

E-LESSON #18: The Professional Mediator™

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



This E-Lesson is designed to help you install and use The Professional Mediator™, an ROI calculator and proposal writer, as well as a template with national averages of gross profit margins in over eighty product and service categories. It can be downloaded on your PC by visiting www.paulweyland.com and then clicking on SOFTWARE. You will be taken to our e-Commerce web store for purchase and for the download. Please call us for more information on quantity downloads for your station.

The Mediator™ is

- A media Return on Investment (ROI) calculator.
- An **interactive device** to use with your client to gather critical information and then instantly come up with convincing and logical ROI data.
- Carefully designed to help your salespeople convince clients that a campaign with your company looks like a very good calculated risk, instead of a crapshoot.
- Designed to help salespeople to close and to keep long-term local direct business.

Highlights of this lesson

- Understanding ROI Strategy
- Step-by-step instructions on how to use the Professional Mediator™
- Explanations of the formulas used to arrive at each calculation
- ROI examples
- How to analyze and communicate Professional Mediator™ results
- Glossary of helpful terms

How to effectively deliver this lesson

1. Have a computer available for the sales meeting. Purchase and download The Professional Mediator™ from www.paulweyland.com before this meeting.
2. Go over the General Agenda yourself, so that you are absolutely comfortable with the content. Use the Mediator™ help file if you have questions (also provided in PDF format at www.paulweyland.com/software).

3. Input your total weekly CUME audience and the cost of an average spot on your station. Again, this tool is FREE for E-Lessons subscribers.
4. Distribute a copy of the General Agenda for E-LESSON #18: ***THE PROFESSIONAL MEDIATOR™*** to each salesperson and download and view the corresponding video with your staff.
5. Stick to the agenda for this meeting.
6. Ask your salespeople for actual client information (weekly ad budget, your CUME number, average sale, gross profit margin) and calculate a few ROI figures.
7. Distribute the Salesperson's Worksheet for E-LESSON #18: ***THE PROFESSIONAL MEDIATOR™***.
8. Work through the exercises on the worksheet. The questions are re-printed here with the correct answers. After working through the exercise, come up with some challenges using your own CUME numbers and your own AVERAGE RATE.

The following are two exercises that you will use to figure ROI. Figure ROI on the Mediator™ using this data: Let's say your total weekly CUME is 20,000. The cost of an average spot on your station is \$25. You choose a starting point client budget of \$740 per week. Your client's average sale is \$50 and his Gross Profit Margin is 40%.

According to the Mediator™, how many new customers must your station deliver for the client to get as close to "break even" as possible on his advertising campaign?

Correct answers-37 new customers, or .185% of your weekly audience.

Now let's say you work for a radio or TV station with a much higher weekly CUME, 1,500,000 viewers or listeners per week. Do the same calculations using the following data. Your average spot cost is \$1500. Your client's weekly ad budget is \$60,000 for four locations and their average sale is \$80. His gross profit margin is 30%.

Correct answers-2,500 new customers, or .166 percent of your weekly audience..

9. It is very important that everybody on your sales staff fully understands how to calculate ROI. Pay careful attention to any confusion or problems your staff has with calculating ROI or using The Professional Mediator™. Contact us at www.paulweyland.com if you have any problem or questions. Continue to work with the salespeople one-on-one to develop and hone strategies for explaining ROI to local direct clients.

10. Look for progress or problems your salespeople are having with local direct clients. Continue assigning new local direct accounts to sellers. Continue holding salespeople accountable for the accounts you've assigned.

*Paul Weyland is president of Paul Weyland Training Seminars.
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