



AMM Nexstar Sales Steps

1. Prospect Qualification

- a. If Accepted, reach out to your dealer
- b. If Declined, Do not reach out to the dealer
 - i. AMM will rerun the qualification and email you should anything change

2. Choose AMM Pathway

- a. Head to the AMM Resource Hub to Step 2 to compare Audience Builder and Audience Activator to select the right path for your dealer.
- b. If you don't have enough information to choose a pathway, **schedule a call with your dedicated Performance Strategist** for Discovery strategy

3. Discovery

- a. Schedule Dealer Introduction Call with Performance Strategist
 - i. Once you connect and have a plan together, schedule Dealer Introduction call to introduce your Performance Strategist to your dealer.
- b. If you are comfortable handling on your own, **schedule a Discovery Call** discussion with your dealer to uncover more information about their business.

4. Dealer Pitch Strategy

- a. Schedule Pitch Strategy Session Call with Performance Strategist
- b. If you have a strategy in place and can pitch independently, follow the below steps.
 - i. Audience Activator
 - 1. Use Audience Activator Deck
 - 2. If needed, fill out Pitch Assistance Request Form for Strategist Support
 - ii. Audience Builder
 - 1. Use Audience Builder Deck
 - 2. If needed, fill out Pitch Assistance Request Form for Agency Pitch Support
 - 3. IF, Enterprise Custom proposal is required, mark Audience Builder Enterprise in Pitch Assistance Request Form

5. Order Options

- a. Tag Placement Request Form (Located in Resource Hub)
- b. Order Form for Audience Activator (Located in Resource Hub)
- c. Order Form for Audience Builder (Located in Resource Hub)

