY IS A GOOD TEACHER

“Write your own
book instead of
reading someone
else’s book about
success”

—Herb Brooks

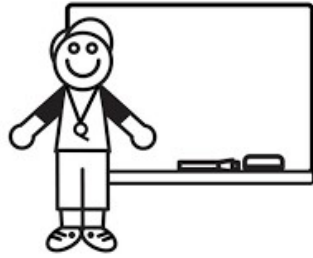


**"GREAT MOMENTS ARE
BORN FROM GREAT
OPPORTUNITIES."**

- HERB BROOKS

As always....participation is encouraged!





Cloach and Teacher

hollywood.com





**People who work in
customer service
should be allowed
to fight one
customer per day.**

In the beginning...Canton
Ohio...1969...Visionary...Moose Jaw





“Empower customers. Treat people well. Meet an unmet need. Make the world better.”
--Clifton Leaf, Editor-in-Chief, Fortune



- Appreciation cards – In 2020, I sent at least nine cards per month. **Short, encouraging and positive about the industry.** Not only boosted spirits but made me much more empathetic.
 - 3 went to our contractor/agents. I trust this encouraged people and increased retention as sales dropped.
 - 3 went to some our retail partners. They needed to know we appreciated their business and thought of them even when they weren't complaining.
 - 3 went to co-workers. Let's promote empathy among team members—maybe people you only communicate with every so often.



- **New this year: Monthly SC e-newsletters to corporate contacts.** Hope is to raise awareness of our brand and make them feel more like a partner.
 - **Share** most recent SC performance and how they made it possible.
 - **Share** any awards Star Tribune has won or how we impact the community.
 - **Share** any news the retailers themselves have: new stores, awards, news items.
 - **Share** general trends in newspapers, grocery, and/or convenience stores.
 - **Share** our goals for the year and ask them to tell me when we fall short.
 - **Remind** them of the importance of local journalism.
 - **Remind** them of our customer service contact information.

Values:
Commitment
Integrity
Respect
Courage
Excellence

“Do Things Better Than Ever
Before”

Training Camp, Meetings, Special
Events

Lead a Hall of Fame life

25,474/354

-David Baker, President & CEO Pro
Football Hall of Fame



Fans → Friends → Family
It's all about the experience
Lucille Hester

I didn't work for these Browns.....

**“BROWNS WILL WIN DIVISION
AND TWO PLAYOFF GAMES”**



---NFL ANALYSIS NETWORK

*It's easy to
provide great
service when
things are
going well!*

*1-31
15-65*





Unhappy Brownies

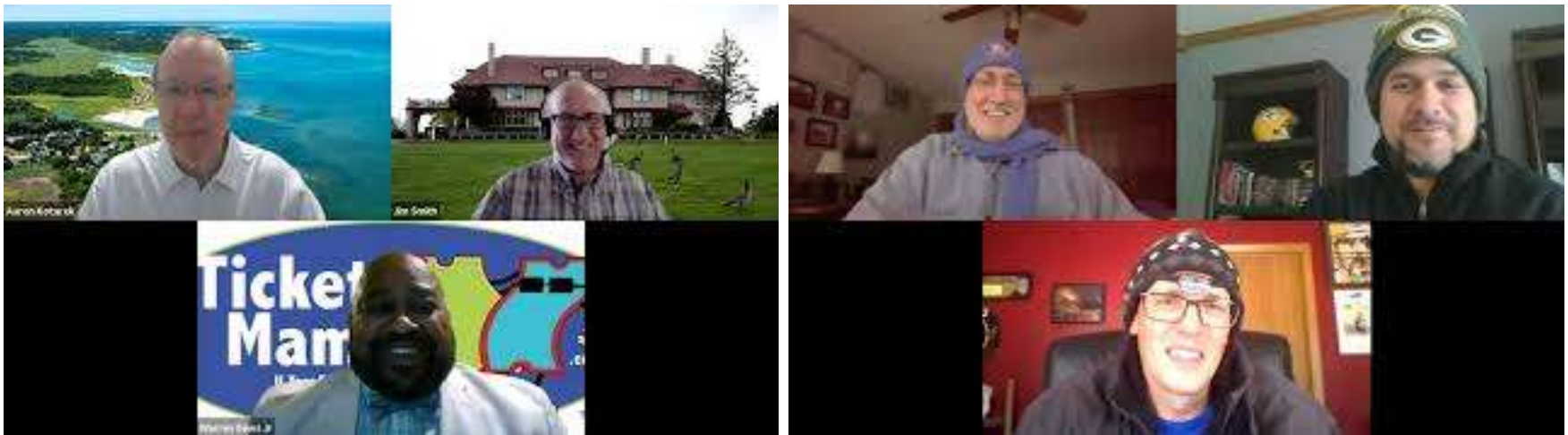
60,000 + and a "You ruined my football experience"

You know, I was just....reading, talking,
listening.....

- Cocktail Knowledge...USA Today....Book Clubs....Podcasts....



...and speaking of podcasts....Time for a promotional message!
“exPRESSly Speaking” and “The Coffee Break Conference Series”



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- Periodical SC e-mail blasts to former subscribers – Touts Sunday Final's high coupon counts, special news and/or special sections.

- **Coin racks as brand reinforcement.** We are maybe holding onto more coin racks than other markets. Our relatively low SC prices makes that possible: \$1.50 Daily, \$2 Sunday.
 - I am convinced that each one of our **green coin racks promotes a stronger brand**. People see the coin boxes and feel good about their subscription, or think about buying a copy at their next stop.
 - After a little research, I feel that a **coin rack that never even sells one paper may still be worth at least \$9,000 per year, gross, in brand engagement. That's about how much a single bus-stop advertisement might cost per year.**
 - To make sure people notice our coin racks, we update POP signage about every other month.



CONTINUED SUCCESS TO YOU IN 2021!

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