



E-LESSON #19: How to Create Simple, Logical SOS Proposals

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

Local advertisers probably have the perception that broadcast advertising is complicated, confusing and expensive. The misperception is due in part to the complicated and confusing communication, or lack of communication that the clients receive from broadcast salespeople.

The goal of this exercise is to help your staff create succinct and logical proposals. Good proposals help your salespeople properly prepare for a client meeting. The proposal acts as a script for the seller, helping him think on his feet. Additionally, good proposals keep the client's attention focused on the business at hand. The salesperson "runs" the meeting. And a good, concise proposal is the ultimate tool for drawing out client objections.

You may discover from this exercise that some of your sellers have no consistency whatsoever when it comes to writing short, easy to read and original proposals. These people will greatly benefit from this lesson.

The purpose of this lesson is threefold

- To help your salespeople generate clear and succinct custom proposals for local direct advertisers.
- To ensure that your salespeople are asking clients the right questions in order to write more intelligent and logical proposals.
- To help your salespeople develop better strategies in the ways they think about, approach and present to local direct advertisers.

How to effectively deliver this lesson

1. A day or two before your sales meeting, distribute the General Agenda for E-LESSON #19: **HOW TO CREATE SIMPLE, LOGICAL SOS PROPOSALS** to your salespeople.
2. Together, download and view the corresponding video and ask each salesperson to gather enough information from one local direct client to write one SOS proposal.
3. Spend a few minutes discussing the information in the General Agenda. Using the example of the attached SOS proposals as a guide, collectively write another SOS proposal using information your salespeople provide you about a local direct account in your market.

4. Distribute the Salesperson's Worksheet for E-LESSON #19: ***HOW TO CREATE SIMPLE, LOGICAL SOS PROPOSALS.***
5. Give the salespeople about 10-15 minutes to fill out the sheet. Make sure that everyone writes a quick SOS proposal for one of their local direct accounts on the worksheet.
6. Collect all worksheets.
7. Examine worksheets. Check worksheets to make sure that everyone comprehends the One-Sheet Proposal idea.
8. Begin assigning a minimum of two SOS proposals per seller per week.
9. Spot check the proposals your salespeople are taking to clients. Look for content, punctuation and spelling errors.

*Paul Weyland is president of Paul Weyland Training Seminars.
Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or
www.paulweyland.com*