

E-Lesson™ Highlights

With Paul Weyland

E-Lesson Bonus: The Value of Long-term Contracts



We begin this series with a focus on getting more long-term local direct contracts. Why don't we ask for the long-term agreement in virtually every case? This lesson looks at the reasons that salespeople should always ask for the long-term contract and also at reasons why a long-term schedule is in your client's best interest.

E-Lesson #1: Prospecting Local Direct



Although lack of good account prospecting is one of the biggest problems in media sales today, it is one of the easiest to correct. This lesson was created to provide you with short and long-term prospecting results.

E-Lesson #2: Getting More Appointments



The first "close" you must make in the selling process is to get an appointment with your client. The purpose of this exercise is to discover better, more effective ways to "close" on getting more local direct appointments.

E-Lesson #3: Make Broadcast Advertising Easy



Our industry has made what we do to seem much more complicated than it really is. As a result most local direct clients think that buying radio or television schedules is difficult, confusing and expensive. Let's look at how local businesses perceive our industry and how we can begin to change that perception.

E-Lesson #4: Explaining Marketing to a Direct Client



For most clients, advertising is the most mysterious part of business. It is often the most difficult business expenditure to justify. In bad times, advertising is the first thing a client would sacrifice. This lesson is designed to educate the salesperson on the importance of teaching every client, in language they will understand, that advertising is one third the importance of the success or failure of every business.

E-Lesson #5: Advertising Clutter



It is now believed that the average person, including your client, is exposed to a MINIMUM of 2,500 commercial impressions every day. This lesson helps you begin building a case for owning a day, a daypart

or a program on your station AND helps you build a case for selling long-term contracts.

E-Lesson #6: Branding



When you brand livestock, you are leaving a permanent symbol that identifies that animal as a member of a specific herd. In the application of marketing, you are hoping to “brand” a client’s particular product or service into the minds of consumers. Major companies have spent a great deal of time and money trying to indelibly “tattoo” their products and services into the tissues of our minds. Local direct advertisers *MUST* start thinking the same way. This lesson helps you explain to clients why they should maintain a constant presence on your station.

E-Lesson #7: How We Really See and Hear Commercials



Most humans don’t focus on each and every brand, ad, commercial or impression that comes our way. Instead, we see and hear advertising *selectively*. This lesson helps you manage your client’s expectations about advertising results on your station.

E-Lesson #8: “X%” ...How to Explain the Logic of Using Your Station



Given your station or program is demographically suited to your client’s product or service and provided your client does not have marketing problems, then it is logical and statistical that X% of the people who watch or listen to your station WILL BUY your client’s product or service from SOMEBODY this week. This exercise helps you to convince your client to buy your station whether you’re number one or number twenty.

E-Lesson #9: Creative: The Creative Problem



Radio and television creative is notoriously bad. If you don’t know the rules, you can’t win the game. Our commercials ARE our product. You don’t have to be a creative genius to know the difference between good and bad advertising, but you do need to know the rules. This lesson is the first of four that focus on how to create commercials that are more likely to work for your client. If the spot works, you are less likely to get a surprise cancellation.

E-Lesson #10: Creative: Unique Selling Proposition



What makes your client’s business different from his competitors? Your client’s Identifiable Difference or Unique Selling Position will become the “skeleton” from which you will build your commercial.

E-Lesson #11: Creative: Use an Emotional Headline



Why do newspapers use headlines? To get our attention. We too must use headlines if we want to get the attention of listeners or viewers who are ON for our client's product or service.

E-Lesson #12: Creative: Benefits and Results



Every second in a commercial is important. Yet our commercials are littered with meaningless clichés. This segment helps you to avoid clichés and instead focus on how your *audience* would directly benefit by doing business with your *client*.

E-Lesson #13: Creative: Call to Action



How difficult are we making it for listeners or viewers to do business with our client? This segment focuses on how to make sure that your client's CALL TO ACTION is crystal clear to your viewers and listeners.

E-Lesson #14: Own It



Would it make sense to take a glass of excellent champagne and then pour water in it? Of course not. Diluting a radio or television campaign does not make logical sense either. This lesson focuses on the logic of owning plenty of real estate on your station.

E-Lesson #15: ROI: How to Calculate ROI



Calculating return on investment is critically important in maintaining long-term customers. Yet very few broadcast salespeople understand how to calculate ROI for their clients. If they did, they could better manage their client's expectations about results, double or triple the amounts their clients are spending and quickly close more long-term local direct business. This introduction outlines the problems that arise when the client and the salesperson are not on the same page about results from an advertising campaign.

E-Lesson #16: ROI: ROI and Managing the Client's Expectations



Most broadcast salespeople pull their budget proposals for local direct clients out of thin air. This segment teaches salespeople how to do the numbers and calculate ROI to find out how much a client should really be spending on your station.

E-Lesson #17: ROI: The Value of One New Customer



What is the value of just ONE new customer that your station might bring to a local direct client? Learn to manage client expectations about advertising results by bringing this important point to the attention of your direct client.

E-Lesson #18: ROI: The Mediator™



The Mediator™ is a downloadable media ROI calculator that does the ROI math for the salesperson. This section explains how to get this device FREE and how to use it effectively with local direct clients.

E-Lesson #19: How to Create Simple, Logical Proposals



After your initial meeting with a client you will need to come up with a proposal. A good proposal for a local direct client seldom needs to consist of more than a page. Here is a great formula for doing effective one-page custom business plans for clients. It's as simple to remember as the letters SOS:

E-Lesson #20: Presentation



The PRESENTATION step is critically important to the overall selling process and there is no room for winging it. Yet, this is what many broadcast salespeople do. Not preparing properly for a client presentation is how we wind up blowing a lot of sales. Here are ways to make sure that your presentation goes as smoothly as possible.

E-Lesson #21: How to Negotiate Without Turning into a Pitiful Puddle of Spineless Goo



Media salespeople are, generally speaking, notoriously poor negotiators. The purpose of this exercise is to help you to teach your salespeople to *negotiate* rather than concede every point to the client. The direct benefit to you by teaching this E-Lesson will be less give-away “added value” and a higher average rate for local direct business.

E-Lesson #22: Handling Objections



Objections are a good thing. You can't close the sale until you have answered all client objections. Most objections to media salespeople are relatively the same. The one element that the most familiar objections have in common is that, for the most part, they are borne out of ignorance. This lesson offers you eight of the most common objections that your salespeople may encounter and some good ways of handling these objections.

E-Lesson #23: Closing and Asking for Long-term Contracts



Selling doesn't have to be sleazy. This lesson focuses on natural ways to close a sale and ask for long-term business.

E-Lesson #24: Account Servicing



Nowadays, good account service just isn't enough. Exemplary service is the new standard. This lesson focuses on how to go from ho-hum to exemplary client service.

E-Lesson #25: Collections



Collections are a problem for virtually all broadcast stations. This lesson's goal is to dramatically and forever reduce the percentage of bad debt on your stations by focusing on collections.

E-Lesson #26: How to Overcome Call Reluctance



Even though it's illogical, given the nature of our business, every salesperson at one time or another experiences a phenomenon called CALL RELUCTANCE. This important lesson contains great ideas to get salespeople out of the rut and back out on the street where they belong.