

## E-LESSON #20: Presentations

### GENERAL AGENDA



#### *HOW TO MAKE POWERFUL LOCAL DIRECT PRESENTATIONS* *By Paul Weyland*

Who's driving the bus during a client meeting? Is it usually you, or is it more often the client? If you want to make big local direct sales, YOU have to be in charge. You must take the initiative to present in an interesting and logical way, or you'll never break through the 2,500 commercial impressions per day that your client is being exposed to. You need to lead the way, modifying your client's behavior by educating him in language that he can understand, so that you can both arrive at a mutually beneficial conclusion...a long-term schedule on your station.

But the chances of you closing a big one are greatly diminished if you're not prepared for your presentation.

Did you try to get an appointment in a neutral environment, or will your meeting be in your client's place of business? If you're going to your client's business, will you be prepared for constant interruptions? The best place to do a presentation is at your station. Remember that most people, including local direct clients, have never been to a broadcast facility before. So invite your clients to the station where you can control the environment. You can feel like a big shot, introducing your client to air staff and management. You will break through the "craposphere" of 2,500 commercial impressions your client is exposed to in a day. When your client goes home, what do you think he'll talk about? You and your station tour perhaps?

Did you think your presentation through? Did you prepare an SOS proposal, or are you just planning on "winging it" with no prepared proposal? If "winging it" is your plan, prepare for unpleasant surprises during your meeting. With no firm agenda for the meeting, the client might take the opportunity to vent and drop a few "bombs" on you and your station. Remember...if you don't know where you're going, any road will get you there. It's better to use a road map.

Will you freeze up or "freak out" if something unexpected happens during your visit, or are you comfortable in virtually any situation? What if the client throws an objection at you? Are you prepared to answer all questions and hit "curve balls" your client might throw at you?

Do you look and feel like the sharpest tool in the shed? Nose rings and other facial piercings may be cool...at night and on weekends, but take them out before your client appointment. Reason...Why would you give anybody any reason NOT TO BUY? You want your client focusing on what you have to say, not on your pierced tongue.

Are you prepared to listen? Sometimes in conversation we're so wrapped up in what we want to say that we don't really hear what the other person is saying, or trying to say.

### **Assuming that you have already:**

- Prospected a local direct account
- Gotten a first appointment with the client
- Educated the client correctly with the 10 Steps:
  1. Broadcast advertising is EASY
  2. Business triangle
  3. 2,500 commercial impressions per day
  4. Branding
  5. We see and hear advertising SELECTIVELY
  6. Logically and Statistically, "X%" will buy
  7. USP
  8. The Difference between Good and Bad spots
  9. Own a Day or a Daypart or a Program
  10. How to Calculate ROI
- Gotten answers to the *Seven Questions*
  1. What are you doing (in the way of advertising and marketing)?
  2. Why are you doing it?
  3. Who are you trying to reach?
  4. What do those people you're trying to reach know now about your business?
  5. What do you want them to know?
  6. What is your average sale?
  7. What is your gross profit margin?
- Come up with a schedule and a creative idea
- Written a logical and concise SOS proposal
  1. Situation
  2. Objective
  3. Strategy

### **Your next step is your PRESENTATION**

During the presentation process, you will share your proposal, listen for and answer any objections, negotiate and, hopefully, close a long-term sale.

### **Make sure that your presentation goes as smoothly as possible:**

1. **Negotiate when and where.** If you can, try to negotiate the time and the place for your presentation. Try to schedule at a time that you're

usually at you're sharpest and most alert. Negotiate the meeting place, away from your client's business if you can. Try to meet at your station or in a neutral spot where your client won't be distracted by phone calls or other interruptions. Try to choose a place where you can think and listen and feel comfortable.

2. **ALWAYS bring a concise (brief), customized written proposal to the meeting.** This proposal will serve as your agenda. "He who has the agenda" is usually in the position of *controlling* the meeting. If you don't bring an agenda your client will be in control and the "tail" might wind up "wagging the dog." Or, anarchy could prevail and your meeting will wind up all over the board. When this happens, your valuable time is spent consumed with minor points and it may become difficult to focus on the important issues.
3. **Go over your proposal point-by-point; be prepared to stop at any time and answer objections.** When you have answered the objection, go back to the proposal and continue following your agenda to a logical and mutually beneficial conclusion.
4. **You have two ears and one mouth for a reason.** Be a good listener at all times. If you see or hear something that you don't fully understand, ask the person you are negotiating with to please repeat or restate what they have said. Again, always listen carefully. **PROBE** for information when you don't understand a prospect's point. "When you say that you mean.....?" and let the client finish the statement or thought so that you understand precisely what your client is trying to say.
5. **Be prepared for anything.** You never know what might come up during your presentation. Your client may get distracted with a phone call. He might call someone else into the room with you. Whatever might happen, try your best to *stay focused* so that you can eventually steer your client's attention back to the material you are presenting.
6. **Get another appointment.** Never leave a presentation without taking something with you. Either an order or a contract...or an ashtray or a stapler...just kidding...but if you don't leave with the contract or an order, at least **get another firm appointment.**

*There is an on-line companion video provided with this lesson.*

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