



E-LESSON #3: Make Broadcast Advertising Easy

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

“If you don’t know where you’re going, any road will get you there.”

This is the **FIRST** in a ten step series of **red presentation ICONS**. This “10-Step” presentation process (explained in the next 15 E-Lessons™) is designed to get local direct clients “on the same page” we are on as quickly as possible. This proven process was created with one goal in mind, to educate local direct clients about the broadcast advertising process in simple language that anybody can understand.

Local direct clients PERCIEVE that broadcast advertising is confusing, complicated and expensive. Broadcast sellers are often pigeonholed by clients as being pests, rather than resources. Clients quickly assume that the broadcast seller doesn’t know any more about marketing, the difference between good and bad advertising or how to calculate a rate of return on advertising dollars spent than he does. The result can quickly turn into a train wreck. The tail winds up wagging the dog. The client, who has no expertise in advertising, winds up telling the salesperson how much he’s willing to GAMBLE on your station. The client, completely uneducated about the difference between good and bad advertising, tells the salesperson what should or shouldn’t be in the spot. And then, when the campaign “doesn’t work,” the client blames your medium or your station.

In these next 15 sessions, we will discuss how to educate local direct clients IN LANGUAGE THEY WILL UNDERSTAND, about three critical media sales issues.

1. Marketing
2. The difference between good and bad advertising
3. How to calculate return on investment for broadcast advertising

This presentation technique is designed to help your sellers

- Sell more local direct clients, regardless of whether you’re number one or number 20
- Avoid rate resistance
- Avoid added value
- Avoid bonus spots for schedules that “didn’t work”
- Sell more long-term contracts
- Double or triple what the client “thinks” he should be spending on your station

Here is the first of the ten presentation icons we'll cover. The icon for this first lesson represents the capital letter "E", which means that broadcast advertising is EASY, not confusing, complicated and expensive.

The purpose of this lesson is twofold

- To make your sellers aware that as an industry we are doing more to confuse our clients than we are educating them properly.
- To stress the importance of educating our clients that what we do for a living is very simple, not complicated.

How to effectively deliver this lesson

1. Distribute the General Agenda for E-LESSON #3: ***MAKE BROADCAST ADVERTISING EASY*** to your salespeople a day or two before your sales meeting.
2. Download the corresponding on-line video and view it with your staff. Spend a few minutes discussing this subject. Explain that we must change our approach to local direct clients if we expect more business from them. Discuss ways to erase the perception that broadcast advertising is confusing, complicated and expensive.
3. Distribute the Worksheet for Salespeople for E-LESSON #3: ***MAKE BROADCAST ADVERTISING EASY***.
4. Allow the salespeople about 10 minutes to fill out the worksheet.
5. Collect all worksheets.
6. Examine worksheets. In future one-on-one meetings use the worksheets to see if salespeople are following through on the things they say they will do to help erase client misperceptions about broadcast advertising.
7. Follow up with salespeople each week and look for progress in the local direct leads you have previously assigned. If you haven't been through the "Wish List" exercise yet, go back to E-LESSON #2: ***PROSPECTING*** and implement that procedure.

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