**RADIO SALES**

1. ***Identify a prospect***

* new businesses
* new products
* local business owners
* businesses that support your schools

1. ***Qualify the prospect***

* Will advertising with us benefit them?
* Does their product or service appeal to our audience?
* Do you have a solid contact (decision maker) you are working with?
* Are they interested in using their advertising money to help support us? Do they believe in what we are doing?

1. ***Get an appointment to investigate the company and find an opportunity***

* meet with the potential client (the decision maker)
* identify the client’s products and services in detail
* identify the appeal for our audience
* be client focused, not station focused
* find out as much as you can about the company including when they would want or need advertising during the year

1. ***Turn what you find into a proposal***

* review the info and determine how the station can provide a solution
* analyze how the audience fits with the product or service
* what shows/times would be best to advertise the product or service
* come up with a possible promotion tie-in
* make it affordable but don’t under sell; we must believe we offer value

1. ***Present the outcome of the investigation and how the station can make a difference***

* you have a proposal which recommends how your radio station can reach the client’s target audience with a relevant message enough times to make the audience take action
* make an appointment with the client to convince him/her that the plan is right for them
* leave a written proposal that is relevant and actionable
* make sure the proposal details every step
* include a signature line
* have someone read the proposal before presenting it to the client
* the proposal is a reflection of the station

1. ***Ask for the order***

* “we can start this next week”
* get the details for the commercial

1. ***Service the sale***

* create a relationship that goes far beyond this one sale
* deliver on the promises you have made
* take the recorded commercial to them to hear
* tell them when they can hear the commercial on the station
* show them evidence that the commercial ran as scheduled
* develop trust
* don’t offer things you can’t deliver
* they will provide you referrals if you do everything right
* visit them often