

E-LESSON #2: Getting More Appointments

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



The ability to get an appointment is one of the biggest challenges for broadcast salespeople. In this over-cluttered world, the average person is exposed to a minimum of 2,500 commercial impressions per day. This goes for clients as well. When trying to get an appointment, are your salespeople breaking through the 2,500 commercial impressions? Or is your salesperson's pitch just getting lost in the clutter?

Getting the initial appointment is half of the sale. It's that important. It's the first close you must make. Many salespeople have significant problems in this area. When they try to get appointments, they hear, "Well, we're not doing anything right now. But if you send us some information on your station, we'll get right back to you."

This gets discouraging quickly, especially when the salesperson figures out that the client usually never "gets back to you". That statement is usually just a ruse to get rid of media salespeople. So rather than work on getting more appointments, the salesperson spends his time in other less productive ways. Because at this point he would rather chew his own foot off than approach skeptical, deceitful local direct clients. This lesson will focus on better, less cliché ways to get appointments. This one lesson could significantly improve your salespeople's outlook in going after more local direct business.

The purpose of this lesson threefold

- To get your salespeople to recognize and understand the significance of the **very first words** they say to a client.
- To help your salespeople change their opening line from a cliché to a powerful headline in order to break through the clutter and get an appointment.
- To ensure that your salespeople are doing research on their businesses and coming up with good ideas that will entice clients to schedule meetings.

How to effectively deliver this lesson

Remind salespeople that a good "hook" or headline is far more likely to result in getting an appointment. The cliché expression, "Hi, I'm _____ from station WXYX and I just wanted to talk to you about your AAAAAADVERTISING!" is cliché and ineffective. Every media salesperson in town says that. The client hears that line several times per day now and it means nothing. We'll work on better ways to get appointments.

1. Begin the session by giving each salesperson a copy of the General Agenda for E-LESSON #2: **GETTING MORE APPOINTMENTS**.
2. Download and prepare to view the Appointments video provided with your staff. Ask for discussion about their experiences with getting appointments. Distribute the Worksheet for Salespeople for E-LESSON #2: **GETTING MORE APPOINTMENTS**.
3. Give salespeople 10 minutes to fill out the sheet.
4. Collect all worksheets. Make copies for your salespeople and keep a copy for your files.
5. Examine worksheets. Work with salespeople in one-on-ones to make sure that your team is thinking and working creatively when it comes to getting appointments. *Stress to sellers that cliché approaches should no longer be used.* Listen while your salespeople phone prospects. Correct the salesperson after they hang up. It's amazing how often the cliché opener is being used.
6. Emphasize the importance of doing research on their prospect's business. Trying to 'educate' a prospective client on marketing their product or service, without knowing anything about the product or service may insult the prospective client. .
7. Follow up with salespeople each week and look for weekly progress in the calls/appointments ratio.

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