



TOP SALES WORLD

2015 Advertising Prospectus



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A man in a white shirt and tie is looking through a telescope on a boat. The background is a dramatic sky with clouds and a bright light source. The boat is blue and white.

Introduction

Top Sales World is a unique location dedicated exclusively to the profession of sales and our primary objective, from day one, has been to redefine the parameters governing sales team performance – that ambition remains as strong today as it was 8 years ago when this project launched. In effect, TSW is the world’s first online “sales hypermarket,” with the shelves stacked with every conceivable resource front-line sales professionals and their managers could possibly need.

However, in 2015, we will be making a number of fundamental changes, as we transition from what I would describe as a “tabloid” to a “broadsheet”, and deliver the quality that implies - I feel certain that you will identify with that metaphor. This is significant, because our ongoing aim is to attract increasing numbers of C-Level decision makers, whilst retaining our current audience.

The concept of having a “Contributing Team” remains compelling, but we will change the emphasis. Rather than being limited to a defined team, we will expand this group to create an “open shop” as a way to invite additional thought leadership to our audience. Rather than use the word “expert”, we will identify relevant and substantial “Sales Mentors”.

Transitioning the Top Sales Magazine from monthly to weekly editions has been an unqualified success and we have now taken the decision to publish two versions, “Lite” and “Premium”. The Lite version will contain the weekly interview and ads – and will continue to be free. Premium will be the full-blown version, and will cost \$47.95 per year for 48 editions.



Moving on to describe what all of these changes will mean for our 2015 advertisers, I can share that they will also be considerable. This year, we are going to place far greater emphasis on lead generation, and we will be happy to be measured on the achievement of agreed targets. With experience gained over the past 5 years, we now know which exercises create the most interest and incremental business.

It is our intention to Partner with just 12 organizations in 2015, but beyond the Platinum Partner Program, we are able to offer a number of one-off opportunities



The 2015 Opportunities to Advertise, Promote and Publicize

The Gold Package

The TSW Gold Package is a great way to launch a new product, solution or service – or simply get your message out to an incredibly wide audience for a very modest fee. It includes:

- Interview and front-page exposure in Top Sales Magazine
- Supplementary audio interview as part of the JF Interviews series, which appears weekly on TSW home page
- Dedicated mail-out to our full list
- Twitter campaign
- Three consecutive full-page advertisements in Top Sales Magazine following the interview

More Opportunities

Top Sales Magazine (Circulation: 223k)

- We are able to offer the opportunity to contribute a guest article, or place a full page or double-page spread. Please download a sample edition [here](#)

Dedicated Mail-Out to Our List

- We can design an individually crafted Email and post out to our full list (238k)

Collaboration on the Production of EBooks and White Papers

- If you wish to create an EBook or White Paper, we can collaborate with you, or even design and manage the entire production - including the provision of expert contributors.



The 2015 Opportunities to Advertise, Promote and Publicize

Organization and Management of Online Webinars and Roundtables

- We have considerable experience in organizing and delivering online webinars, and we are able to manage the entire event - including promotion.

TSW Convention

- We are extremely committed to staging the first TSW Convention in 2015, and we are currently in discussions with potential principal sponsors. There will be speaking and exhibitor opportunities, and we will make a further announcement about this shortly.

Special Events

Throughout 2015, we will again be organizing a number of special events, including:

- The Top Sales Awards
- Top Sales Academy
- Top 20 Sales & Marketing Influencers
- Top 20 Sales & Marketing Blogs
- Top 20 Best Summer Reads
- Top 20 Sales Tools

For each of these initiatives, we will be seeking sponsorship.

Plus

You will find that we are very open-minded to any other ideas you may have, if you think we can assist with the achievement of your commercial objectives in 2015 – just ask!

A man in a white shirt and tie is looking through binoculars. He is standing on a boat, and the background shows a cloudy sky and the ocean.

Summary

Top Sales World is now the most popular and significant sales related venue, and almost 200.000 salesmen/women - plus their bosses - read our monthly magazine.

For the past 8 years, we have been totally committed to raising the bar in terms of sales skills and achievement levels, and the desire to continue doing that remains as strong as ever.

Our contributors are the most successful and respected experts in their field, and each one shares our philosophy.

We offer a unique and exciting opportunity to work with us during the next stage of our remarkable journey, and to showcase your solutions in front of a relevant and specific audience, for a comparatively low outlay.

Your search is over: Advertise, promote, publicize with Top Sales World.

Not sure which is the best option for you? Best value for money? Need more details or advice? Please contact me directly to discuss your specific requirements, or to discover how Top Sales World can assist you in achieving your commercial objectives in 2015. You can reach me at jf@topsalesworld.com

Jonathan Farrington

CEO

[Top Sales World](#)