



Gary Moore, President, garymoore@localbroadcastsales.com

## Integrating Radio, Digital and Other Solutions for Incremental Revenue

Quarterly Exercise: Keep your integrated mission fresh and relevant for your local market. Ask your team members what their three most important elements for successful integrated selling programs are. Use this exercise and the following examples to continue to expand, challenge, and improve your integrated sales culture.

1. Your website is now the foundation of all advertising. Make it inviting, easy to use and ever-changing just like merchandising in a brick and mortar store.
2. Consider e-commerce to provide another revenue stream.
3. Use the electronic media (in our case radio) to drive traffic to both store fronts.

**Les Tuttle, General Manager, KRES-FM, KWIX-AM, KIRK-FM and KTCM-FM, Columbia, MO**

1. Effective sales leadership.
2. Well-trained and motivated staff.
3. Ability to help customer with marketing not just advertising.

**Steve Weaver, LBS Edge Digital Agency Expert, Denver, CO**

1. Understanding the client and their customers' perspective.
2. Creative problem solving and ideas to build revenue.
3. Communicating solutions.

**Mary Ruth Hudspeth, Account Exec., KTHS, Berryville, AR**

1. Have a successful marketing plan.
2. Properly execute the plan.
3. Monitor the advertising program for their business success!

**Monica Fleck, Sales Manager/Account Exec., First Media Radio, Du Bois, PA**

1. Clear Expectations: conduct prep work and fact finding online prior to a CNA.
2. Extended Reach: showcase unduplicated audience with additional product(s).
3. Measurable Results: bring industry-specific examples and case studies to show an ROI.

**John Kerr, Regional Sales Manager, Digital at CBS, Los Angeles, CA**

1. Use terms familiar to who you are presenting to.
2. Don't try to be the smartest person in the room.
3. Do their work - use a media plan to demonstrate budget and delivery of combined programs.

**Mark Landon, LBS Edge Retargeting / Audience Extension Expert, Rolling Hills, CA**

1. Prove value based on clients' specific needs.
2. Be prepared for all questions ... make it hard for them to say no!
3. Be persistent with the need of an integrated campaign.

1. Call to action.
2. Another touch point.
3. Connection.

**Kathy Baumgart, Client Services Manager, WRZQ, WXCH, WYGB, Columbus, IN**

1. Scale.
2. Targeting/measure-ability.
3. Access to content to distribute on the brand's owned social channels.

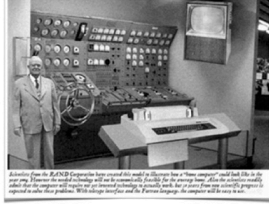
**Brian Bergen, Vice President, Product Marketing, CBS Interactive, San Francisco, CA**

1. Conduct research about your client and his/her business BEFORE establishing an appointment.
2. At the appointment, stop talking and start listening so you have a clear understanding of the client's advertising needs. Uncover the "pain." Don't pitch product.
3. Take what you have learned and prepare a platform-agnostic approach to building out a comprehensive solution that delivers the right message to the right audience. Present to your client.

**Mark French, Advertising Director, The Republican, Springfield, MA**

Local Broadcast Sales – On-demand new revenue development and superior broadcast sales training  
 LBS Edge – Equipping and unleashing broadcasters with local, integrated revenue-generating solutions  
 Gary Moore, President – www.localbroadcastsales.com – www.lbsedge.com – 760.941.7120

## We have come a long way!



How demanding has the world of integrated broadcast selling been in the past 5 years?

In the next 5 years, do you think advertisers or agencies will be any less demanding?

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## Who are we?



Not only can we not come up with common position titles, but responsibilities have expanded at a tremendous rate.  
**Exponentially!**

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## Our Sales Pros Need Help!

- They are not stupid!
- They are not lazy!



**IT'S TOUGH OUT THERE!**



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## Should we sell everything?

- Retargeting
- Website Construction and Reconstruction
- Remotes
- Facebook Strategy
- Window Painting
- Digital Agency Solutions
- Linked-In Strategy
- Direct Mail
- Search Engine Optimization
- Digital Display Ads
- Native Advertising
- Web Video
- Webcasts
- Pinterest Strategy
- Special Events
- Ticket Management Solutions
- Digital Inventory Management



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## Event Ticketing Solutions

**New innovative integrated example!**

*"Our partnership . . . allows us to create new revenue opportunities by working with local events and venues that aren't traditional advertisers. The conversations we've had with event organizers and venue operators have been nothing but positive."*

Sean Monzet  
 Director of Integrated Media, NBC 7 San Diego

**Software as a Service ticketing solution focusing on growing transactional revenue for media companies with ticketing service fees.**



Contact LBS for details on how your station can get started today!

## Direct Mail with Household Selection Solutions

**New innovative integrated example!**

Please click on a list type below to proceed



Select your list by drawing on our interactive map (Recommended)

Select your list from zip codes, counties, and cities

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**Key to Successful Integrated Sales Program**

**EASY = TRUE**  
 LIKE

**Cognitive Fluency**

A salesperson's, advertiser's, or prospect's tendency to prefer things that are familiar and easy to understand.

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**Formula for Presenting Integrated Ad Packages**



=

Audience  
 +  
 Image  
 +  
 Emotion  
 +  
 Call to Action

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**Culture: SalesPros**

- ▶ Always improving
- ▶ Always engaged
- ▶ Always presenting best programs for client
- ▶ Eliminate the Sewer Monkeys

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**Properly Integrated Sales Team Culture**



- 1 Sales team-focus
- 2 Held accountable
- 3 Compensated accordingly

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**Vendor Partners  
 YOUR brand - YOUR Service**

- White-label (sell your station, not a vendor)**
- Go to market with service coming from station**
- Be obsessed with customer service**
- Be dedicated to your sales team's success**

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**Advertiser Value Strategy**



- Expand target audience
- Expand ad packages with innovation
- Expand your advertisers' spend

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## Present Simple Integration

Your “Two Step” Competitive Edge

- 1 Earn the right to ask for the order: recommend an integrated schedule that is logical and professionally sound to your client
- 2 Show respect (and wisdom) to your clients by presenting in the proper manner and time frame. Here’s how...

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## Dominant Clients

Provide an integrated solution that addresses a challenge to overcome or an opportunity to improve their bottom line.

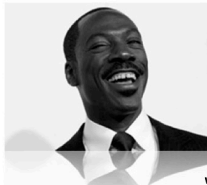
- Bullet points
- Half page or less



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## Expressive Clients

Provide an integrated solution that makes them look good to their peers and within their organization.



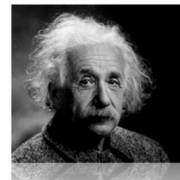
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- Big picture
- Handle the details

## Analytical Clients

Provide an integrated solution that addresses all of the questions raised during your interview and presentation.

- Support material
- Lots of questions



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## Amiable Clients

Provide an integrated solution that is good for their team and their organization.



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- Minimize change impact
- Identify influencers

## Don't fall in love with...



- ...the technology
- ...the digital expert
- ...the event expert

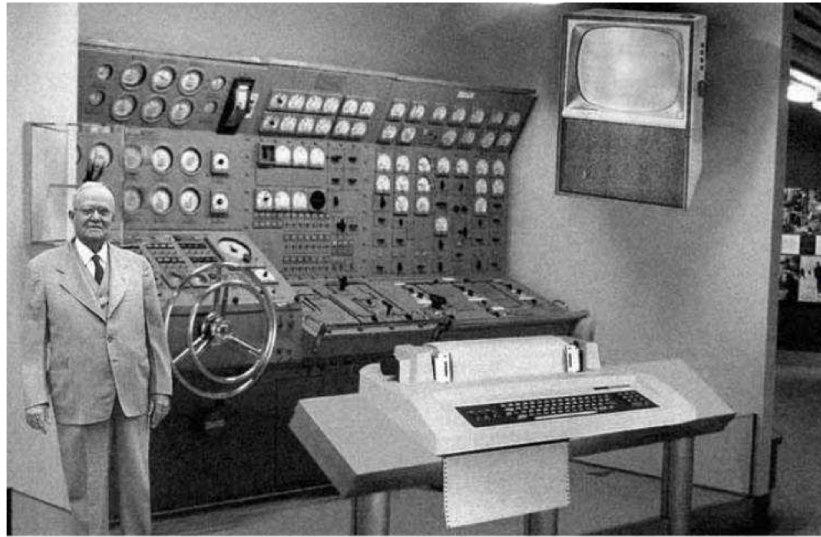
Love and support your sales team

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# We have COME A LONG WAY!



*Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use.*

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common position titles, but  
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Pinterest Strategy      Special Events  
Ticket Management Solutions      Digital Inventory Management



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# Formula for Presenting Integrated Ad Packages



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Audience

+

Image

+

Emotion

+

Call to Action



# **CULTURE: SALESPROS**

- ▶ **ALWAYS IMPROVING**
- ▶ **ALWAYS ENGAGED**
- ▶ **ALWAYS PRESENTING BEST PROGRAMS FOR CLIENT**
- ▶ **ELIMINATE THE SEWER MONKEYS**



# PROPERLY INTEGRATED SALES TEAM CULTURE

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- 
- 1 Sales team-focus
  - 2 Held accountable
  - 3 Compensated accordingly

# **VENDOR PARTNERS**

## **YOUR BRAND - YOUR SERVICE**

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**WHITE-LABEL (SELL YOUR STATION, NOT A VENDOR)**

**GO TO MARKET WITH SERVICE COMING FROM STATION**

**BE OBSESSED WITH CUSTOMER SERVICE**

**BE DEDICATED TO YOUR SALES TEAM'S SUCCESS**

# ADVERTISER VALUE STRATEGY

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**EXPAND TARGET AUDIENCE**



**EXPAND AD PACKAGES WITH INNOVATION**



**EXPAND YOUR ADVERTISERS' SPEND**

# PRESENT SIMPLE INTEGRATION

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- **BULLET POINTS**
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- **BIG PICTURE**
- **HANDLE THE DETAILS**

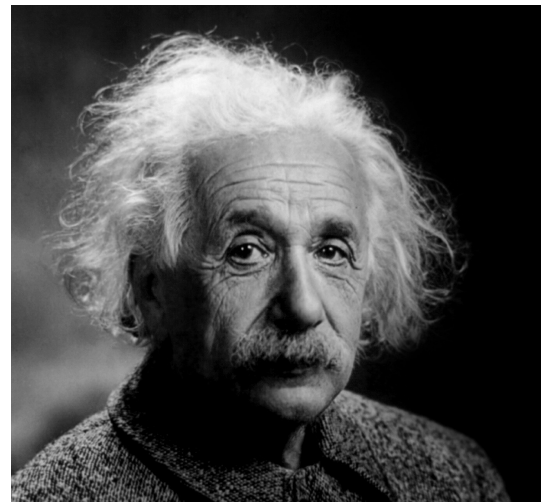


# ANALYTICAL CLIENTS

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- **SUPPORT MATERIAL**
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- **MINIMIZE CHANGE IMPACT**
- **IDENTIFY INFLUENCERS**

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