



# TOP SALES WORLD

INSPIRING THE GLOBAL SALES COMMUNITY

Partner, Promote, Publicize, Advertize with Top Sales World  
**There has never been a better time**

# Introduction

**Top Sales World** is a unique site dedicated exclusively to the profession of sales. TSW draws the industry's best-known sales experts who provide unparalleled – and free – information in the form of how-to-guides, articles, and web-based Masterclasses and Roundtables, plus so much more.

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, including:

- **Top Sales Management** – an area dedicated to sales leaders.
- **Top Sales Articles** – where we re-publish and reward the best written work.
- **Top Sales Blogs** – the top 50 sales and marketing blogs in one location.
- **Top Sales Tips** – a daily nugget from the best minds in the business.
- **Top Sales Interviews** - downloadable recordings on the latest topics.
- **Top Sales Roundtables** – we bring together a group of top sales experts every month.
- **Top Sales White Papers** – all free to download and digest.
- **Top Sales Events** – we keep everyone updated on what's happening and where.
- **Top Sales Books** – a library full of all the best sales books ever written.
- **Top Sales Masterclasses** – regular short, sharp online sessions delivered by the masters of sales.
- **Top Sales Training/Coaching** – we only recommend the companies that are "best of breed."
- **Top Sales Awards** – the annual awards that reward outstanding contribution to the sales space.
- **Top Sales & Marketing Influencers** – each year we select the top 50.

Finally, **Top Sales monthly magazine**, now with a readership of more than 100k.



Every person who sells something (that would be just about everyone) knows that their sales success depends upon their staying current and on top of their game.

Every salesperson, no matter the amount of their experience, needs support, excellent resources, practical tips and information, and a professional, seasoned expert they can turn to.

## **Top Sales World is THE Most Significant Online, Worldwide Sales Community on the Internet. Period!**

And we invite you to be part of our World.

Life is about CHOICES, so are the options we are able to offer you: Let's have a look at the new, 2013 packages .... we've created just three options that are affordable for companies of all sizes to either partner with us, advertise with us, publicize with us, or promote with us.



# The Partnership Packages

Here are the details of the 2013 packages:

## Principal Sponsor Package

- 10x dedicated mail-outs to the TSA list (One per quarter)
- Twelve month full-page banner ad within the monthly Top Sales magazine (Can be changed/updated monthly)
- Twelve month banner ad on [www.topsalesworld.com](http://www.topsalesworld.com) (Can be changed/updated regularly)
- 4x recorded interviews on Top Sales Hardtalk
- 4x written interview within the magazine, including front cover exposure.
- 8x dedicated blog posts on the JF Blogit for product updates/launches.
- 8x guest posts on the JF Blogit.
- Unlimited exposure to the TSW LinkedIn group
- Unlimited Twitter campaigns
- Introductions to the "Top Sales Experts" community – currently around 250 members
- Plus Principal Sponsorship of the 2013 Top Sales Awards, 2013 Top 50 Sales Blogs and Top 50 Influencers

Please email [jf@topsalesworld.com](mailto:jf@topsalesworld.com) to discuss this opportunity.



# The Partnership Packages

## Gold Plus Package

- 4x dedicated mail-outs to the TSA list (One per quarter)
- Twelve month half-page banner ad within the monthly Top Sales magazine (Can be changed/updated monthly)
- Twelve month banner ad on [www.topsalesworld.com](http://www.topsalesworld.com) (Can be changed/updated regularly)
- 2x recorded interviews on Top Sales Hardtalk
- 2x written interview within the magazine, including front cover exposure.
- 4x dedicated blog posts on the JF Blogit for product updates/launches.
- 4x guest posts on the JF Blogit.
- Exposure to the TSW LinkedIn group
- Twitter campaigns
- Introductions to the “Top Sales Experts” community – currently around 250 members
- Plus Gold Sponsorship of the 2013 Top Sales Awards, 2013 Top 50 Sales Blogs and Top 50 Influencers

**Monthly subscription:** \$500 for above package

**Payment terms:** Quarterly in advance via PayPal (Discounts can apply for annual payment in advance).



# The Partnership Packages

## Gold Package

- 2x dedicated mail-outs to the TSA list
- Twelve month quarter-page banner ad within the monthly Top Sales magazine (Can be changed/updated monthly)
- Twelve month banner ad on [www.topsalesworld.com](http://www.topsalesworld.com) (Can be changed/updated regularly)
- 1x recorded interviews on Top Sales Hardtalk
- 1x written interview within the magazine, including front cover exposure.
- 2x dedicated blog posts on the JF Blogit for product updates/launches.
- 2x guest posts on the JF Blogit.
- Exposure to the TSW LinkedIn group
- Twitter campaigns

**Monthly subscription:** \$250 for above package

**Payment terms:** Quarterly in advance via PayPal (Discounts can apply for annual payment in advance).



# Now Launched

## Top Sales Academy

It is estimated that between 56% and 58% of front-line salesmen and women will fail to hit quota this year. Why? Targets set too high? Maybe in some cases it could be suggested that in a continuing flat-line economy, expectations were unrealistic. But my personal opinion is that we are now witnessing the inevitable results of all those training budget cuts, which were implemented three or four years ago, when the recession began to bite.

This should not come as a surprise, because current stock market thinking provides a powerful disincentive for firms to invest in their people on an ongoing basis. An organization's investment in their human capital, in the form of training and other forms of education, is not separable from general expenditure - it therefore appears as a cost on the corporate balance sheet.

But the reality is that you cannot expect an under-equipped and an inadequately armed army to win battles, let alone the war.

**As a consequence, in April, we launched the Top Sales Academy, which is aimed not at companies, but rather at individuals. That means we are delivering an online program targeting four levels – Foundation, Advanced, Consultative, Sales Leadership – each consisting of ten, 45 minute sessions, at a price every salesman and woman can afford - \$99.**

The “Faculty” consists of thirty of the world’s leading experts, who, like me, want to give something back, and if successful, we will deliver this program twice every year.

Our Principal and Gold Plus sponsors will automatically be supporting this initiative, at no extra cost, plus there will be free places on every session for them if they wish.

However, additional sponsorship opportunities exist, please email me on [jf@topsalesworld.com](mailto:jf@topsalesworld.com) to discuss.



# The Promotion Packages

Our promotion packages are ideal for single events, like webinars, seminars, training events, book launches etc.

## A typical package might look something like this ...

- a) Dedicated mail-out to both the TSA and JF mailing lists (Total 147k).
- b) Banner placement on Top Sales World.
- c) Dedicated blog post on Jonathan Farrington's blog.
- d) Interview for the Top Sales magazine and front cover exposure.
- e) Recorded interviews with Jonathan Farrington for Top Sales Hardtalk series and Sales Management Issues.
- f) Mail-out to the Top Sales LinkedIn group and follow-up.
- g) Personal message from Jonathan Farrington to his LinkedIn contacts, and follow-up.
- h) Twitter promotion via TSW and JF & Assocs.

We are extremely flexible, and we specialize in creating packages that are the perfect fit for all requirements.

Want to talk through what we could achieve for you?

Please email [promotions@topsalesworld.com](mailto:promotions@topsalesworld.com) to arrange a no obligation chat.



# The Advertising Packages

Maybe you simply want to reach our audience via traditional advertising methods, and if that is the case, we can offer you a range of ad box sizes on both Top Sales World and in our monthly magazine.

Advertising is sold at a flat monthly rate so upfront you'll know the total cost. Rates vary based on the site page and the position on the page and we don't rotate our impressions across the site. If you pay for a home page ad, that's where your ad goes for the entire period.

We will even take care of the artwork and banner design.

Want to know more? Please email [advertising@topsalesworld.com](mailto:advertising@topsalesworld.com) to arrange a no obligation chat.



# Additional Opportunities

## We also offer opportunities to simply:

- Mail out to our database (Currently 122k).
- Host recorded interviews.
- Provide guest posts, or dedicated posts on The JF Blogit.
- Introduce you to the world's leading sales experts, if you need guests for specific events.

And so much more ...

## Call to Action

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 2013.

You can reach me at [jf@topsalesworld.com](mailto:jf@topsalesworld.com)

**Jonathan Farrington**

CEO

Top Sales World

[www.topsalesworld.com](http://www.topsalesworld.com)



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# What They Are Saying .....

"Top Sales World is a terrific site to partner with. Jonathan Farrington, its fearless leader, will do anything to help promote your business and the exposure to its subscribers and visitors is unparalleled in the sales space. I would suggest that the single thing that is most attractive about this partnership is Jonathan's flexibility and willingness to try new things and find a way to make the alliance successful for us. Between Top Sales Awards, Top Sales World, Top Sales Associates and Top Sales Management, there is always a new opportunity to reach our target audience with a relevant message. You really can't go wrong with Top Sales World."



Objective  
Management  
Group



**Dave Kurlan, CEO of Objective Management Group, Inc.,  
and CEO of Kurlan & Associates, Inc.**

"Jonathan and his team help us promote all of our Sales 2.0 Conferences and they do a fantastic job every time"

**SellingPower** Larissa Gschwandtner VP, Selling Power/Sales 2.0 Conferences

"Jonathan's deep experience in the sales game and wide network of sales gurus has opened opportunities for my company to grow in ways we had never envisioned prior to our relationship with Jonathan."

**salesnexus** Craig Klein, President of SalesNexus  
ONLINE CRM AND EMAIL MARKETING.

"Top Sales World is an important part of Richardson's marketing mix. As a sales training provider, Top Sales World provides us with a great platform to create top-of-the-funnel leads and to help build awareness of Richardson to our targeted buyers. Not only does it support our SEO Strategy, but we are also able to effectively launch new product campaigns on the site. As a result of working with Top Sales World, they have become one of our largest referrers of traffic to our web site."



**Jim Brodo, SVP, Marketing - Richardson**



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# What They Are Saying .....

"Jonathan helped us with strategy and marketing for a new web site we'd launched, TheCustomerCollective.com. His ideas were "spot-on," and we derived significant value in terms of traffic and engagement."



**socialmediatoday**  
The Web's Best Thinkers on Social Media and Web 2.0

**Robin Fray-Carey, Co-Founder, CEO - Social Media Today LLC**

"We use Top Sales World to publicize and promote all of our important events, and Jonathan and his team never let us down. Thanks to them we are always over-subscribed, and they really know how to get results."



**Wendy Weiss, President, Weiss Communication**

"I have worked with the Top Sales World team for two years and am consistently impressed by the caliber of experts they attract, their rich marketing opportunities and the quality content they produce. My clients are busy executives who do not have time to waste on mediocre media opportunities – I trust their experiences with Top Sales World will be a good use of their time – And they are, every time."



**Elizabeth Fairleigh, President, thE Connection, Inc.**

"Jonathan Farrington and his team have done more to clarify, support, and inspire the craft of selling than anyone else in the last 50 years. Instead of tolerating more status quo discussion about shrinking budgets and bad selling conditions, Top Sales World provides the professional sales person access to the leading ideas and tools for radical achievement. You won't find a better platform like it anywhere."



**Dan Waldschmidt, President, Waldschmidt Partners Intl.**



# What They Are Saying .....

“TSW, aka Jonathan Farrington and team, have provided exceptional exposure, expertise, and follow-through on several campaigns that lead many people to our site and services. We especially appreciate their focus to mainstream sales resources and expertise for easy access and timely, relevant information to sales professionals across the globe. The sales world is a better place with them – which is why they are Top Sales World! We wouldn’t imagine any marketing/seminar campaign without using them.”

 **Nancy Bleeke, President, Sales Pro Insider, Inc.**

“Jonathan Farrington and Top Sales World simplify our sales lives. We are bombarded with new technologies and are challenged with finding time to go to site after site to find relevant information. TSW does the work for us. What’s truly amazing is that Jonathan had a great idea and built TSW for all of us. He’s brought the global sales community closer together, and he exemplifies the power of personal connections and information sharing in a global economy. We should give Jonathan big thanks and promote the site like crazy.”



**Joanne Black, Creator of the "No More Cold Calling" program.**

“Jonathan Farrington and his Top Sales World team provide guidance and support well above and beyond the call of duty. Thanks to JF, I have connections in the industry that would have taken a decade to develop without his help. More than anything, I value the opportunity to run ideas past Jonathan, knowing that I am going to get actionable, on-target advice – even when the advice is not exactly what I wanted to hear.”



**Dan McDade, President, PointClear**



# What They Are Saying .....

"Top Sales World is the top one stop sales and sales management portholes on the web. If you want to target sales professionals and executives TSW is a premiere site. The quality of articles, contributors and fresh content makes it a site that I go to daily to see what the thought leaders are saying.

My connection with TSW has enabled me to build my brand, drive traffic and allowed me to be part of an amazing community of thought sales leaders. Jonathan is always willing to support and promote initiatives to help me grow my brand.

TSW also has some great properties such as: Top Sales Awards, Top Sales Associates and Top Sales Management, which have strong followings. For sales professional around the world Top Sales World is a leader."



**Steven Rosen, CEO Star Solutions That Achieve Results, Inc.**

"I've been a part of Top Sales World since its inception and I can honestly say that Jonathan Farrington and his team have created one of the most potent platforms for launching or promoting a product or service to the sales community worldwide. Top Sales World has been an integral part of my marketing strategy and has consistently been a top driver of traffic for me."



**Paul McCord, President, McCord & Associates**

"Thanks Top Sales World for helping promote our numerous marketing initiatives in the past few years. Your support always makes a difference!"



**Jill Konrath, CEO & Chief Sales Officer, Jill Konraths**

