MEDIA BROADCASTING - RADIO SALES

What are you selling?

* Air
* Website
* Special Events

Web listeners are

* more likely to buy products from web radio
* more likely to listen to commercials
* younger

Where else can we advertise?

* mobile devices

Sales people should have

* appreciation and genuine enthusiasm for the media brand
* reliability
* good reputation

The Pitch

* not all sales are made on the first call
* do your homework
* schedule a follow-up appointment SOON!
* Overcome obstacles; close the deal

DO

* Research the advertiser; be prepared; have a relevant plan in mind
* Be enthusiastic; think positive
* Display self-confidence; believe in yourself and the product
* Smile; exude friendliness, warmth, and sincerity
* Listen; be polite, sympathetic, and interested
* Tell of the station’s successes; provide testimonial material
* Think creatively
* Know your competition
* Maintain integrity and poise
* Look your best; check your appearance
* Be objective and keep proper perspective
* Pitch the decision-maker
* Ask for the order that will do the job
* Service the account after the sale

DON’T

* Pitch without a plan
* Criticize or demean the client’s previous advertising efforts
* Argue with the client – this just creates greater resistance
* Bad-mouth the competition
* Talk too much
* Brag or be overly aggressive
* Lie, exaggerate, or make unrealistic promises
* Smoke or chew gum in front of the client
* Procrastinate or put things off
* Be intimidated or kept waiting an unreasonable amount of time
* Make a presentation unless you have the client’s undivided attention
* Lose your temper
* Ask for too little; never undersell a client
* Fail to follow-up
* Accept a “no” as final

Overcome

* Nobody listens to radio commercials
* Newspaper ads are more effective
* Radio costs too much
* Nobody listens to your station
* We tried radio and it didn’t work
* We don’t need any more business
* We’ve already allocated our advertising budget
* We can get another station for less
* Business is off and we haven’t got the money
* My partner doesn’t like radio

Objectives of the Buy

* Frequency
* Consistency
* Success

Prospecting

* Friends and Family
* Newspapers
* Internet
* Yellow Pages
* TV/Radio

Selling Without Numbers

* Ties with the community
* More personal
* Special programming (music, shows)

Websites

* Banner ads
* Sponsored programming elements, shows, contests, events, etc.
* Serving the community (updated often)
* Podcasts

The Digital Realm

* Internet Radio (the fastest growing segment of the radio industry)
* Display ads and banner ads
* Video pre-rolls
* Rich media/walk on video
* Microsites/landing pages
* Website takeovers
* Social Media activation
* Mobile/Text Programs
* Loyalty Programs
* Contests and Promotions

Non-traditional Revenue

* Co-ops (third party)
* Event Marketing
* Trade Out