



## **E-LESSON #12: Creative: Benefits and Results**

### **MANAGER OR FACILITATOR MEETING GUIDE**

NOT FOR DISTRIBUTION TO SALESPEOPLE

This lesson will open seller's eyes to just how horrible the broadcast creative situation really is. But as the cliché goes, "inside every cloud there's a silver lining." Once your salespeople are finished with this lesson, they'll be "ON" for clichés. They'll see them in print and they'll see and hear them on radio and television. Each time they see or hear clichés in ads and commercials, they'll know that they have the ability to improve that ad or spot. That means they'll have an emotional headline to help them get in the door to see a client.

The ability to find the "hole" in a client's advertising strategy combined with the ability to immediately and demonstrably fix the client's current spot or ad means POWER for your sellers.

For example, with a firm grasp of this knowledge a seller could approach a potential client this way:

"I've seen/heard/read your ad/spot and in about twenty minutes I could show you a way that I could improve the efficiency and the effectiveness of the advertising you're already doing by EIGHTY PERCENT, whether you advertise on my station or not."

Most clients cross their arms and say skeptically, "Okay...then SHOW ME." Then, the seller tells the client about the AD-SPEAK problem, points out the clichés in the client's advertising and demonstrates how to fix the ad or spot by removing the clichés and replacing them with benefits and results that viewers or listeners who are ON for the client's product or service will understand and relate to.

For a spot to work properly, every word needs to be meaningful and contribute toward the goal of getting the viewer or listener to do business with the client.

#### ***The purpose of this lesson***

The purpose of E-LESSON #12: ***CREATIVE: BENEFITS AND RESULTS*** is to impress three very important elements of a good spot into the creative minds of your sales staff.

#### ***Impress these important elements into the minds of your staff***

- Explain product or service benefits and results to listeners or viewers...without using clichés.

### **How to effectively deliver this lesson**

1. Distribute the General Agenda for E-LESSON #12: **CREATIVE: BENEFITS AND RESULTS** to your salespeople **a day or two before your sales meeting**.
2. Distribute the worksheet for E-LESSON #12: **CREATIVE: BENEFITS AND RESULTS**.
3. Download and view the corresponding on-line video with your staff. Make your staff acutely aware of the number of clichés in the commercials we are airing. Review the two scripts attached to the Salesperson's Worksheet (they are also attached at the end of this guide, with cliches highlighted). Ask your salespeople to count the cliches.
4. Allow the salespeople about 10 minutes to fill out the worksheet.
5. Collect and examine all worksheets.
6. Once every couple of weeks, schedule a CREATIVE 101 session. Have salespeople and production people sit around a table and discuss creative advertising approaches for local direct clients.

Here is a wretched but typical automotive spot. Note that I have identified 25 cliches. Stress to sellers that these cliches waste valuable selling time as they tell the audience absolutely nothing that they've never heard before. Where is the USP? Where is the emotional headline? Where are meaningful benefits and results for the listener or viewer who might be ON for a new car or truck? Remember that cliches go in one ear and out the \_\_\_\_\_, to use a cliché. Do we write cliché spots just because "that's the way we've always done it?" This spot just blends in with the rest of the CrapMaster wallpaper. Remind your sales force that nowadays if advertising isn't outstanding, it won't stand out at all.

**IT'S HOT. IN FACT, IT'S SO HOT IT'S SIZZLING. IF YOU'VE BEEN WAITING TO BUY A NEW TRUCK, SEDAN, VAN OR SUV...NOW'S THE TIME. ANNOUNCING TOM SMITH CHEVROLET'S RED-HOT SUMMER SALE! IT'S OUR BIGGEST SALES EVENT OF THE YEAR. ALL 2005s MUST BE SOLD IN ORDER TO MAKE ROOM FOR NEW INVENTORY. SO WE'RE SLASHING PRICES TO THE BONE ON OVER 300 TRUCKS, CARS, VANS AND SUVS. THIS SALE AT TOM**

**SMITH CHEVROLET IS SO BIG THAT EVERYBODY'S TALKING ABOUT IT. ALL PRICES MARKED DOWN BELOW FACTORY INVOICE. PUSH, PULL OR DRAG YOUR OLD VEHICLE TO TOM SMITH CHEVROLET. WE'RE PAYING TOP-DOLLAR FOR YOUR TRADE. SAVE MONEY ON JUST ABOUT EVERYTHING IN STOCK... JUST IN TIME FOR THE FOURTH OF JULY WEEKEND. BRING THE WHOLE FAMILY! FREE HOTDOGS AND FREE BALLOONS FOR THE KIDS. TOM SMITH CHEVROLET... WE'VE GOT THE WHEELS AND THE DEALS... COME BROWSE OUR BEAUTIFUL, SPACIOUS NEW SHOWROOM... CONVENIENTLY LOCATED ON MAIN AT PECAN. TOM SMITH CHEVROLET... WE'VE GOT WHAT YOU'RE LOOKING FOR.**

## **21 CLICHES**

Here is a very typical two-voiced spot, featuring the cliché husband and wife scenario. Use the best friend test. Advertising guru Tony Schwartz says that consumers have a lifetime of experience either believing or not believing what we see and hear. Do you really believe this couple? Notice how she just happens to know everything that Cashen's has on sale. Also note the use of cliches. I count about 14 and of course, the entire concept is cliché.

Two-voiced spots never come across very well and they are tedious and time-consuming for production people. Bottom line-Avoid two-voiced spots.

**WIFE-HI HONEY, I'M HOME!**

**HUSBAND-OH, HONEY...I'VE GOT GOOD NEWS AND BAD NEWS.**

**WIFE-OKAY, WHAT'S THE BAD NEWS?**

**HUSBAND-WELL, YOUR AUNT RUTH DIED.**

**WIFE-OH, NO. NOT AUNT RUTH! WELL, WHAT'S THE GOOD NEWS?**

**HUSBAND-WELL, WE'RE IN LUCK. THE FUNERAL WILL BE AT MURRAY FUNERAL HOME.**

**WIFE-MURRAY FUNERAL HOME AT 1215 NORTH LAMAR? SAY, THAT IS GOOD NEWS. MURRAY FUNERAL HOME HAS BEEN FAMILY OWNED AND OPERATED**

SINCE 1972. THEIR STAFF IS SO FRIENDLY AND KNOWLEDGEABLE AND WE'LL LOVE THEIR COMPLETELY REMODELED FACILITY.

HUSBAND-OH, GOOD GRIEF.

WIFE-HEY...DID YOU JUST SAY GOOD...GRIEF?

HUSBAND-WELL...I GUESS I DID. MURRAY FUNERAL HOME REALLY IS REKNOWNED FOR WHAT I GUESS YOU COULD CALL, WELL, (CHUCKLE) GOOD...GRIEF.

WIFE-(LAUGH) MURRAY FUNERAL HOME...WHERE YOU GET GOOD GRIEF...1215 NORTH LAMAR.

## 7 CLICHES

**BRILLIANT IDEA**-Create a Wall of Shame at your station. Every time you see cliches in copy, highlight them in yellow and post them on the Wall. Soon, sellers and production people will be ON for AD-SPEAK and will consciously avoid using them on your station.

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