



E-LESSON #14: Own It

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

We can do a better job for clients when it comes to OWNERSHIP of a day than the newspaper or the phone book can do. The problem is we're not getting the same budgets as the big print media. Why? Local direct clients don't perceive value in us the way they perceive value with the print media. It's time for that perception to change and we need to start by educating broadcast salespeople about the logic of owning a day or a daypart or a program on our stations.

E-Lesson #14 is the **NINTH** in a series of ten **red presentation ICONS**. The information contained in this **ICON** learning approach is designed to help salespeople to get local direct clients "on the same page" we're on as quickly as possible.

The purpose of this lesson

E-Lesson #14 is designed to help salespeople teach the advantages of **HIGH FREQUENCY** on your station.

- Discuss the advantages of owning a day or a daypart or a program on your station with their clients.
- Remind your staff that frequency in broadcast makes logical sense.
- Discourage weak ROS (Run of Station or Schedule) campaigns. ROS spot schedules may look **EFFICIENT** on a computer-generated report, but **LOGIC** tells us that a thin schedule is less likely to generate **RESULTS FOR YOUR CLIENT**.
- The way we price our stations (grid rates cards, complicated packages) makes broadcast look hard to buy. Look for ways to make your station easier to buy.

How to effectively deliver this lesson

1. Make sure that every salesperson has a copy of the attached General Agenda for E-LESSON #14: **OWN IT**.
2. Download and view the corresponding *Own IT* video with your staff. Discuss *Owning It* in your sales meeting. In particular, stress the need

for more frequency, especially when a client is offering little incentive in his advertising..

3. Discuss personal experiences where weak schedules may have resulted in clients saying, “I tried it once and it didn’t work.”
4. Distribute the Worksheet for Salespeople for E-LESSON #14: ***OWN IT.***
5. Give salespeople 10 minutes to fill out the sheet.
6. Collect all worksheets.
7. Examine worksheets compare with last session’s worksheets and look for progress or problems.

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