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SUCCESS IN RADIO SALES & CONSULTANCY BASED SELLING

This ebook is will hopefully stimulate thought. It reflects real world experiences selling to the SME market. Much of the content is based on decades of sales experience. Some thoughts and experiences are well known and may be familiar, others perhaps not. The earlier parts deal with general points necessary to understand for the later consultancy based selling techniques to work.

The full 32 page (A4) version of this ebook makes reference and provides an insight into the entire sales process including the following:

- ✓Marketing info
- ✓Mindsets for success
- ✓Prospecting
- ✓Appointment making
- ✓Icebreaking and Rapport building
- ✓Fact finding & First stage commitment
- ✓Presenting, asking for the money!
- ✓Handling objections
- ✓Negotiating
- ✓Closing

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SECTION ONE

The radio Industry and the tools at your disposal

Radio works as an influencer on so many levels, people turn to their radios everyday to hear the latest news, sport, weather, traffic information and to be entertained. For the listener radio can literally change moods, days and therefore lives! In fact since the early days of the medium this has been the case. A good example of this would be wartime use by the like of Churchill etc. In the 1960s it was radio that catapulted the Beatles to fame and pirate stations at the time were pioneers of music radio responsible for raising the profile of some of the biggest names out there. Today despite all the other diversions radio listening figures remain robust. In fact new technologies are a compliment to radio. There are more ways to listen, on-air, on digital, on TV and on-line. Station websites can now offer coupon/voucher promotions that the listening audience trust! Trust is a big word in radio sales. Without audience trust the station will fail – because there would be no trust to transfer from the station brand to the advertising business brand. Trust and confidence is of course important for any business. Radio can build this for your advertising client.

Radio is an ideas business. Putting forward engaging ideas that will help your client long term will ultimately mean you are a success! You may of heard of 'The Creative Sell'. This refers to selling the benefits of a great radio ad to a client, before talking about the airtime to carry it. See more on this below.

Lets take a look at the various categories of 'ideas' we can put forward.

Airtime: Our 'bread & butter', typically sold in 10" multiple lengths, the most common in the UK being 30". (" is used to indicate 'seconds' by the way). 'Tailored' campaigns are built to meet clients' objectives. Whilst some stations/groups will sell on a 'spot' basis against a local ratecard others will operate on a 'cost per thousand basis' (CPT) and there are a variety of software packages to assist in the planning/booking of airtime sold like this.

'Off the shelf' Packages: These are developed typically by the sales manager and are often a very clever way of 'dressing up' airtime. Examples could be say The 'Valentine's Package', 'Mother's Day' etc. There are stations that have written 000's like this. A word of caution though, used properly these package should be strategic moves to 'top-up' revenue

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and never to replace bespoke airtime campaigns generally of a longer duration.

Sponsorship packages: These can be long or short term. This is an area with many different aspects, traffic and travel sponsorship would be a good example of a long-term package but where a lot of stations fall down is by forgetting the short-term packages, e.g. the station at a local event sponsored by your client. Even a simple event can be built up to provide a worthwhile package for a relevant client. Other examples include sponsorship of Wall Calendars (often Charity linked), Christmas card design competition for kids. Ideas, ideas, ideas – it really is what your job is all about. Nobody wants to buy 'advertising' (the biggest reason not to use the word) but everyone can be open to an idea!

Promotions: Often (but not exclusively) associated with the launch of a new business in your area. ALWAYS keep your eyes open for shops etc being re-fitted, ask the builders what business is moving in, get the contact details if you can. Another way to get ahead of the game on such launches is to constantly check the recruitment pages in the paper – often businesses looking for staff will be the first sign we have of a new launch. The best promotions provide a way to market the station AND generate revenue, for example 'The Sound of Sunshine with XYZ Travel' where listeners are prompted to listen for 'holiday' sound effects and enter to win a dream holiday.

Interactive: In the old days radio was radio, press was press and on-line/digital did not exist! Now everything is converging together media sales disciplines are less industry specific. Radio stations are just as likely to sell on-line video listings as on-air campaigns.

Creativity! The Creative Sell. This is a BIG part of selling effective radio in any of the above revenue streams. In fact creativity should be the first part of any pitch you make, people can fall in love with ideas! The 'message' is the key to success. A 'bad' commercial or promotional concept will never be effective. Good commercials are written to a formula we'll discuss later. Today radio sales school of thought follows a '2 stage consultancy sell' pattern, what we will outline in this book. Marrying client objectives with effective creativity is what it's all about, not just selling 'spots'. The most successful Account Managers are usually those who PUT THE CLIENT MARKETING OBJECTIVES FIRST. Put forward creative ideas and schedules that YOU believe in! Engage with your client, act as if you were employed by them – give your best advice. You will find this pays in the end.

Selling the full range: It's an interesting reality that it does seem when a client buys in to more than one of your products they are less likely to cancel an agreement. This is why the most successful sales people will sell 'campaigns' across the range rather than just an airtime package or sponsorship opportunity for example.

A word about 'teamwork'

TEAMWORK is so important in this business. Between your fellow sales people certainly but also across the departments. Old divisions between Sales and Programme Departments have long disappeared, (or should have!). Everyone at the station has his or her part to play in the sales success of the business.

A word about YOU

Teamwork is very important; this starts with the attitude of the individual team member – THAT MEANS YOU! Your attitude is going to dictate your success or otherwise.

Your success is up to you!
Your happiness is up to you!
Your future is up to you!
Your thoughts are up to you!
Your decisions are up to you!
Your habits are up to you!
Your destiny is up to you!
Your earnings are up to you!
Your job satisfaction is up to you!
Your life is all up to you!

Do you agree with all the above? Consider this for a moment. Even if you can challenge one or more of the above it's not a bad set of beliefs to live by is it? Trust me, the above statements can shape your professional life and help you to succeed.

YOU decide whether or not you are to be successful in radio sales!

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If you think you can, you can – if you think you can't you can't!

There are some fundamental beliefs you must have:

Belief in yourself
Belief in your stations ability to deliver
Belief in your rates

If any one of the above is 'missing' the prospect will 'smell' this, and confidence is lost.

Yeah right, but why should I bother?

If this is your attitude – you are in the wrong job! Selling radio is fairly simple but it's rarely easy!

There is a strong link between 'what you put in' and 'what you take out'. Most radio companies will reward their 'high flyers' handsomely.

<i>If your standards are...</i>	<i>Your rewards are likely to be...</i>
<i>Poor</i>	<i>Dissatisfying</i>
<i>Good</i>	<i>Alright</i>
<i>Excellent</i>	<i>Good</i>
<i>A1</i>	<i>EVERYTHING!</i>

You should remind yourself every day 'WHO decides what YOU' get!

Notice the relationship between column one and two above. You always need to be one step forward on the left to get what you might believe you deserve on the right hand column. So ultimately if you are A1 you get everything. Whilst your manager may not succeed you are assured if you were ever potentially tempted away to a rival station that manager would do EVERYTHING to keep you.

The above can really help with self motivation, but always put your client objectives first and do all you can to deliver – the success you see will be an even stronger motivator! You'll get hooked!

SECTION TWO

Basic Theory – Branding

Branding is a huge subject, we can't do it justice here but lets look at the basics. Branding is essentially about:

i) Identity/Awareness

Unless a consumer is first aware of a product or service it is impossible for them to be interested in that product/service. Building and creating an identity along with a level of awareness therefore is often the primary challenge.

ii) Association

Clever branding will convey a message too; often it's a subtle message. Perhaps two or more brands are exposed together. This can (by association) mean the 'value' of one brand 'rubs off' to the other. A good example of this is where a radio station 'supports' the local football club 'brand' alongside its own logo on a car sticker. Another would be the mobile network 'Orange' showing a logo on branded telephone products or shop signage.

Important:

This 'taster' edition only serves as an insight to the full version that covers the entire sales process from a 'real world' angle in the SME B2B market. The full version is recommended for those new to radio sales or those yet to discover the benefits of the consultative selling approach. The ebook is relevant to any world market where selling commercial radio services is important.

See below for more details of just how much is included in the full version...

FULL VERSION COVERS:

- ✓Marketing info
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