

CASE STUDY: THE EVOLUTION FROM AE RESISTANCE TO MATRIX MEGA FAN

CHALLENGE

Prior to adopting Matrix Solutions' media-specific ad sales platform, Monarch, the Townsquare Media (TSM) team in Augusta, ME relied on spreadsheets for weekly planning and pipeline management. Dawn Nichols, an AE for TSM with 20+ years' experience, saw filling these spreadsheets out as a time-consuming and daunting task resulting in inaccurate and outdated information. In an effort to advance their workflow, TSM introduced a new software solution to replace their spreadsheet usage, however proper adoption of this new system was a non-starter from the get-go. It was not user-friendly, hard to navigate, and became more of a burden that wasted time, proving itself useless. Not giving up on technology just yet, TSM introduced Monarch, which was immediately met with hesitation as many of the employees disliked change and had just experienced the failure of a new solution that was supposed to be the 'next best thing'.

SOLUTION

TSM Augusta needed a solution that would not only be embraced by Managers, but that AEs could firmly grasp onto and utilize in a way that would save them time and enable them to sell more. In other words, it needed to be highly intuitive, easily implemented, and deliver results that proved valuable to the AEs – giving them something to believe in. Matrix Solutions' Monarch ad sales platform was chosen as the solution to finally free the company from their spreadsheet ways all while giving the AEs a solution that they could gain value from and use to their advantage. The AEs- even the ones who admittedly did not like change- quickly began to realize that this solution was not just hype but that "it was everything it was cracked up to be and more."



SAVE TIME



SELL MORE



**EASILY
IMPLEMENTED**



**DELIVER
RESULTS**



Dawn Nichols
Account Executive
Augusta, ME

townsquare
media group



Dawn Nichols, specifically, has overcome any perceived objections of the new platform and since embracing it, has been able to add an additional 10-12 accounts per month by leveraging internal prospecting tools made possible with Monarch, such as using the open list for more productive warm call opportunities. Additionally, she has utilized the non-returning report to get ahead of any customer before churning.

Monarch's mobile functionality has given her immediate access to her book of business when not in the office and the user-friendly platform, overall, has given her "more time and sanity." Additionally, it has made looking up an account or claiming one while on the go a breeze. Not to mention the daily Espresso Shot from Monarch pulls in calendar data to provide all AEs with a daily game plan - prompting them to follow-up with accounts and scheduled appointments when needed.

RESULTS

Since implementing Matrix Solutions' Monarch, TSM Augusta's AEs have significantly increased productivity, replacing the manual, time-intensive processes that kept them tethered to a desk with more time to get out and sell! Daily, automated imports from the traffic system not only provides a snapshot of where business is at, but it eliminates the need to run any additional reports.

The enhanced visibility into who owns what and is taking action where makes it so that no two people are calling on the same client, helping the company to look more unified and professional. Additionally, Monarch has created an organic, direct line of communication between AEs and their Manager, putting all information right "at their fingertips" with split-second updates, accurate reporting, and the Matrix Locker to house all pertinent documents, such as uploads, scripts, invoices in one convenient and accessible location.

Successfully implementing the Monarch platform has fostered an environment of less anxiety and higher productivity, resulting in the whole team openly embracing the platform at each team members own pace.

