

INVESTOR DAY
2010

The Evolution of the Sales Organization

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Our Mission

- **Bring local consumers and businesses together via our network of mobile, web and print properties**
- **Help consumers in making smarter buying decisions in their everyday lives**
- **Partner with businesses to help them build successful marketing programs**

Sales Environment



Diagnostic Selling

Product

Print, multimedia bundles
& online-only



SPECIALTY

Advertiser Expectation & Go-to-Market

“Provide advertising solutions that work.”
(drive leads)

Sales Competencies:

- Diagnostic Selling
- Content Capture
- Online Expertise
- Provide Proof of Value

Certification



Media Consultant
Performance Marketing Advisor

Sales Process

Digital

95% Paperless Environment



New YPG Narrative – Framework

1. Get found:

Your business will be found by people who are ready to buy, no matter when, or where, or how they're looking

2. Compete:

We'll help you showcase your business to attract, convert and sell to more customers

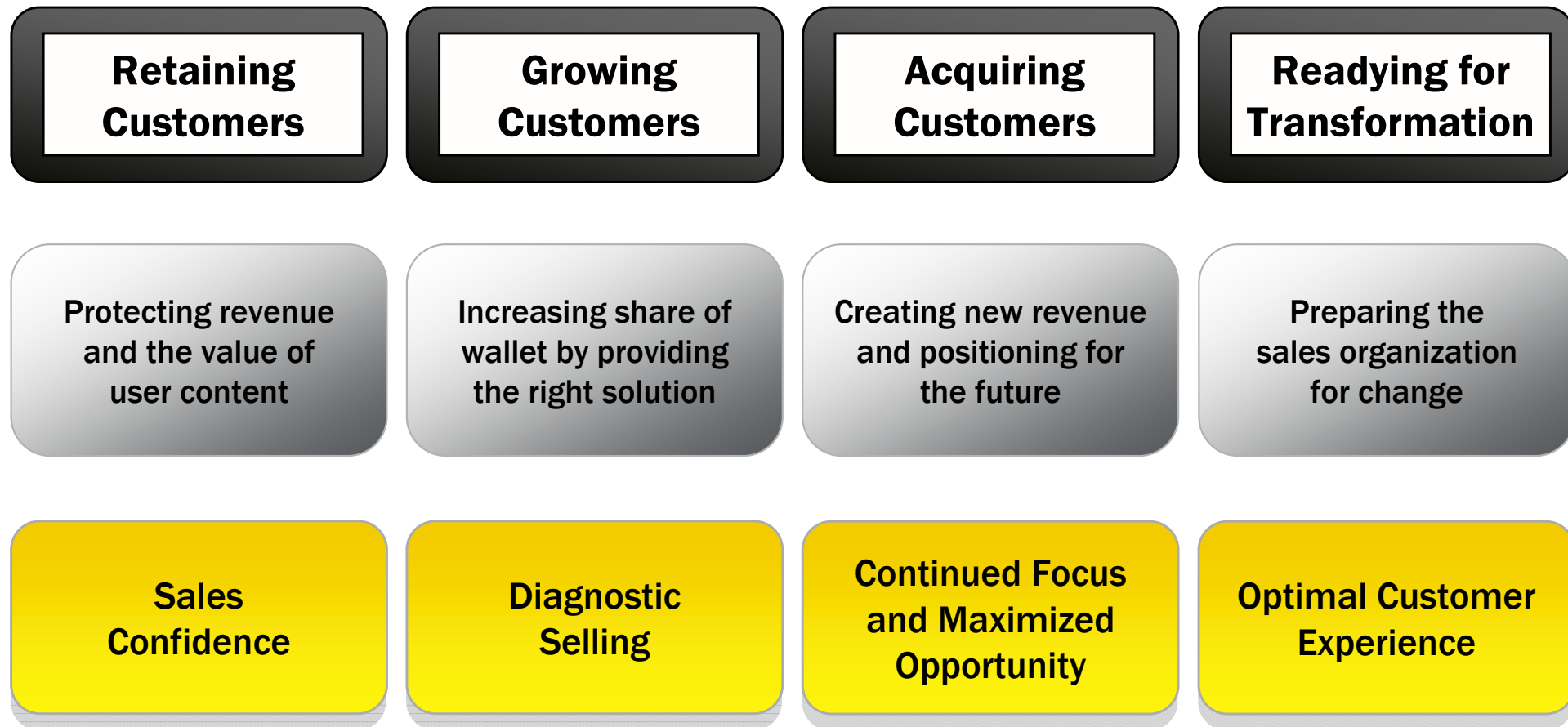
3. Solutions:

We can help you compete and win more business with customizable marketing tools built to accelerate your results

2010 Sales Strategy

2010

2011



Sales Force Toolbox

- Increased account and customer information
- Custom presentations
- Blackberry apps
- Online certification and training
- Digitization of back-office through Volt



In Conclusion

- 1. Improved go-to-market execution and value story communication**
- 2. Reinvigorate the organization**
- 3. Signs of improving market**

Well positioned for growth in 2011