No more pity party. The modern rep has faith in the future of publishing, the power of change and audience focused marketing programs.

**PART PREACHER**

**INSPIRE**
Prospects and clients need motivation to change. The modern sales rep pushes them out of their comfort zone and to think beyond the legacy sales model.

**PREACH**
Data-driven selling means new ideas, new tactics and new strategies. Prospects and clients won’t buy what they don’t understand. The modern sales rep shows them the way.

**EVANGELIZE**
The modern sales rep spreads the gospel of intelligent audience data. They preach the power of their brand. They shout it from the mountain tops.

**BELIEVE**
No more pity party. The modern rep has faith in the future of publishing, the power of change and in data-driven marketing programs.

**PART GEEK**

**DIGITAL SAVVY**
The modern sales rep understands the current marketing environment. Most of all, they understand the difference between print and digital and how to target different segments on different devices.

**DATA CRUNCHER**
Big data, little data, data this data that! The modern rep’s life revolves around data. Decisions are based on numbers, not hunches. There is no messing around with “feelings!”

**RESULTS DRIVEN**
The modern rep lives for end-of-campaign reports and summaries. They can’t wait to show clients concrete proof of success and to then use that data to drive and improve future campaigns.

**TECH FANATIC**
Always “in the know” and knowledgeable about the latest and greatest, the modern sales rep is enthusiastic about system updates and improvements. They are always seeking what is new and efficient.