



LBS WEBINAR SERIES

2nd

TUESDAY

GARY MOORE
President Local Broadcast Sales

YOUR BEST SELLING YEAR MAKING SUCCESS YOUR NORM



THIS WEBINAR WILL BEGIN AT 12:01 ET



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

Training



“I love LBS because of the video commentary and training tools it has to offer. I have been in sales for 13 years and I have never seen a training site just like this.”
Joey Bigley - WLRB, WLMD, WKAI, WNLF, WMQZ, WJED - Macomb, Illinois



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Sales Ideas

“I’ve been selling over 25 years in radio and I look at LBS daily because it keeps me ahead of the game with timely new ideas. Yes, you can teach an ‘old dog’ new tricks and ideas to help clients” **Ron Whitaker - KWEN, KJSR, KRAV, KRMG - Tulsa, Oklahoma**



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Advertiser Intelligence



“I love LBS because the Advertiser Intelligence data provides me with information that allows me to speak intelligently with my clients about their business.”

Paula Bell - WVNI - Bloomington, Indiana



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Ask LBS

“I love LBS because it is the place to go for ideas, information, help, and motivation.”

Kimberly Likens - KFVS, WQQQ - Cape Girardeau, Missouri



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2nd Tuesday Webinars



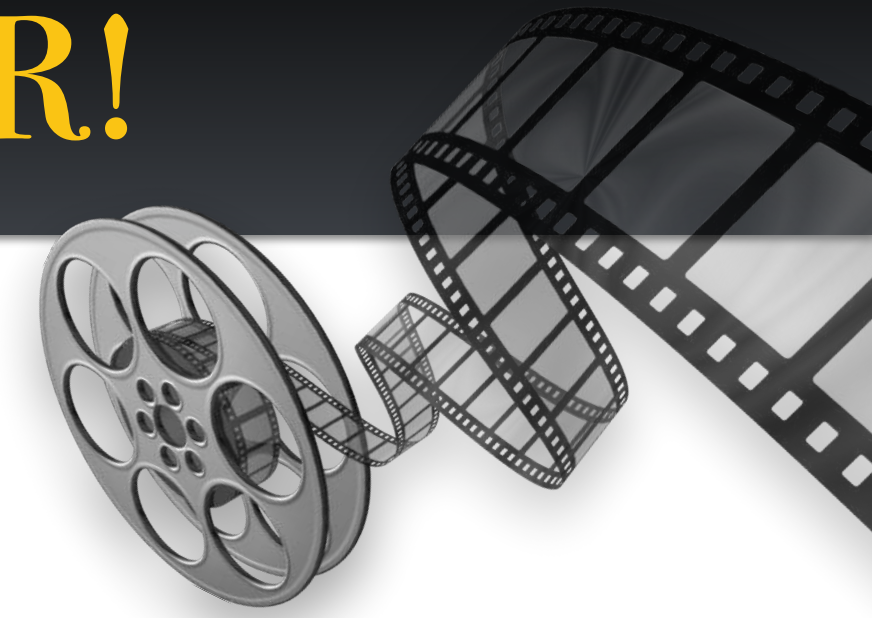
“The webinar was really informative...I actually plan to re-watch it and take detailed notes since there was so much information.”

Joy Patten KFOR, KLMS, KZKX, KTGL, KIBZ, KFRX - Dignity - Lincoln, Nebraska

YOU CAN BECOME A SALES IDEAS STAR!



PROD. Sales Ideas		
ROLL	SCENE	TAKE
01	01	01
DIRECTOR: You		
CAMERA: Smart Phone		
TE:	Day-Nite Int Ext Mos	Filter Sync



Would you like to receive \$50? Of course you would!
Your successful local sales campaign can make you a star...again!

How can you participate? **Easy as 1-2-3!**

Step 1 : Tell us about your amazing local revenue building sales idea! ericmoore@localbroadcastsales.com

Step 2 : (If we like it) We will ask you to record your idea in a 3 to 5 minute video on your smart phone.

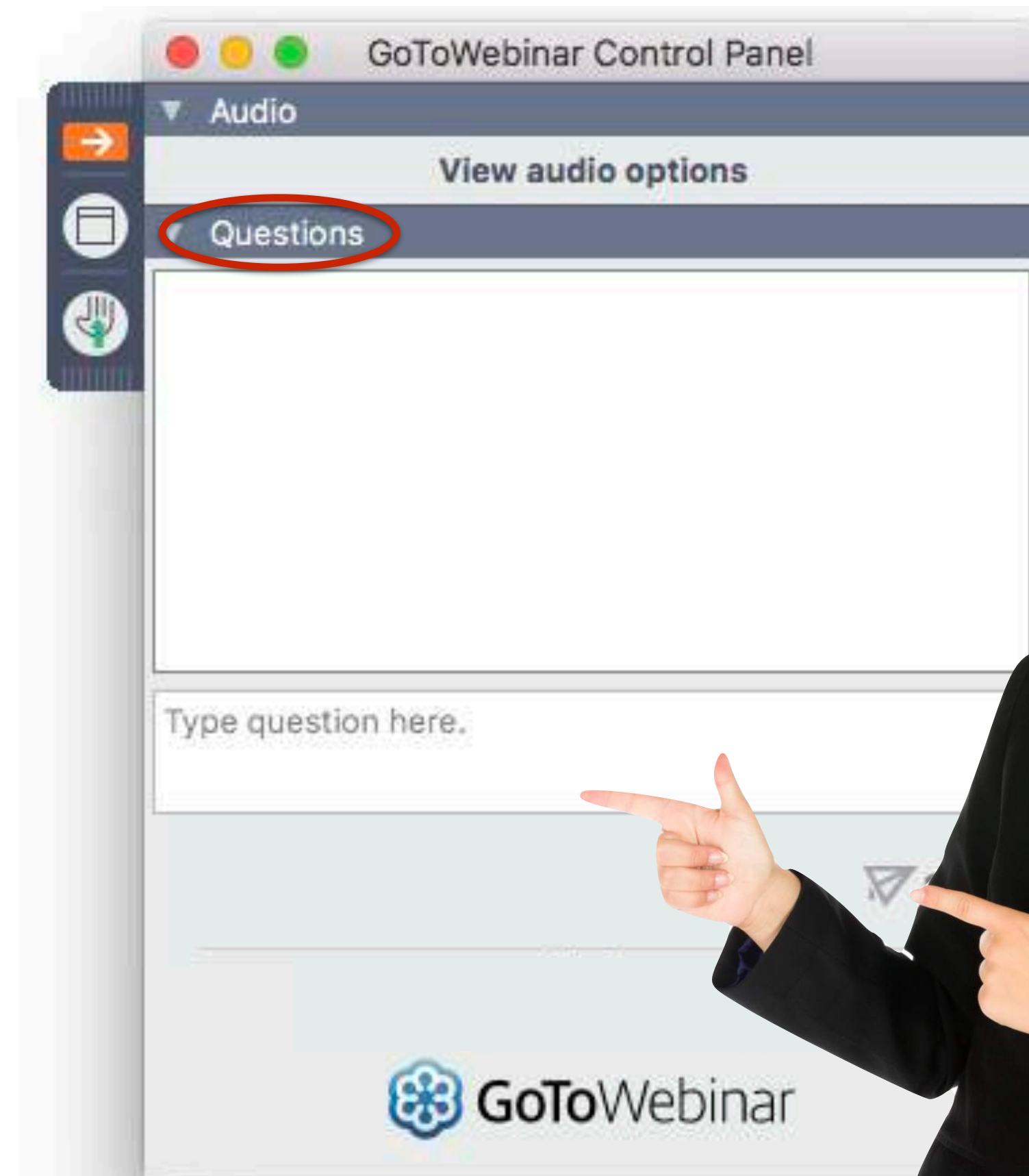
Step 3 : Your video will be posted on LBS! You will become famous! You will be \$50 richer!



Warning* this is a pretty cool idea



HAVE ANY QUESTIONS?





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“If you want to be out front then, act as if you’re behind.”

**When employees were asked
“Are you one of the top 10% performers
within your organization?”**



90% said “Yes”!



“The difference between a mediocre performance and a remarkable one is usually the difference between what you know and what you do with what you know.”

- Mark Sanborn





**EVERY
DAY
IS
GAME
DAY!**

A photograph of two men in business suits sitting at a desk. The man on the left is smiling and pointing at a tablet. The man on the right is wearing glasses and looking at the tablet. On the desk, there is a laptop, a glass of water, and some papers. The background is a bright office window.

**TAKE THE ROUTINE AND MAKE YOUR
ACTIONS REMARKABLE!**



Run successful campaigns for your clients; leave an impression that there's a whole lot more where that came from!

Study and apply, to a greater degree, than most are willing to undertake.





82%
of salespeople fail to
differentiate themselves
from their competitors

86%

**of people ask the
wrong questions**



A close-up photograph of two hands shaking in a firm grip, symbolizing a business deal or agreement. The hands are positioned in the center of the frame, with the left hand wearing a dark blue suit sleeve and the right hand wearing a dark grey suit sleeve. The background is a bright, out-of-focus office environment with several people walking in the distance.

18%

**of salespeople close
without discounting price**



95%

of customers say
salespeople talk too much

62%

of salespeople do not earn the
right to ask questions.



Attribute of the Top Sales Pros



One who worries more about the impact of their performance on the advertiser than the advertiser does.

Attribute of the Top Sales Pros

**Practice to become
better, not perfect**



Attribute of the Top Sales Pros

Spend 10 Minutes a day on Local Broadcast Sales!

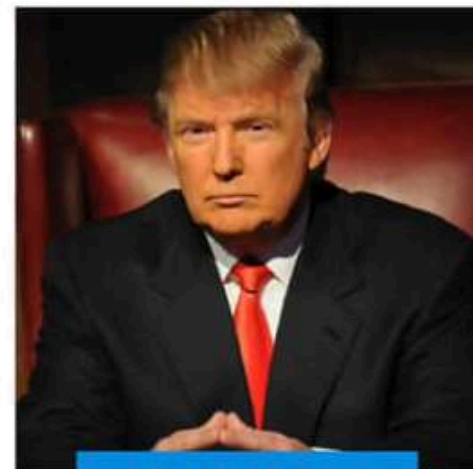


Home Radio TV Digital New Hires Managers Sales Ideas Selling Skills Ad Intel LBS Webinars LBS Edge

Selling by Personality Style - The Golden Rule - The Amiable

Selling by Personality Style

Gary Moore gives the Golden Rule for selling to the amiable personality style.



DOMINANT



EXPRESSIVE



ANALYTICAL



AMIABLE

SELLING BY PERSONALITY STYLE PART 23

The Golden Rule - The Amiable
with Gary Moore



05:59



Related LBS Videos:

- Selling By Personality Style: When to Close -...
- Selling By Personality Style: Actions to Avoid...
- Selling By Personality Style: The Golden Rule...
- Selling By Personality Style: The Golden Rule...
- Selling By Personality Style: Improving Sales Ratios...
- Selling By Personality Style: 4 Four Personality Session Goals

Selling by Personality Style

25 Part Series

DOMINANT CLIENTS

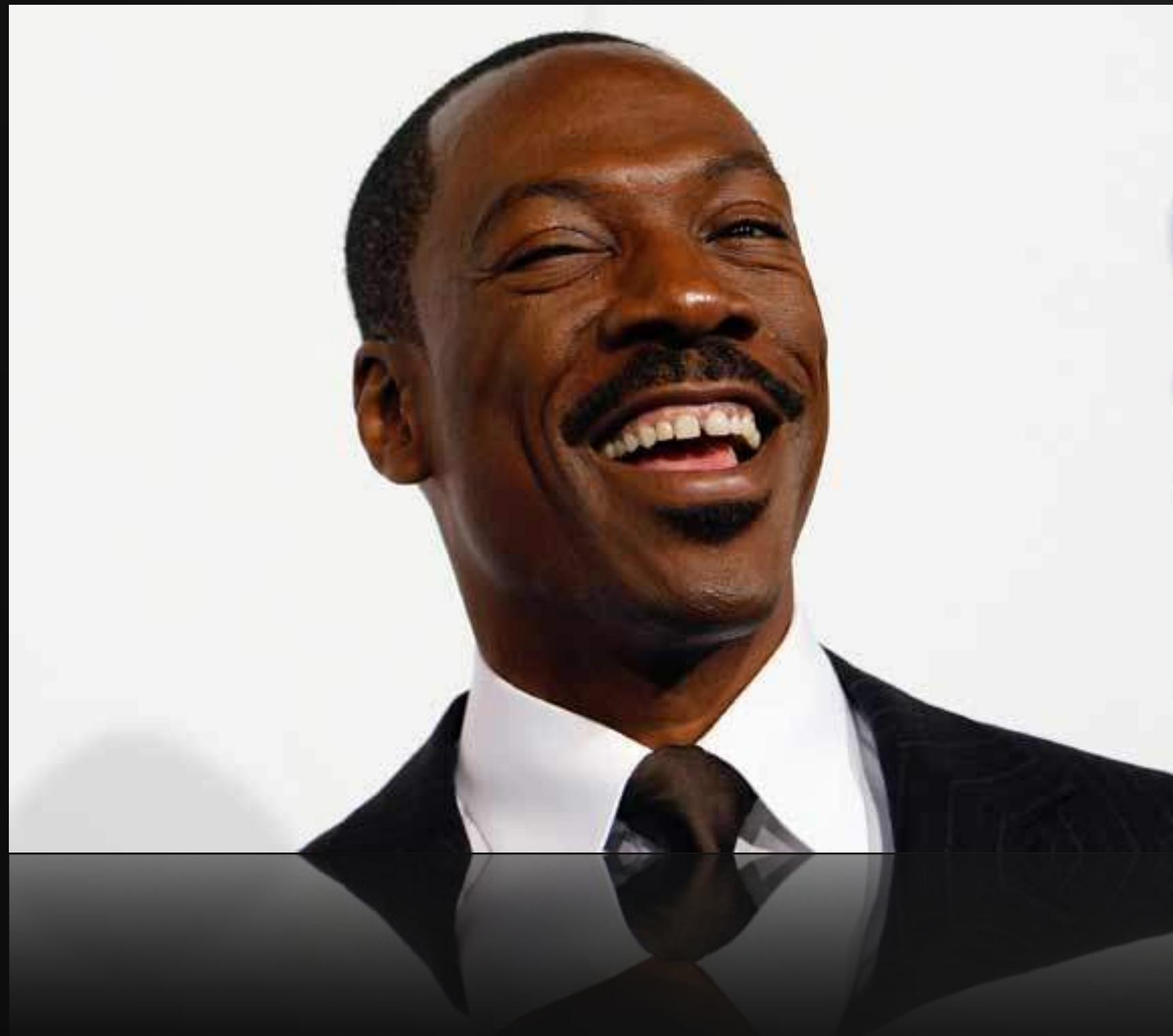
Provide a solution that addresses a challenge to overcome or an opportunity to improve their bottom line.

- ▶ Bullet Points
- ▶ Half Page or less



EXPRESSIVE CLIENTS

Any time they confirm your integrated ad package solution you present sounds good. If they are in a friendly mood and very talkative.

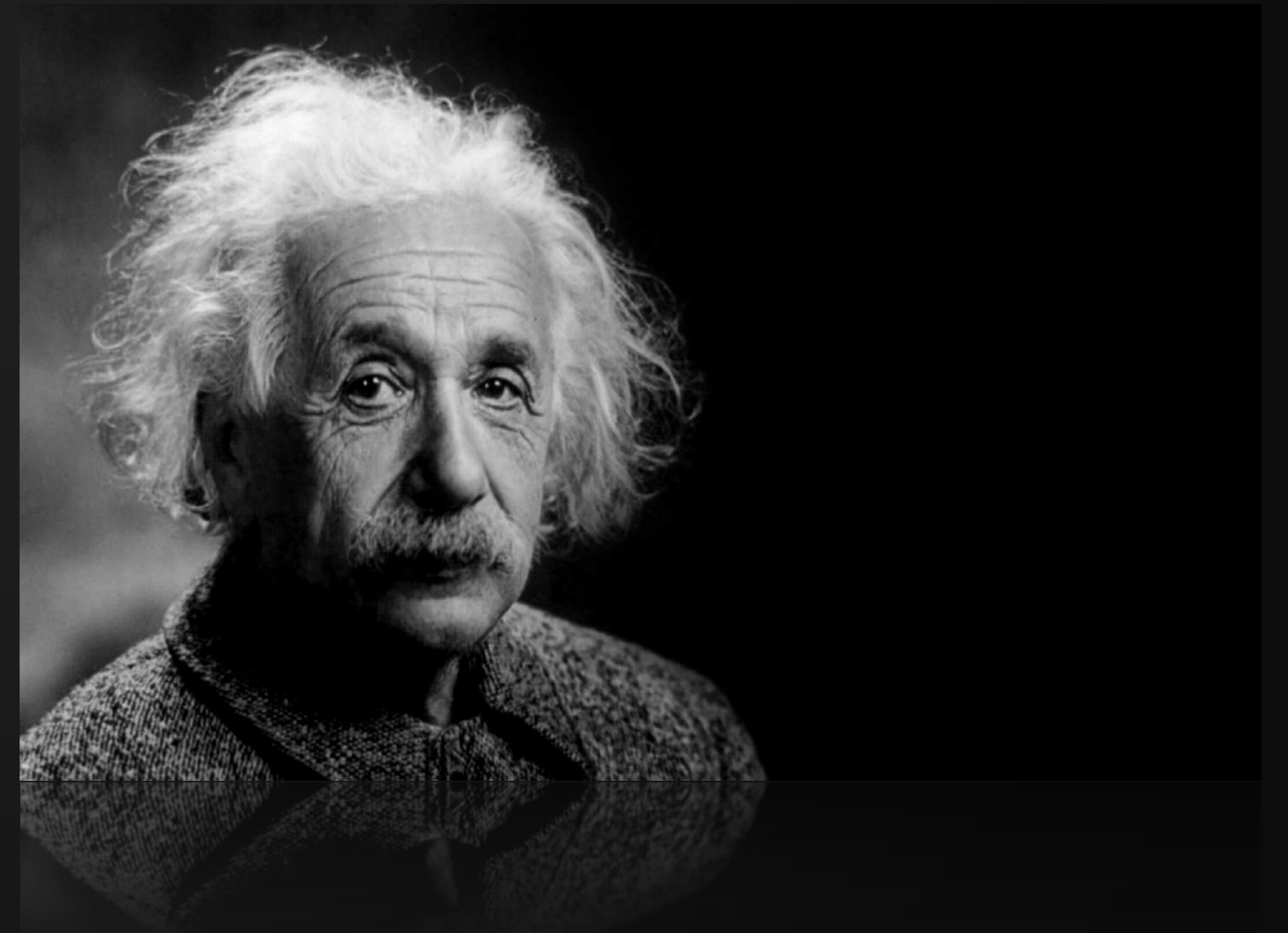


- ▶ Keep conversation personable

ANALYTICAL CLIENTS

Once you have asked them if they have any other questions about the integrated recommendations and they answer “no”.

- ▶ Lots of support material
- ▶ Question phone or email

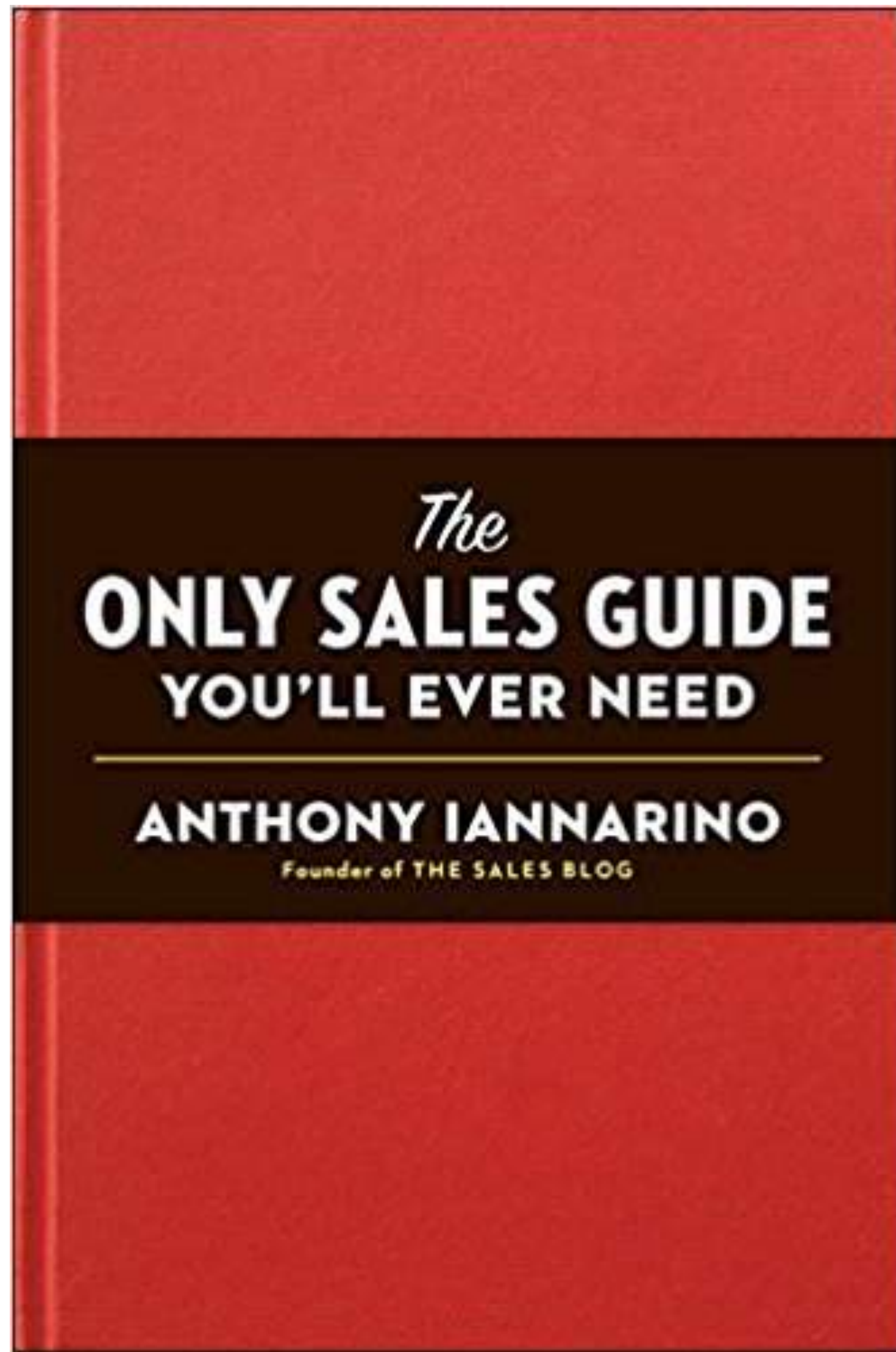


AMIABLE CLIENTS

Anytime they confirm your radio and integrated ad package is good for the team. Anytime one of their associates who is in the meeting confirms your ad solution is a good idea.



- ▶ Details to minimize the impact within their organization from the new package



Once I realized that...

“Selling was about helping people get a result that they couldn’t get without my assistance, I began to love the game.”

Why do a few highly successful salespeople consistently outperform their peers?

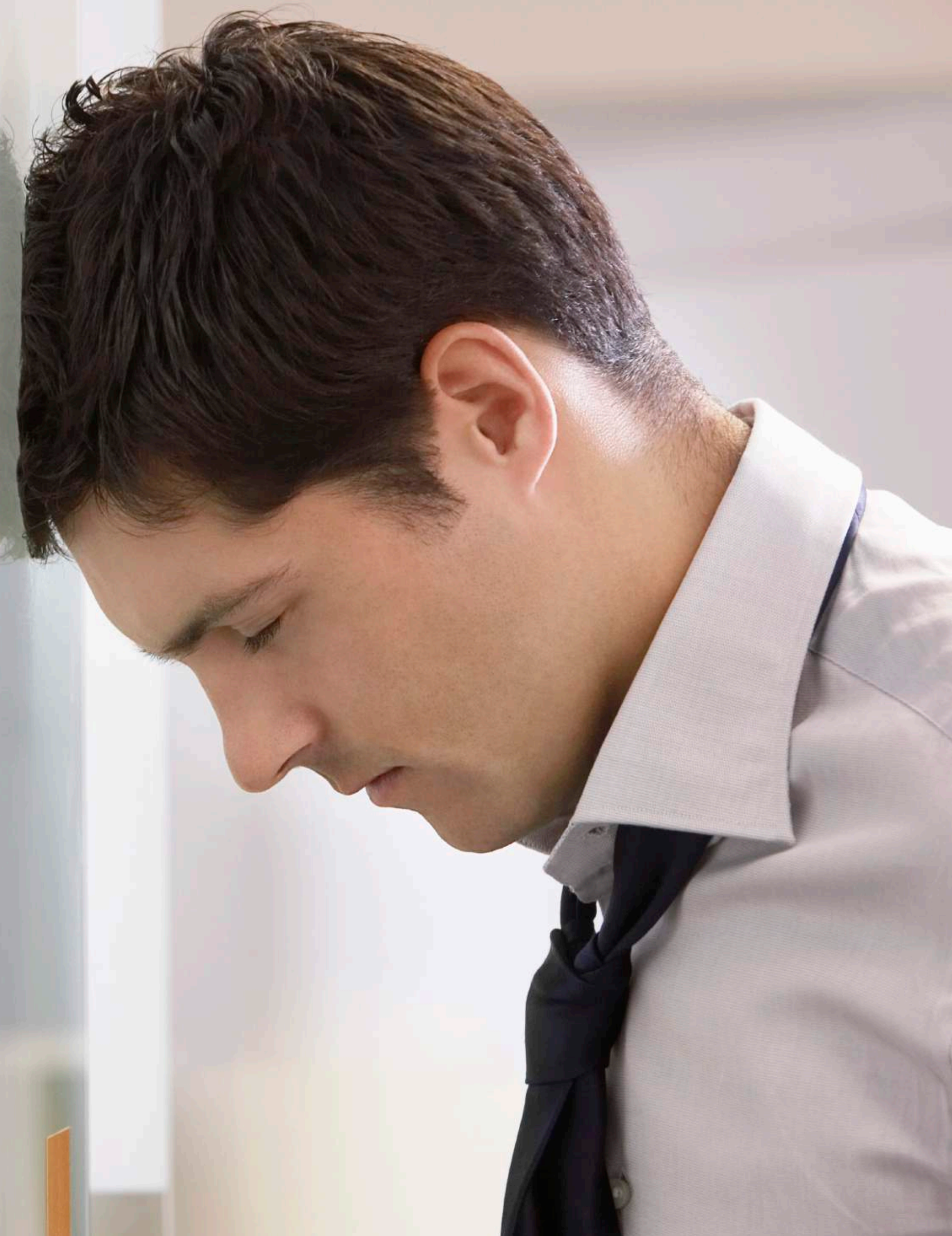


Sales success resides in YOU ... not your account list!



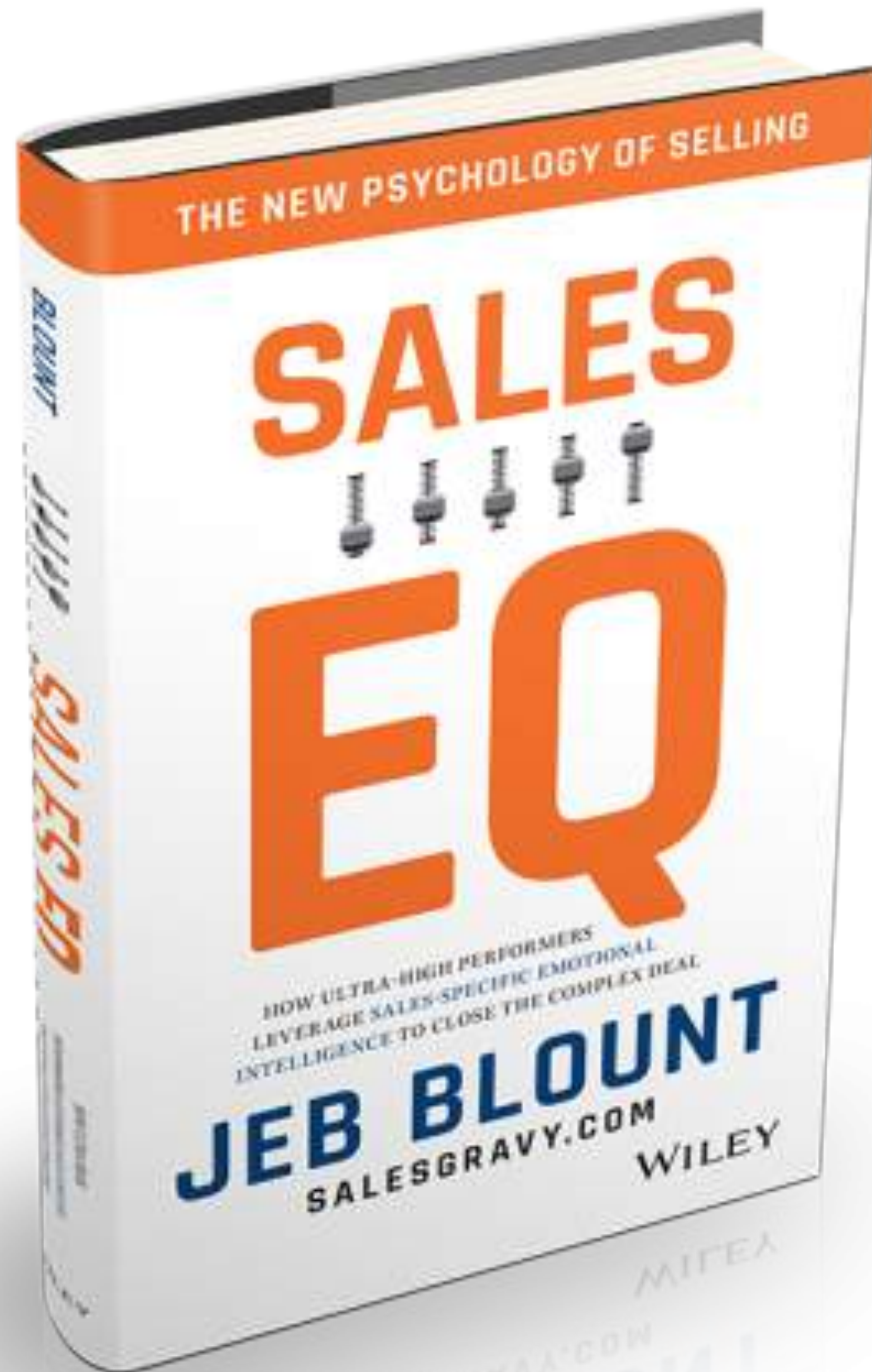
The right mind set - The right skill set - The right tool kit

**Most salespeople don't fail
because they can't do
something.
They fail because they aren't
willing to do what it takes to
succeed.**



**Your success is nothing more than a willingness to
commit to consistent and purposeful action**





“You must learn to speak your prospect’s language because people buy for their reasons, not yours!”

The Most Powerful Gift You Can Give a Client!



MAKING THEM FEEL IMPORTANT!

Positioning yourself, not your competitor, as the one most like their company!

People start the buying process with “Do they like and trust you” and then they move towards logic. Most salespeople start with logic and then gradually move to emotion.

Advertisers You Lead Want to Feel That...



Advertisers You Lead Want to Feel That...

1. Their business lives have relevance to you, **that's what the LBS Ad Intelligence service is all about!**

Advertisers You Lead Want to Feel That...

2. You are meaningfully contributing to something of value to their marketing plans and value to their business. **What's special in your proposal for them?**

Advertisers You Lead Want to Feel That...

3. Be their source for realizing these principles and TRUST will follow.
Always focused on their needs.

Define LEADERSHIP:

Never lose sight that you have ethical responsibility to your customers and station





amazon

*“Don’t fear your competitor,
they’ll never send you money.
Fear your customer.”*

-Jeff Bezos amazon.com founder

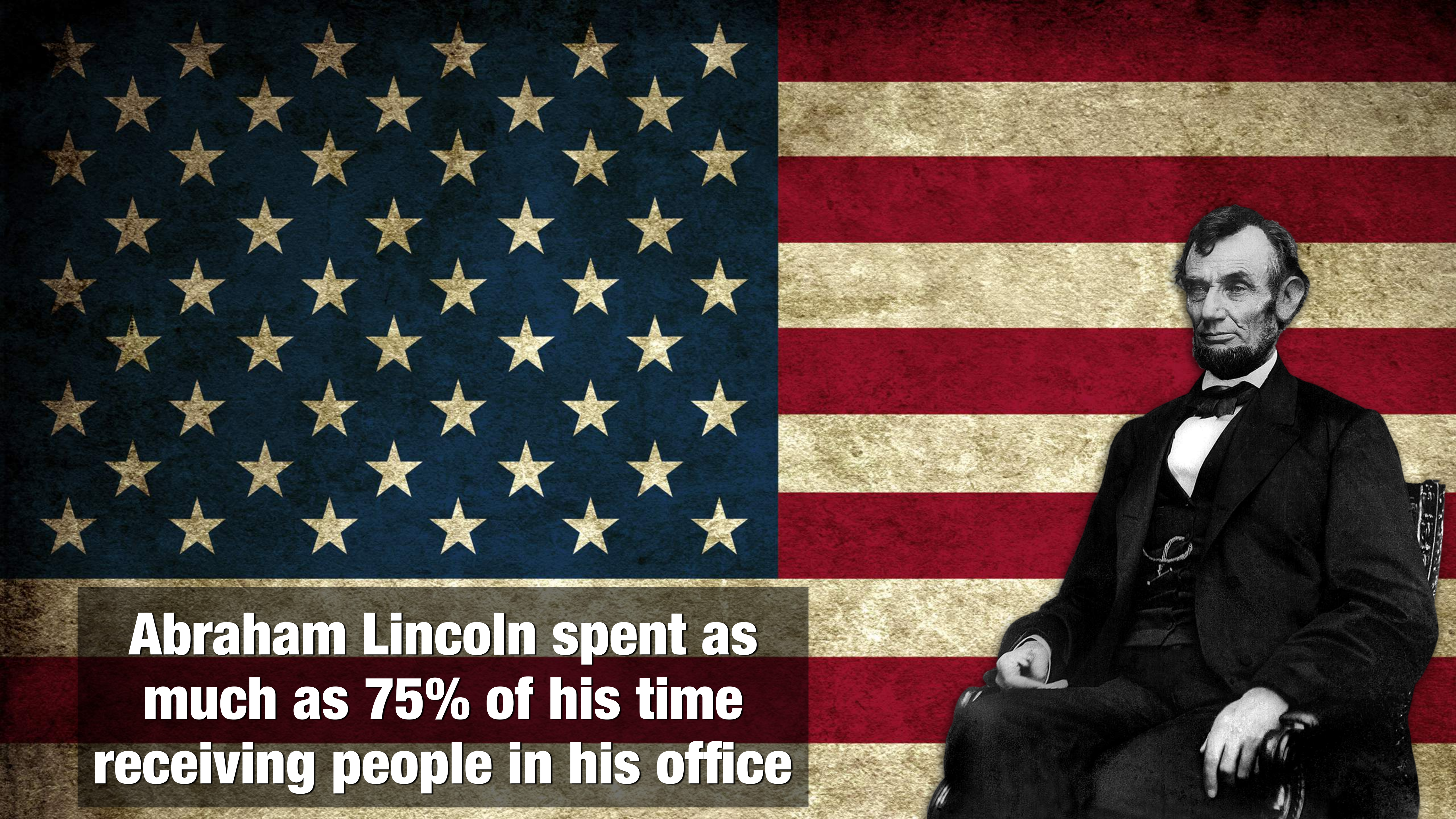
**Too Busy to Spend More Time
with Advertisers?**



**Sam Walton was famous for dropping into one of
his nationwide stores unannounced.**



Alfred Sloan (famed CEO of GM) used to visit between 5-10 dealers everyday!



**Abraham Lincoln spent as
much as 75% of his time
receiving people in his office**

A group of five business professionals (three men and two women) are seated around a conference table in a meeting room. They are dressed in business attire, including blouses, shirts, and a suit. They appear to be engaged in a discussion, with some looking at documents and others looking towards each other. The room has a modern, professional feel with large windows in the background.

TOP CEOs SPENT 90% OF THEIR TIME WITH PEOPLE.

“A BROADCAST AD CONSULTANT WITH POOR COMMUNICATION IS DOOMED TO FAIL.”

- Bennis and Nanus Study

The background of the image shows two silhouetted figures in business attire sitting at a table. Each has a laptop open in front of them. The figure on the left is leaning forward, pointing towards the laptop of the figure on the right. The figure on the right is looking towards the first figure. The entire scene is rendered in black and white, with the figures and text standing out against a light gray background.

***YOUR CLIENTS WANT YOU
TO CARE ABOUT THEM!***



**REACHING YOUR
COMPANY OBJECTIVES
IS CRITICAL...BUT SO IS
ENRICHING THE LIVES
OF YOUR CLIENTS!**

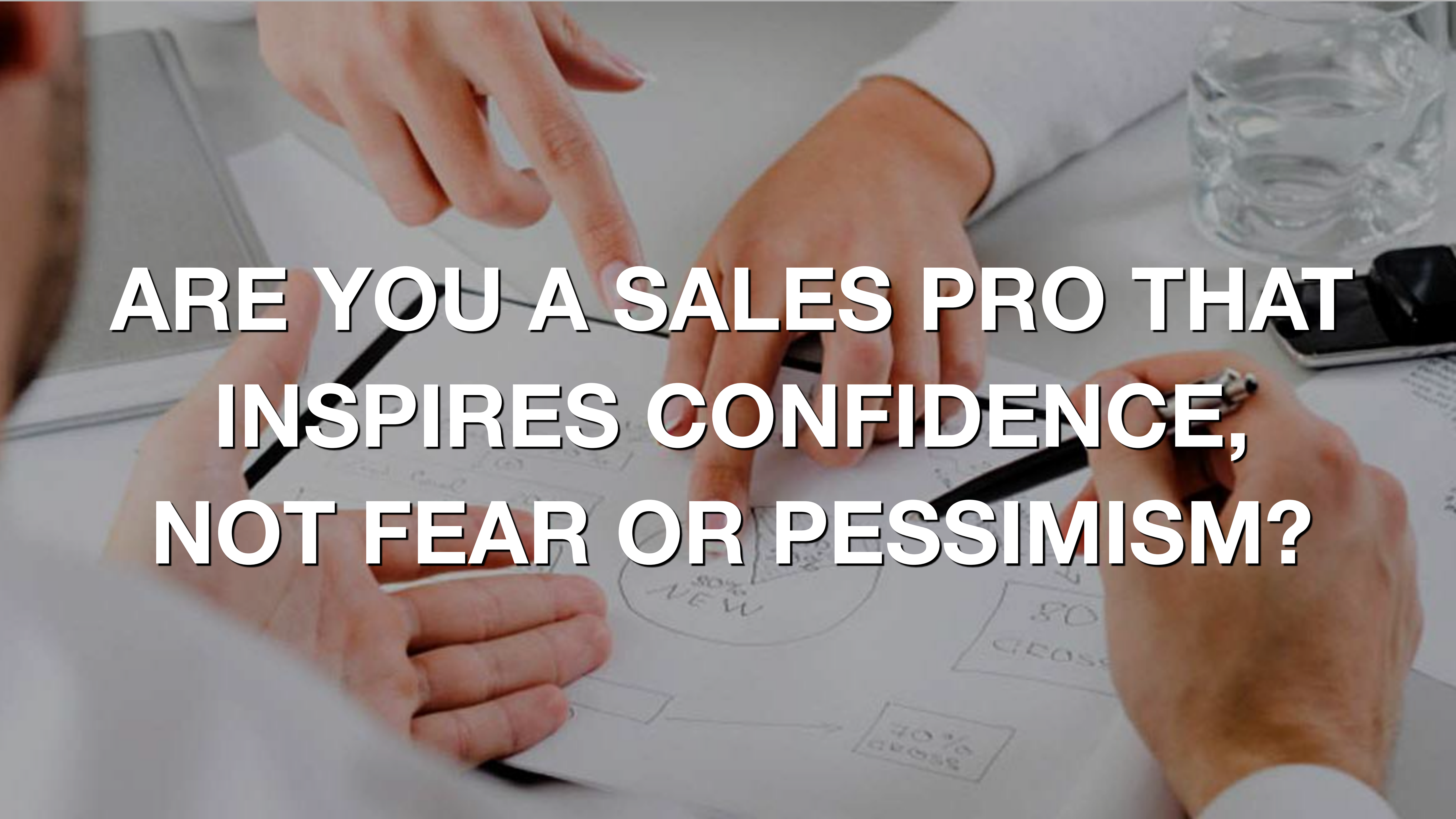


**REACHING GOALS IS EXCELLENT
FOR YOUR GOALS, HOWEVER...**



**"TRUSTWORTHY BROADCAST SALES PROS DON'T
USE THEIR CLIENTS TO ACCOMPLISH THEIR GOALS...**

... THEIR CLIENTS ARE THEIR GOAL."



**ARE YOU A SALES PRO THAT
INSPIRES CONFIDENCE,
NOT FEAR OR PESSIMISM?**

GEORGE MARSHALL

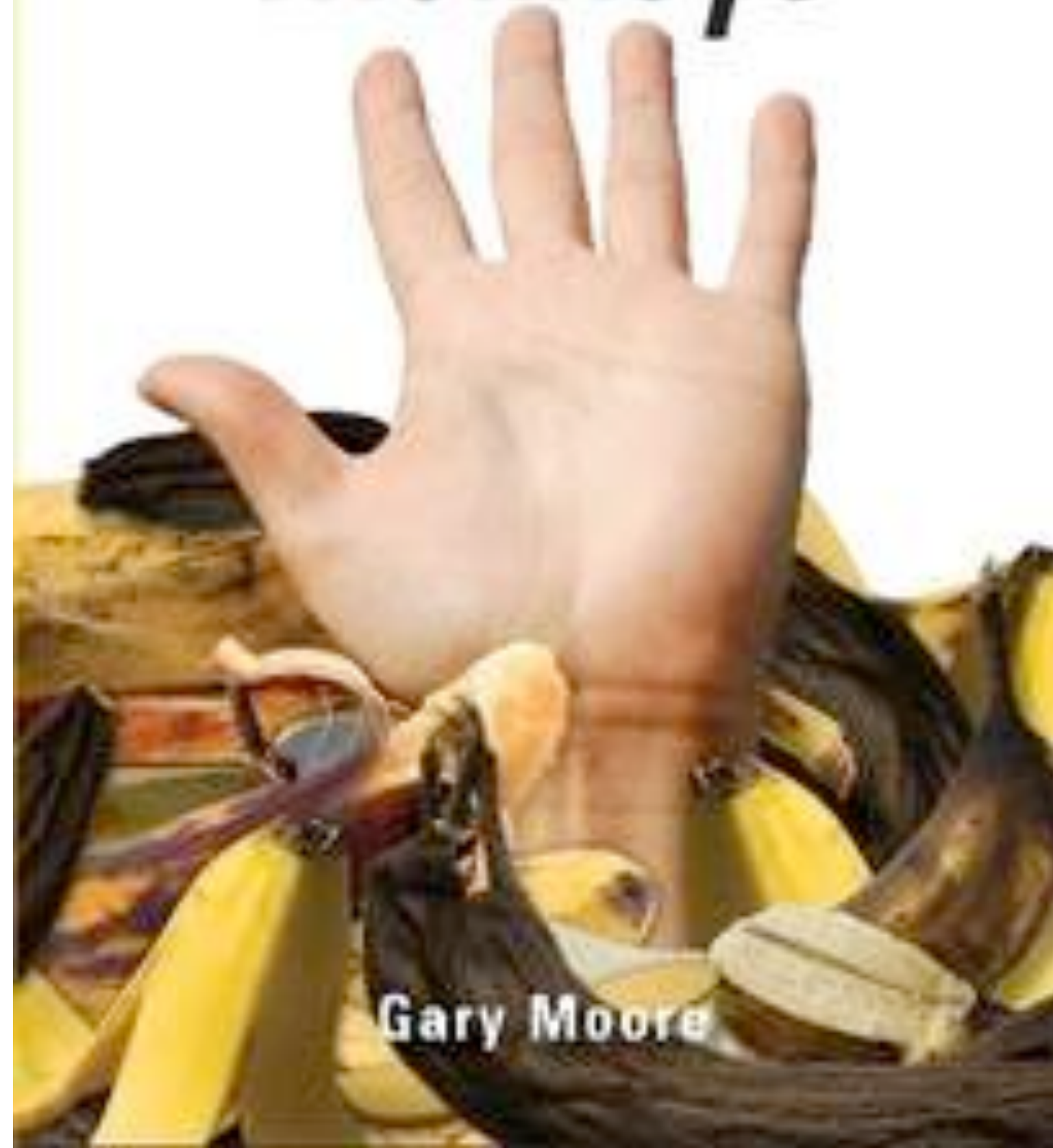
US SECRETARY OF STATE

“Gentlemen, enlisted men may be entitled to morale problems, but officers are not ... I expect all officers in this department to take care of their own morale. No one is taking care of my morale.”



Overcoming Negative People In Your Life

Planet ^{Of The} Sewer Monkeys



Gary Moore

BLOOMINGDALE

A man in a dark suit, white shirt, and red tie is shown from the chest up. He has a pained expression, with his eyes squeezed shut and his mouth open in a grimace. His hands are raised to his temples, with his fingers curled as if holding his head. The background is a plain, light gray color.

A HARD TRUTH

... if we as Broadcasters can't take care of our own attitudes, we certainly don't deserve to be in charge of an account list and the morale of our clients

BROADCASTERS...

- don't make excuses**
- do make things better**
- never lose confidence that problems can be solved**
- are not blind to the difficulties their clients face daily, they simply aren't discouraged by them**

BROADCASTERS...

...don't blame their clients for not being where they ought to be in ad spending; they take their clients from where they are to where they need to be.



EVERY CLIENT YOU HAVE HAS THE RIGHT TO ASK YOU THE FOLLOWING:

- ▶ **WHAT MAY I EXPECT FROM YOU?**
- ▶ **CAN I ACHIEVE MY OWN GOALS BY FOLLOWING YOU?**
- ▶ **WILL MY BUSINESS REACH ITS POTENTIAL WORKING WITH YOU?**
- ▶ **CAN I TRUST MY FUTURE WITH YOU?**
- ▶ **HAVE YOU BOTHERED TO PREPARE YOURSELF FOR LEADERSHIP?**
- ▶ **ARE YOU READY TO BE RUTHLESSLY HONEST?**

A close-up photograph of a person's hands, wearing a grey suit jacket and a white shirt, holding a single wooden block horizontally. The block is being held just above a wall of similar wooden blocks. The background is a plain, light-colored wall. The overall scene suggests a focus on building, structure, and value.

**VALUE BASED
ON STRUCTURE**

**COULD THIS BE YOUR WINNING
FORMULA?**

EXPAND YOUR CUSTOMER VALUE

▶ ASK YOUR CUSTOMER WHAT THEY **LIKE** - **THINK** - **WORRY**

EXPAND YOUR CUSTOMER VALUE

- ▶ ASK YOUR CUSTOMER WHAT THEY **LIKE** - **THINK** - **WORRY**
- ▶ LISTEN - THEN REACT TO YOUR CUSTOMER'S NEEDS/DESIRES.

EXPAND YOUR CUSTOMER VALUE

- ▶ ASK YOUR CUSTOMER WHAT THEY **LIKE** - **THINK** - **WORRY**
- ▶ LISTEN - THEN REACT TO YOUR CUSTOMER'S NEEDS/DESIRES
- ▶ ANTICIPATE YOUR CUSTOMER'S NEEDS - PROVIDE SOLUTIONS

EXPAND YOUR CUSTOMER VALUE

▶ REMIND YOUR CUSTOMERS WHAT YOU THINK



EXPAND YOUR CUSTOMER VALUE

A close-up photograph of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The hands are wearing light-colored, possibly white, dress shirts. The background is a blurred office environment with several people in business attire, suggesting a professional setting.

▶ REMIND YOUR CUSTOMERS WHAT YOU THINK

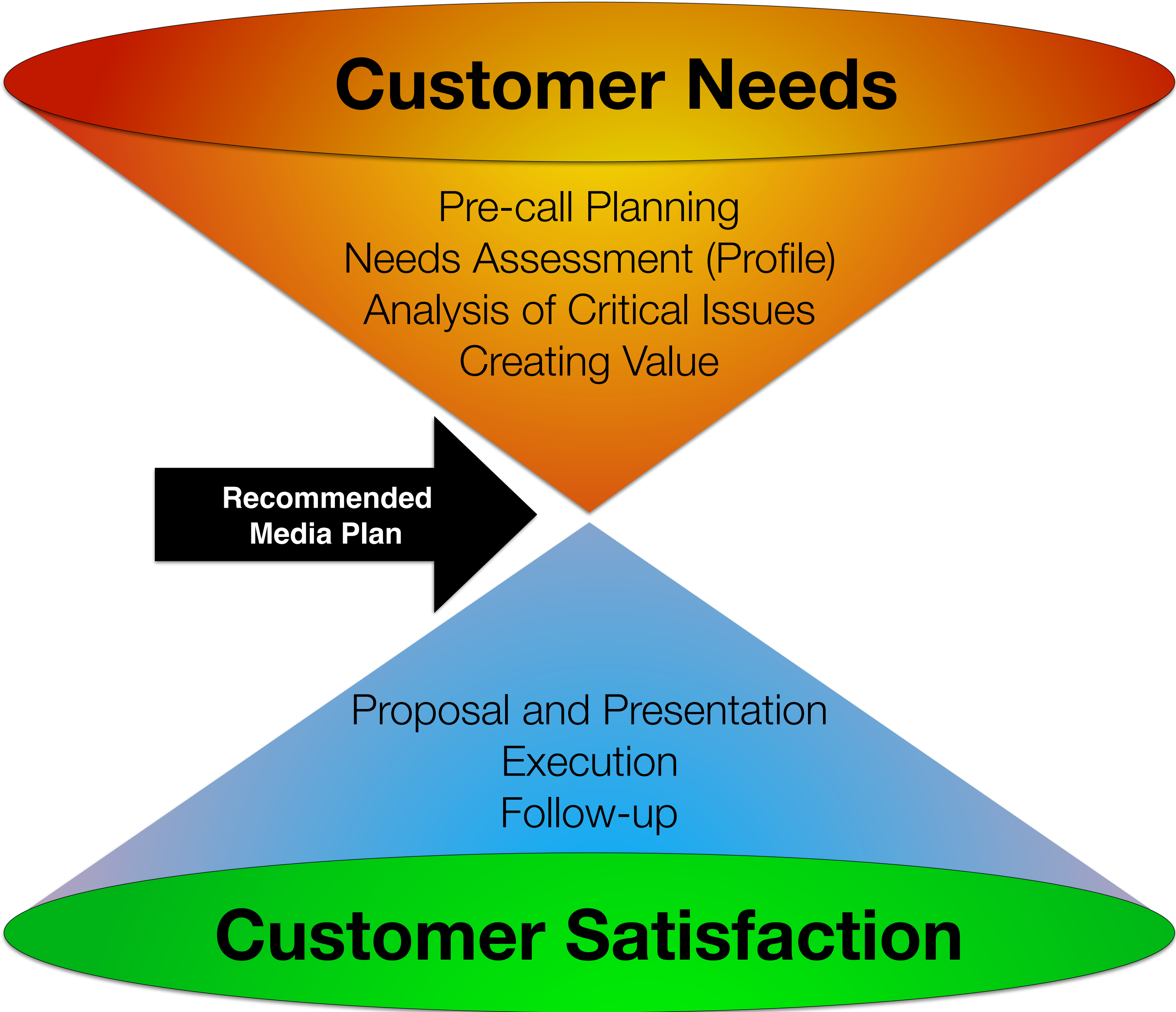
▶ THANK THEM FOR THEIR BUSINESS

EXPAND YOUR CUSTOMER VALUE

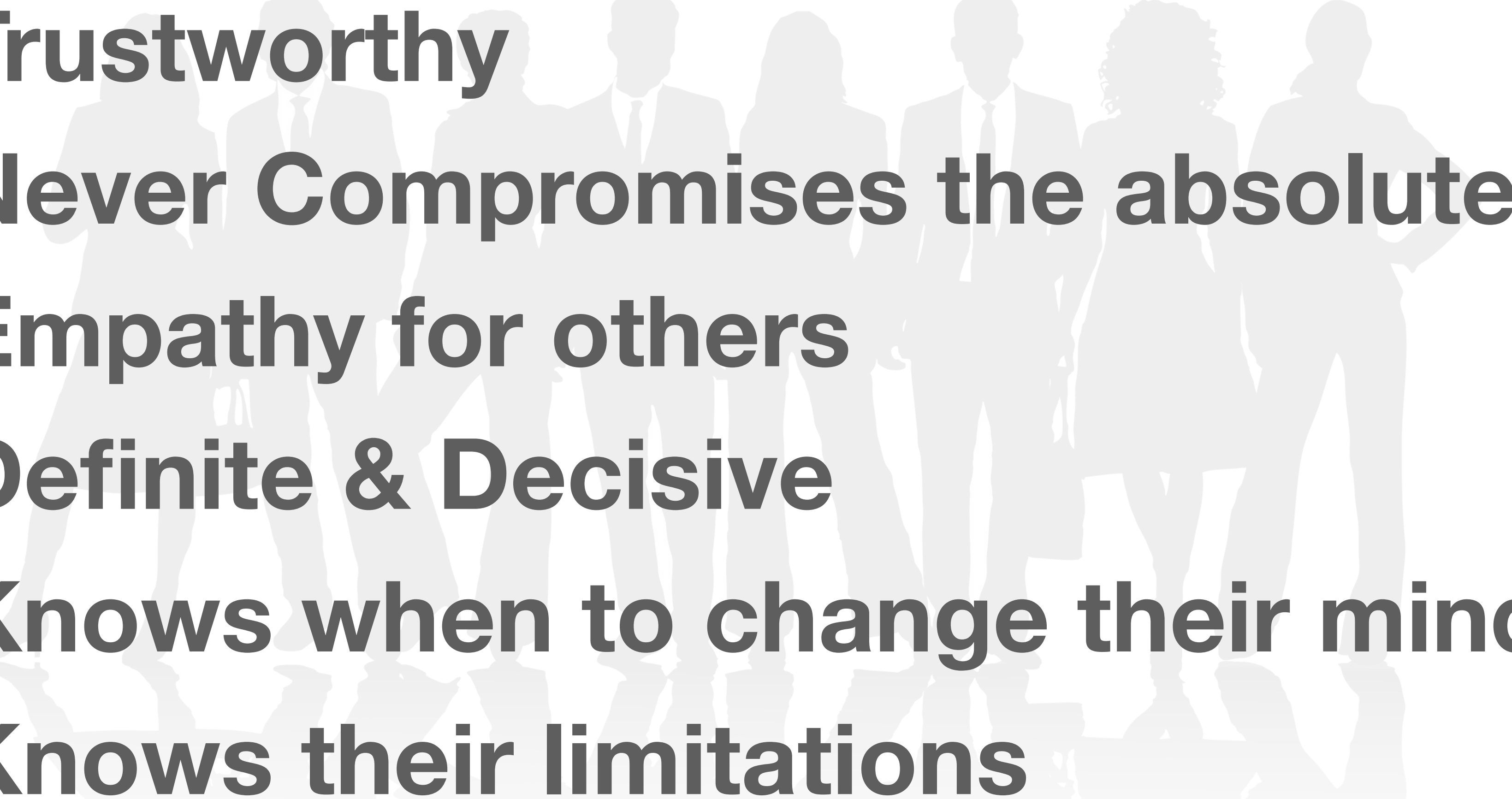
▶ REMIND YOUR CUSTOMERS WHAT YOU THINK

▶ THANK THEM FOR THEIR BUSINESS

▶ REGULARLY REMIND YOUR STATION TEAM ABOUT YOUR CUSTOMERS AND WHAT THEY MEAN TO EVERYONE



19 POINT CHECKLIST FOR THE BROADCASTER CHARACTER TEST

- 
- 1. Trustworthy**
 - 2. Never Compromises the absolutes**
 - 3. Empathy for others**
 - 4. Definite & Decisive**
 - 5. Knows when to change their mind**
 - 6. Knows their limitations**

19 POINT CHECKLIST FOR THE BROADCASTER CHARACTER TEST

7. Resilient

8. Courageous


9. Takes the initiative

10. Uses good judgment

11. Speaks with authority

12. Strengthens others

19 POINT CHECKLIST FOR THE BROADCASTER CHARACTER TEST

- 
- 14. Focuses on objectives**
 - 15. Empower by example**
 - 16. Cultivates loyalty**
 - 17. Does not abuse authority**
 - 18. Knows how to delegate**
 - 19. A study of industry trends and local impact**

“People who don’t get carried away... should be.”

- Jim Moroney CEO A.H. Belo Corp.

THEME OF YOUR PROFESSIONAL CAREER

Not to be addicted to mediocrity but to demand and nurture “customer satisfaction” solutions each and every time.



Creating Inspired Performance

C
H
A
L
L
A
N
G
E

Anxiety Overload

Growth Zone

Comfort Zone

Boredom Zone

A woman with curly hair, wearing a dark blazer over a light-colored collared shirt, is smiling broadly and giving two thumbs up. She is positioned in the center of the frame. Below her, a laptop is visible on a surface.

#1 Passionate:

Honest and positive attitude on every call



#2 Preparation:

Positive attitude preparing for each and every call

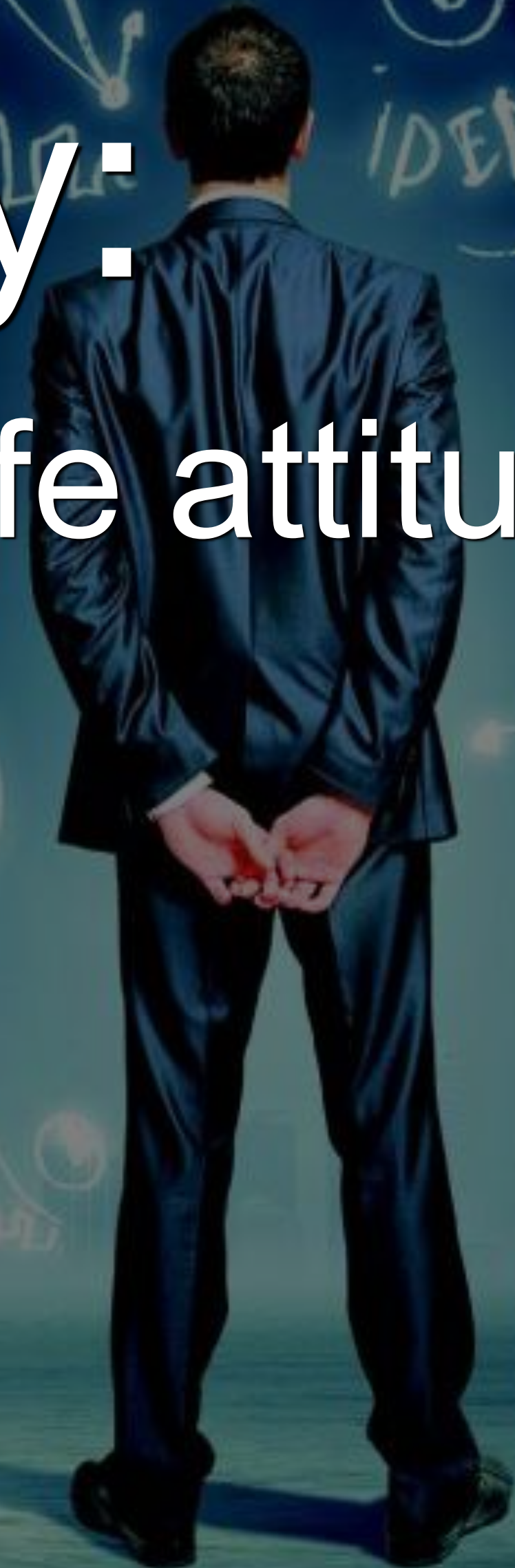


#3 Flexibility:

Learn and execute the fundamentals

#4 Visionary:

Posses a customer for life attitude



#5 Respectful:

Earns the right to ask for the sale



#6 Reinventing:

Comfortable with the **changing** needs of your advertisers and your product offerings





#7 Consumed:
Passionate about your
profession

A person in a dark suit and tie is holding a laptop in their left hand and a tablet in their right hand. The background is a dark, semi-transparent overlay featuring a globe in the center, surrounded by a network of white circular icons connected by lines. The icons include silhouettes of people, a person in a wheelchair, and other symbols representing technology and communication. The overall theme is digital technology and global connectivity.

#8 Forward Thinking:

Use **technology** and new products
to the advertisers advantage

A blurred background image of a business meeting. Several people in professional attire are gathered around a table, looking at documents. In the foreground, there is a white pen holder with several pens, a pair of glasses, and a document with a bar chart and a line graph. The text is overlaid on this scene.

#9 Relentless:

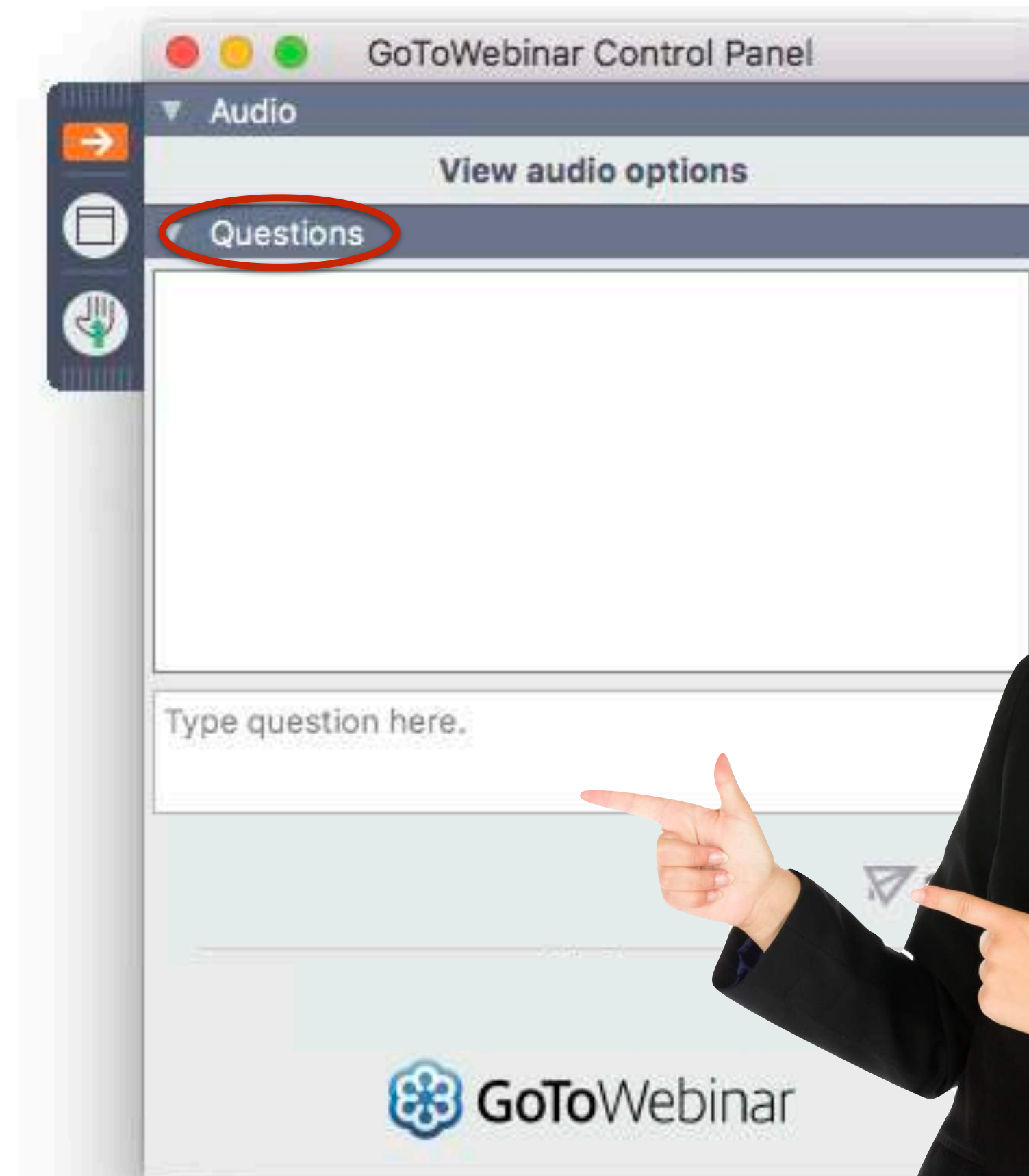
Push self and organization to be **innovative** and **creative** on behalf of your advertisers



#10 Wisdom:

Beware of relying too much on past success and methods, they may get in the way of how you do business in the future. Beware of relying too little on past successes to pave the way for the future.

HAVE ANY QUESTIONS?



This Is Your Year ... It's Up To You!

Are You Going to Be Great ... or Average!

- What are you doing differently right now to make a huge impact on your results?
- Three items from this presentation that you already knew, or was new, to make you spectacular out in the field?
- Why and how are you going to be the best media rep in your market?



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