

LBS WEBINAR SERIES



2nd

TUESDAY

**THIS WEBINAR WILL
BEGIN AT 12:01 ET**



STRATEGIES FOR CLOSING YOUR MOST DIFFICULT SALES

DR. MICHAEL CHENEY

Expert in The Art of Understanding People



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**



Local
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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



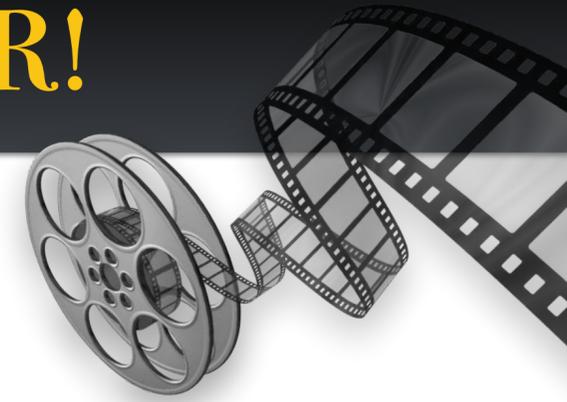
“The webinar was really informative...I actually plan to re-watch it and take detailed notes since there was so much information.”

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 | | |
| NOTE: | 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.

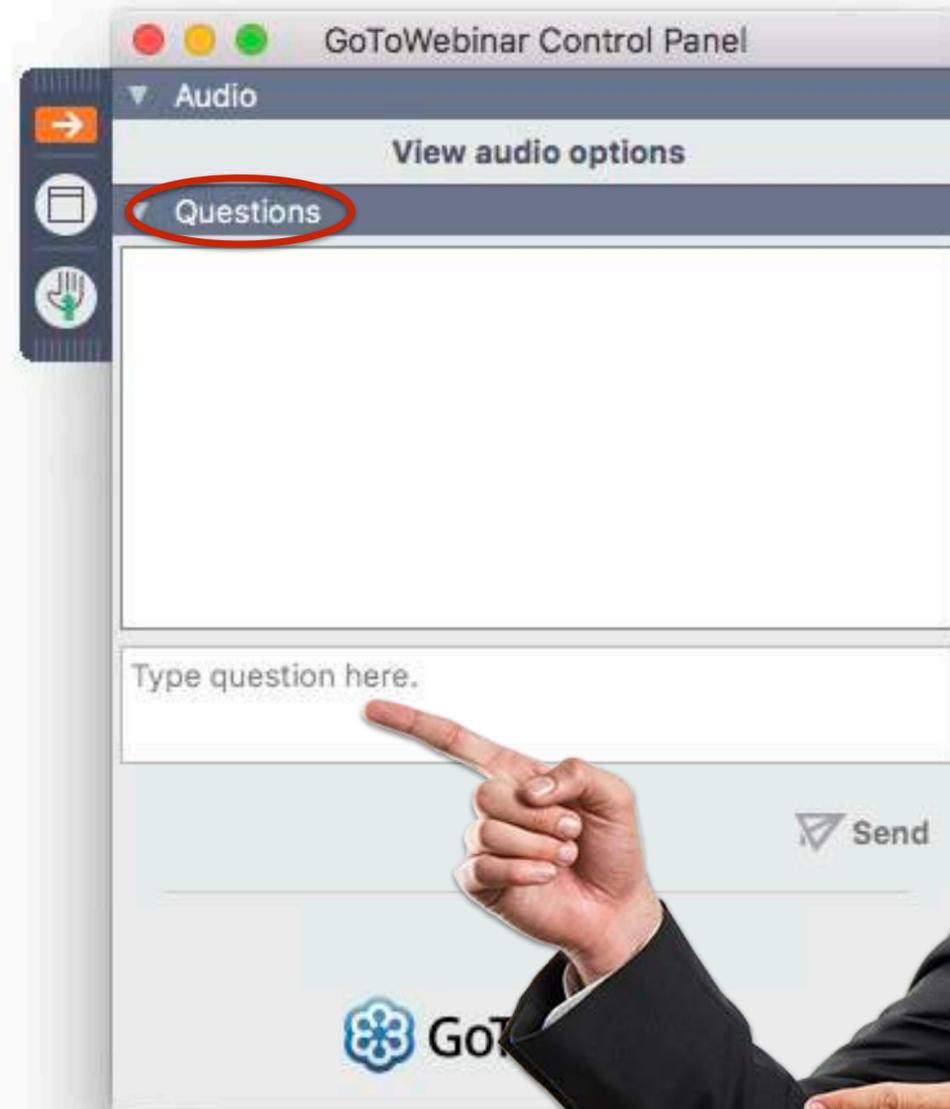
Step 3 : Your video will be posted on LBS! You will become famous! You will be \$50 richer!



Warning* this is a pretty cool idea



HAVE ANY QUESTIONS?



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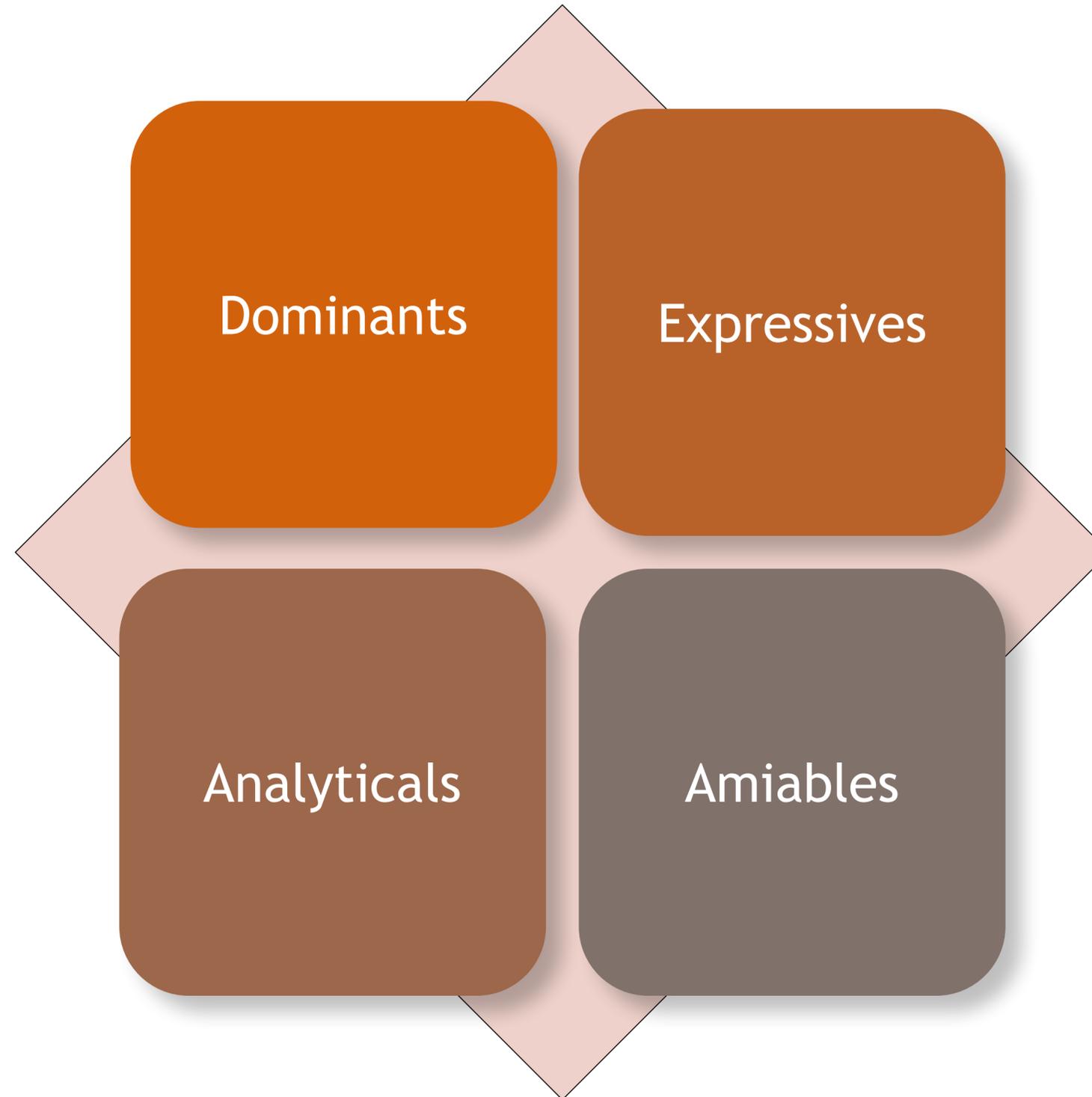


STRATEGIES FOR CLOSING YOUR MOST DIFFICULT SALES

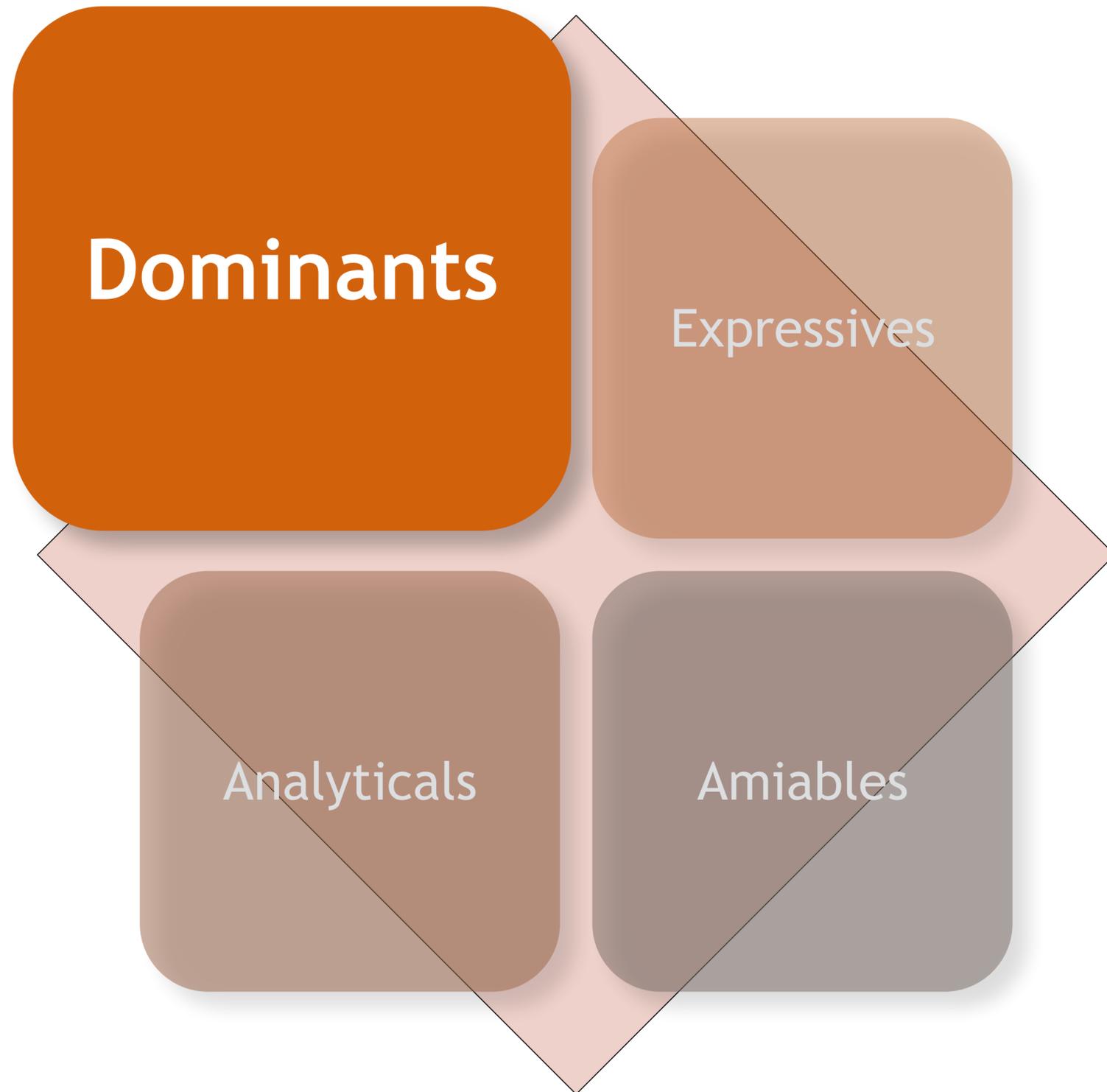
DR. MICHAEL CHENEY

Expert in The Art of Understanding People

BUILDING LASTING RAPPORT WITH PEOPLE

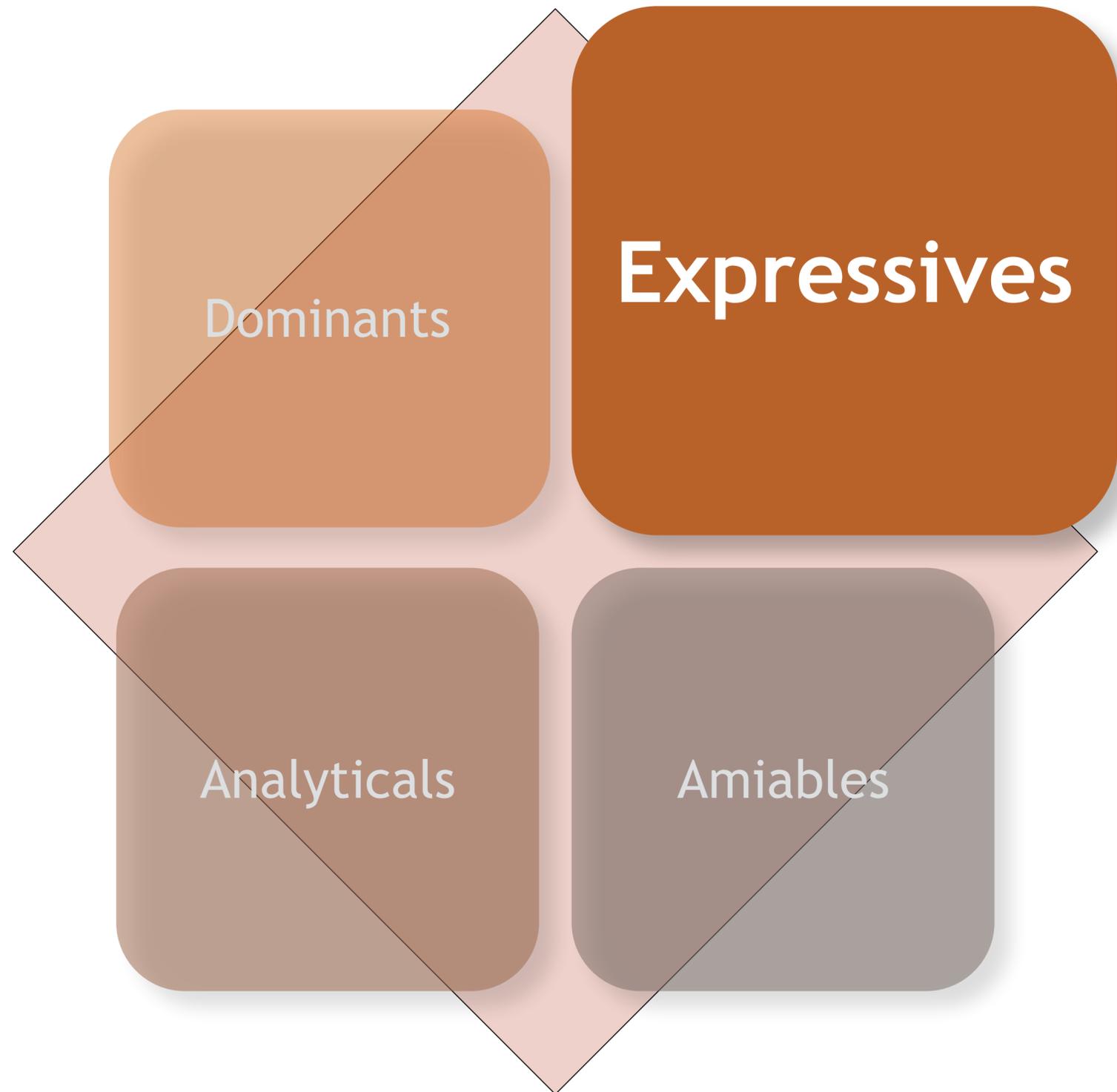


BUILDING LASTING RAPPORT WITH PEOPLE



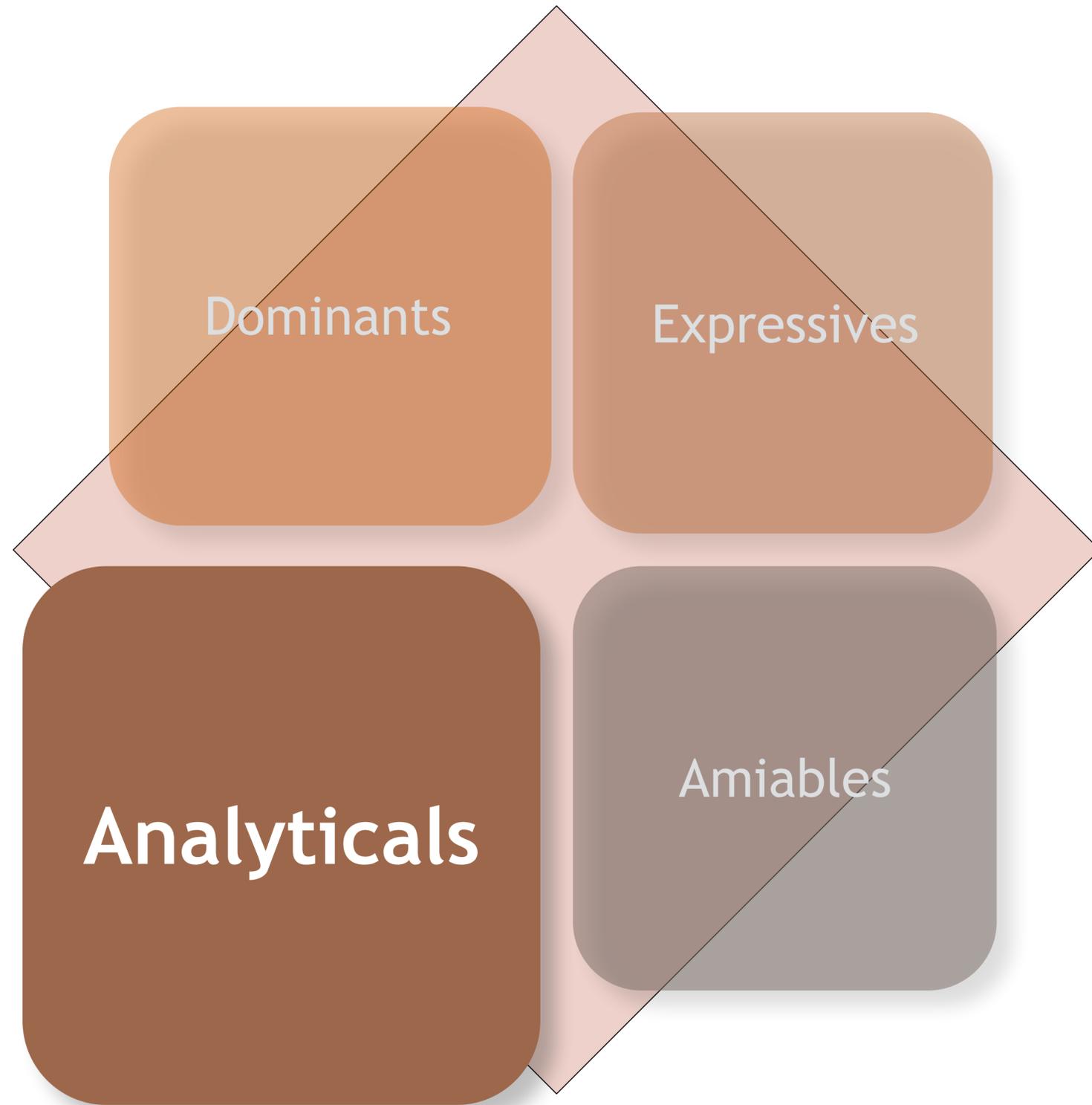
“Get to the point.”

BUILDING LASTING RAPPORT WITH PEOPLE



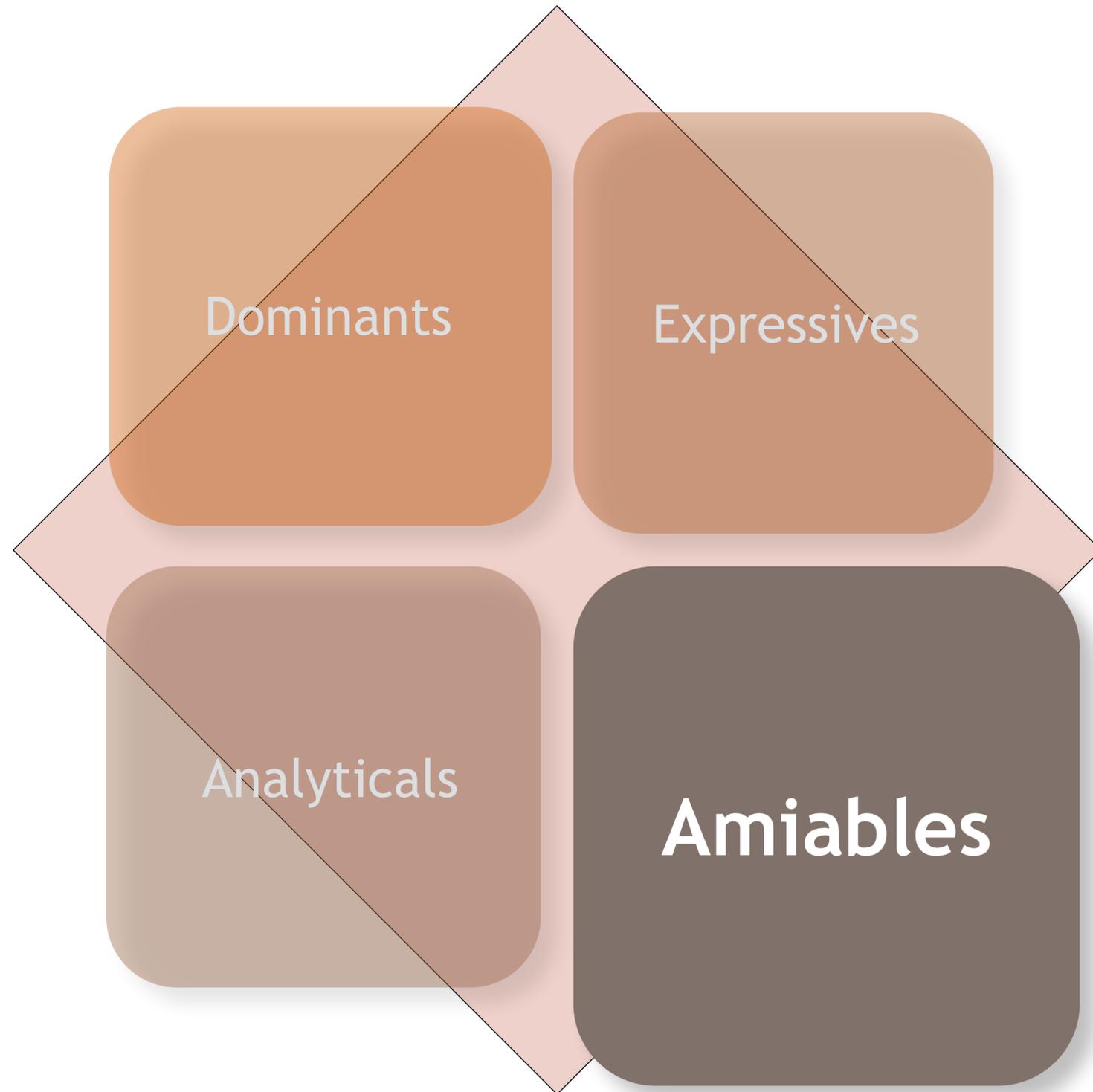
“Are we going to be friends?”

BUILDING LASTING RAPPORT WITH PEOPLE



“Did you tell me everything?”

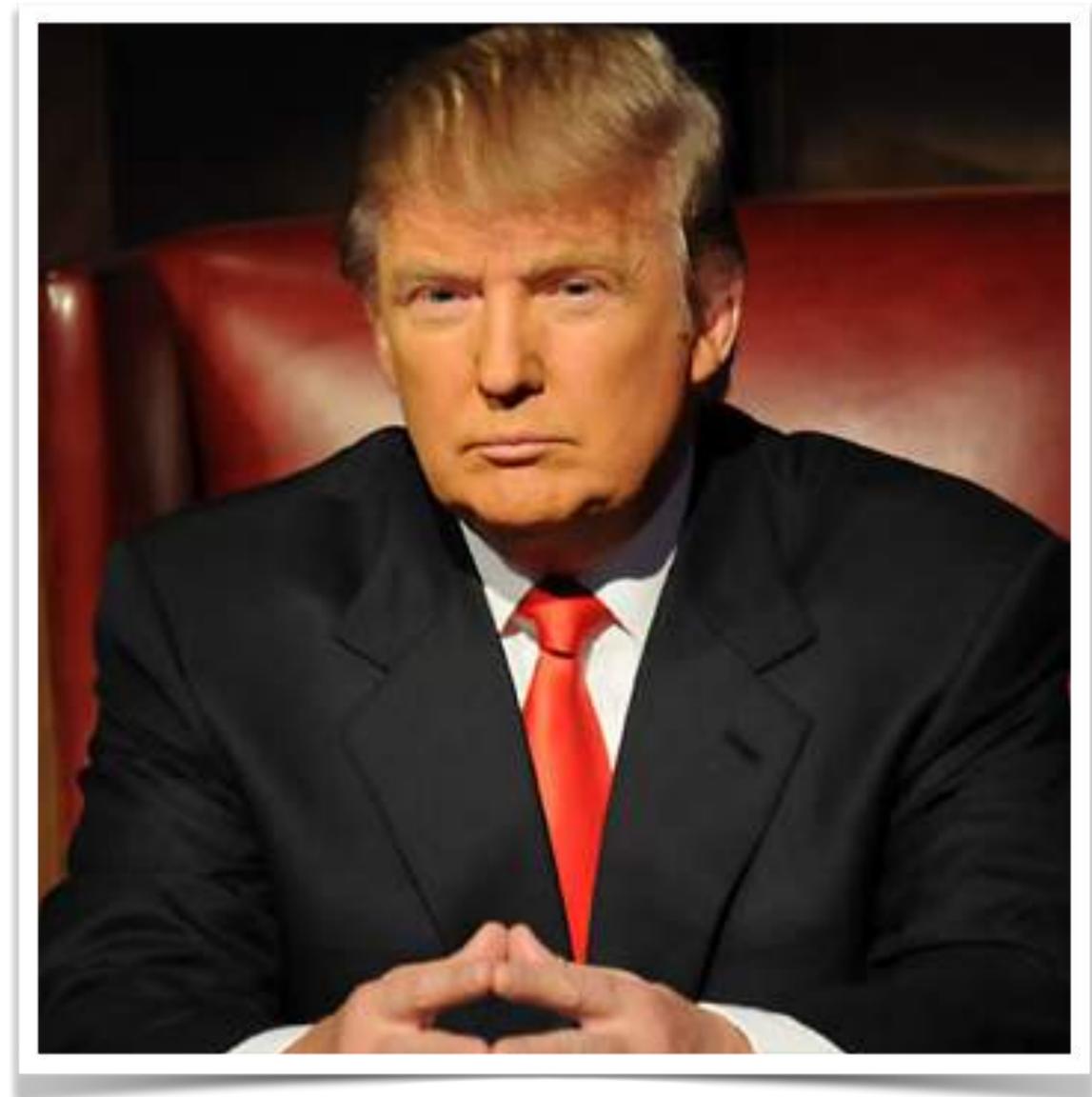
BUILDING LASTING RAPPORT WITH PEOPLE



“Can I trust you?”

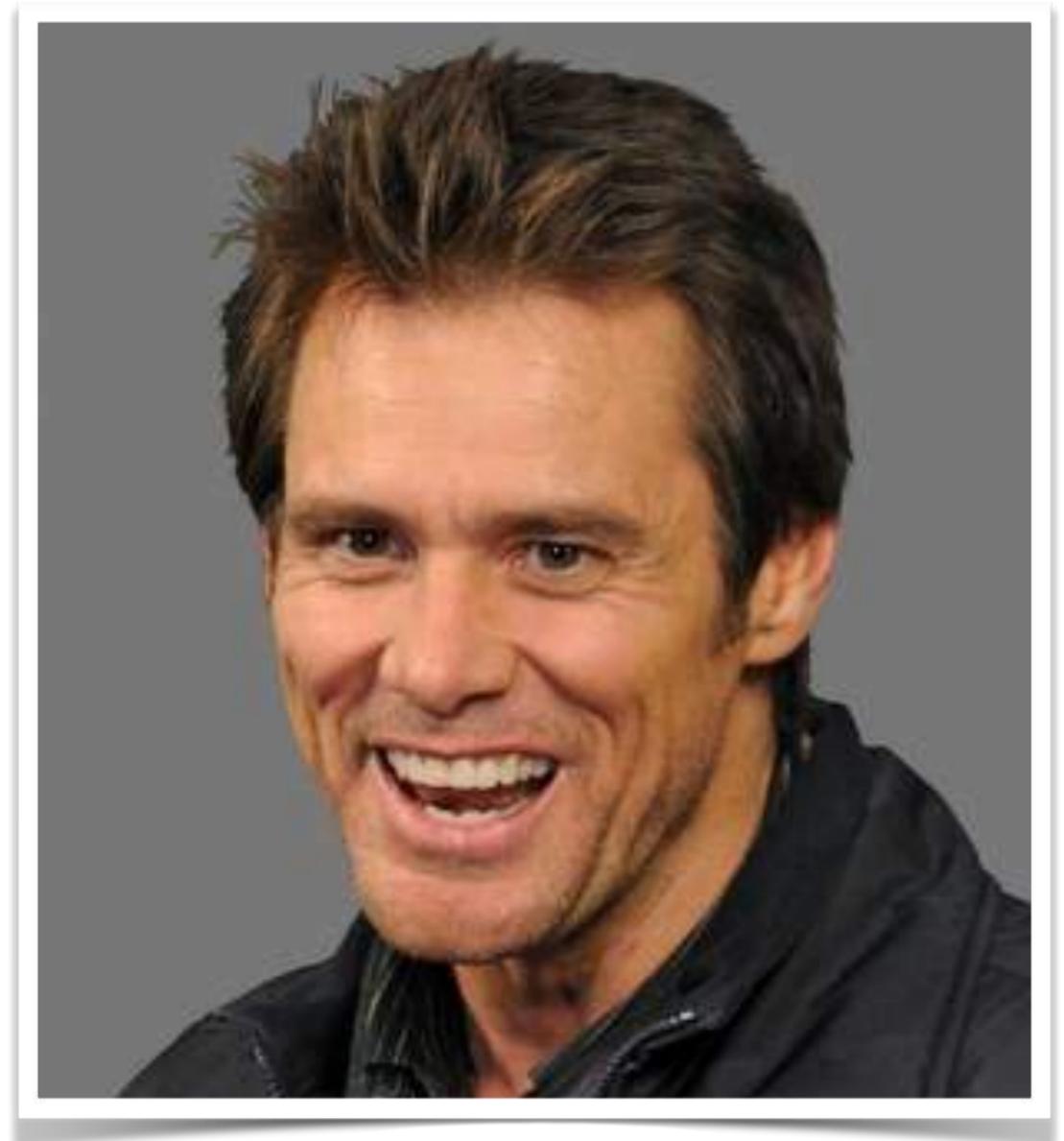
DOMINANT PATTERN

1. Task
2. Tell
3. Now
4. Bottom Line
5. Eye contact
6. Forceful
7. Time



EXPRESSIVE PATTERN

1. People
2. Friendships
3. Big Picture
4. Talk Fast
5. Think Fast
6. Energy



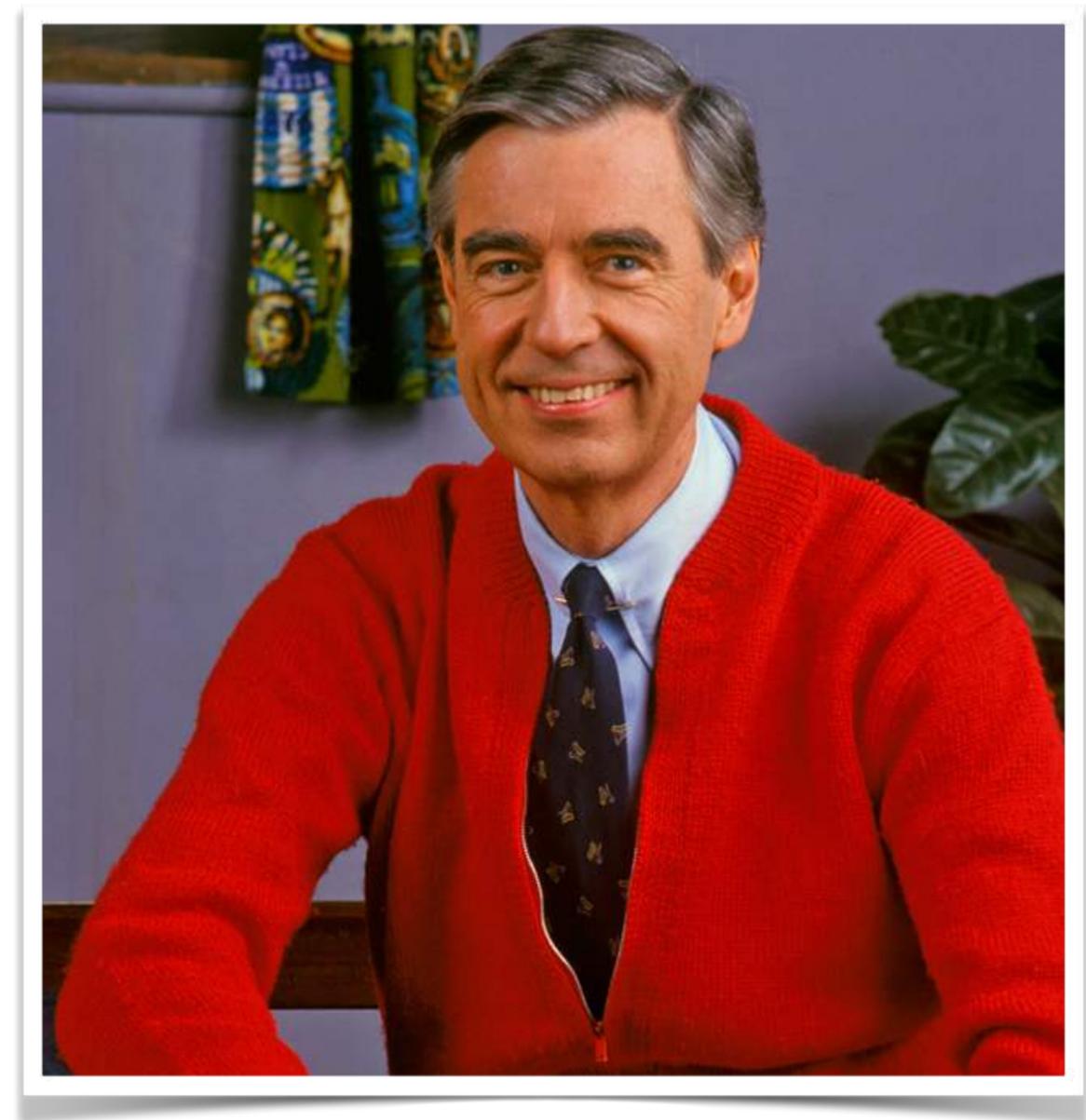
ANALYTICAL PATTERN

1. Process
2. Thinking
3. Facts
4. 3 to 5 Seconds
5. Right First Time
6. Sound Judgment



AMIABLE PATTERN

1. Group
2. Trust
3. Avoids Conflict
4. Speaks Softer
5. Time to Respond
6. Spacing Important
7. Kind



THE DOMINANT

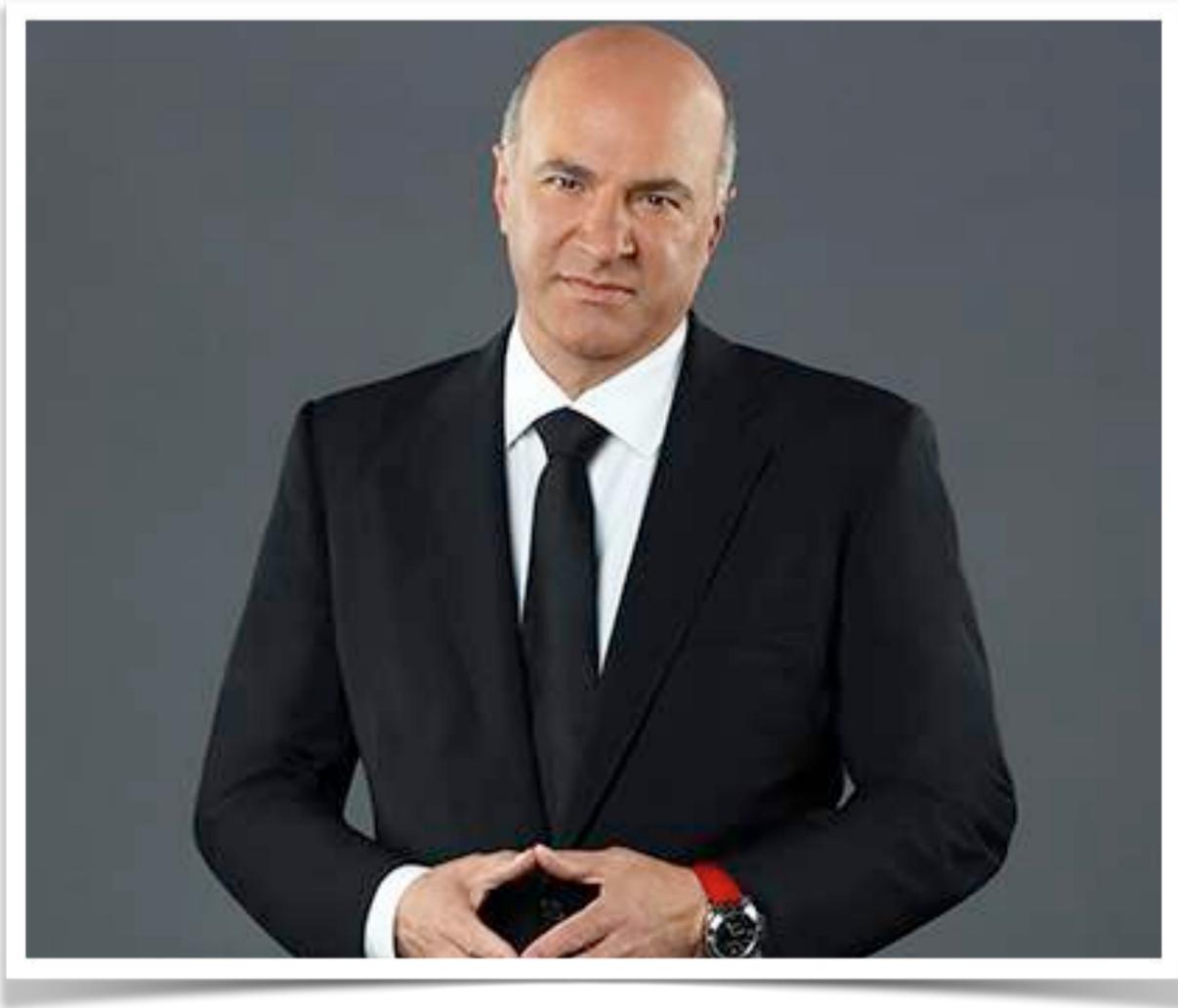
THE DOMINANT

#1

**Asking for the order
directly**



THE DOMINANT



#2

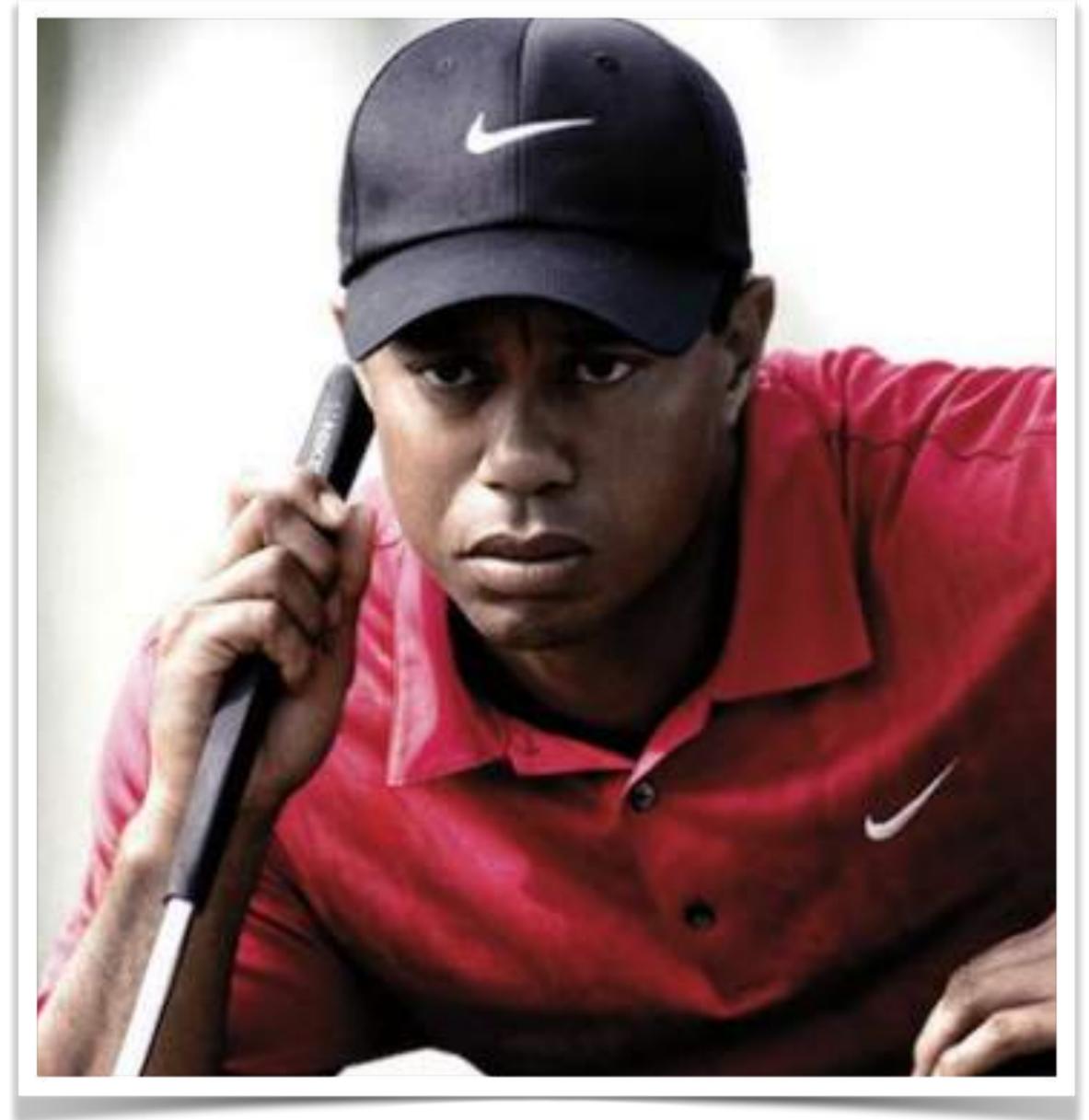
Anticipating and planning for possible objections during the decision making process



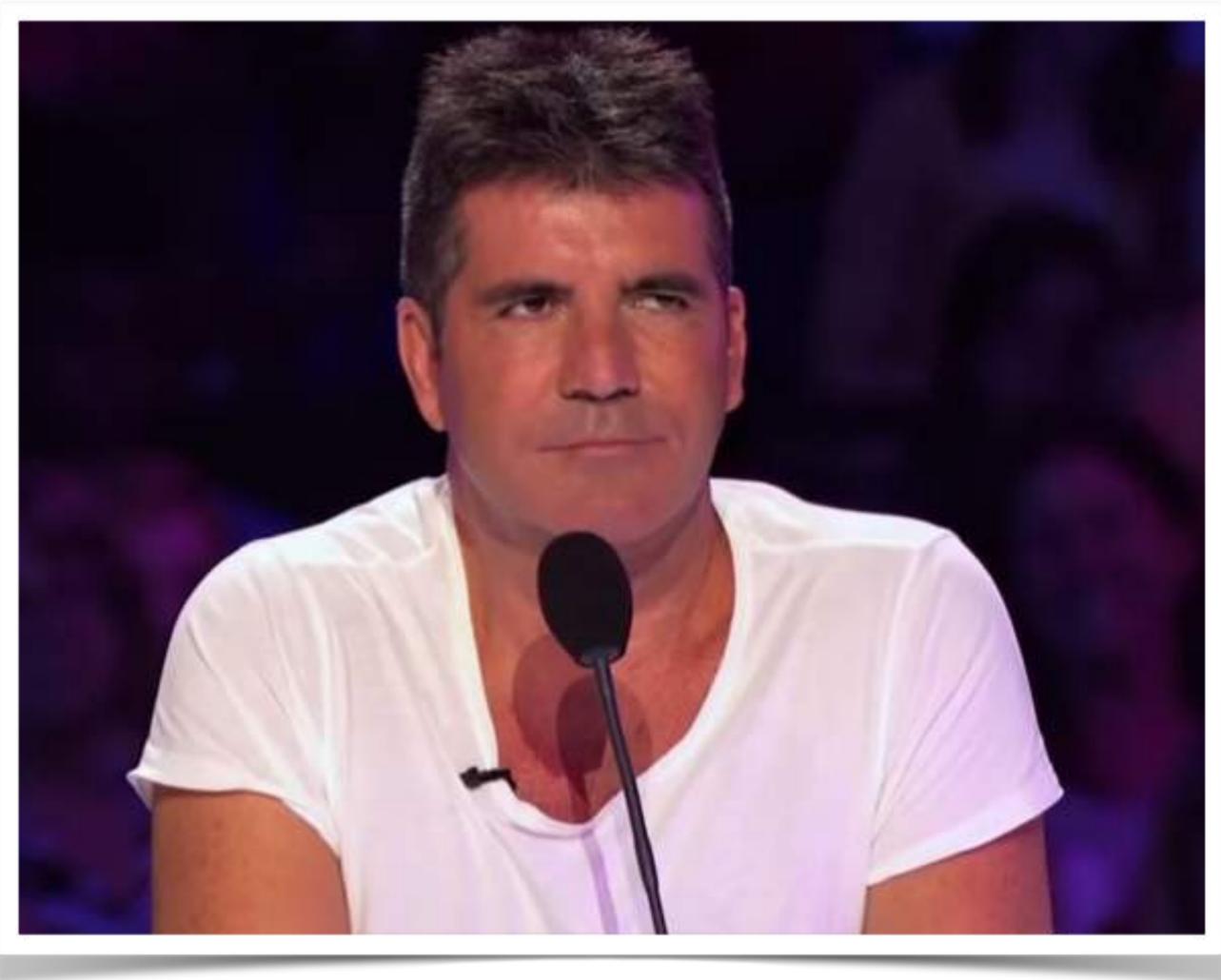
THE DOMINANT

#3

Keeping the answers to any questions specifically in line with the Dominant's needs and desired results.



THE DOMINANT



#4

**Being prepared to modify
or negotiate your proposal**

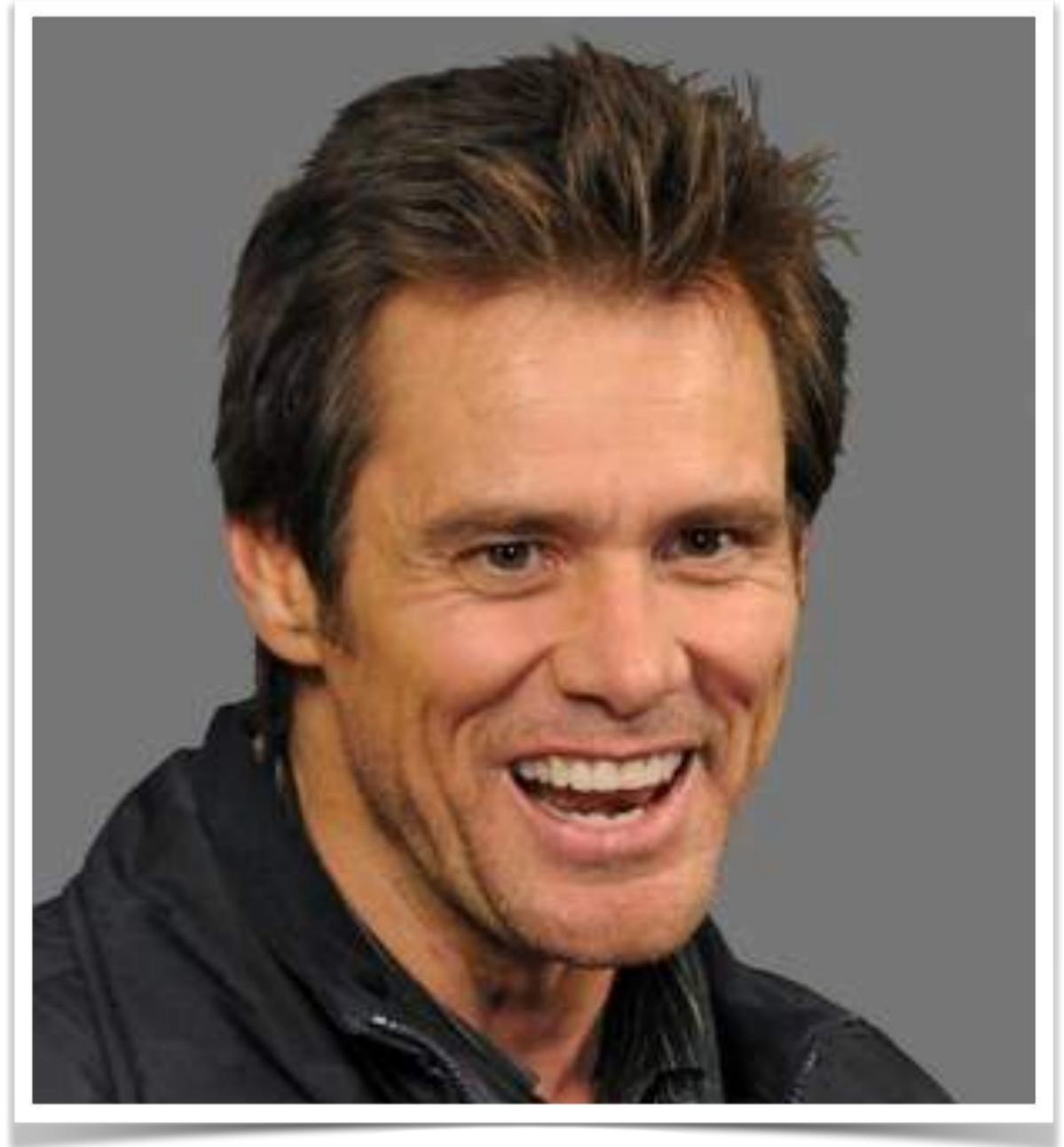


THE EXPRESSIVE

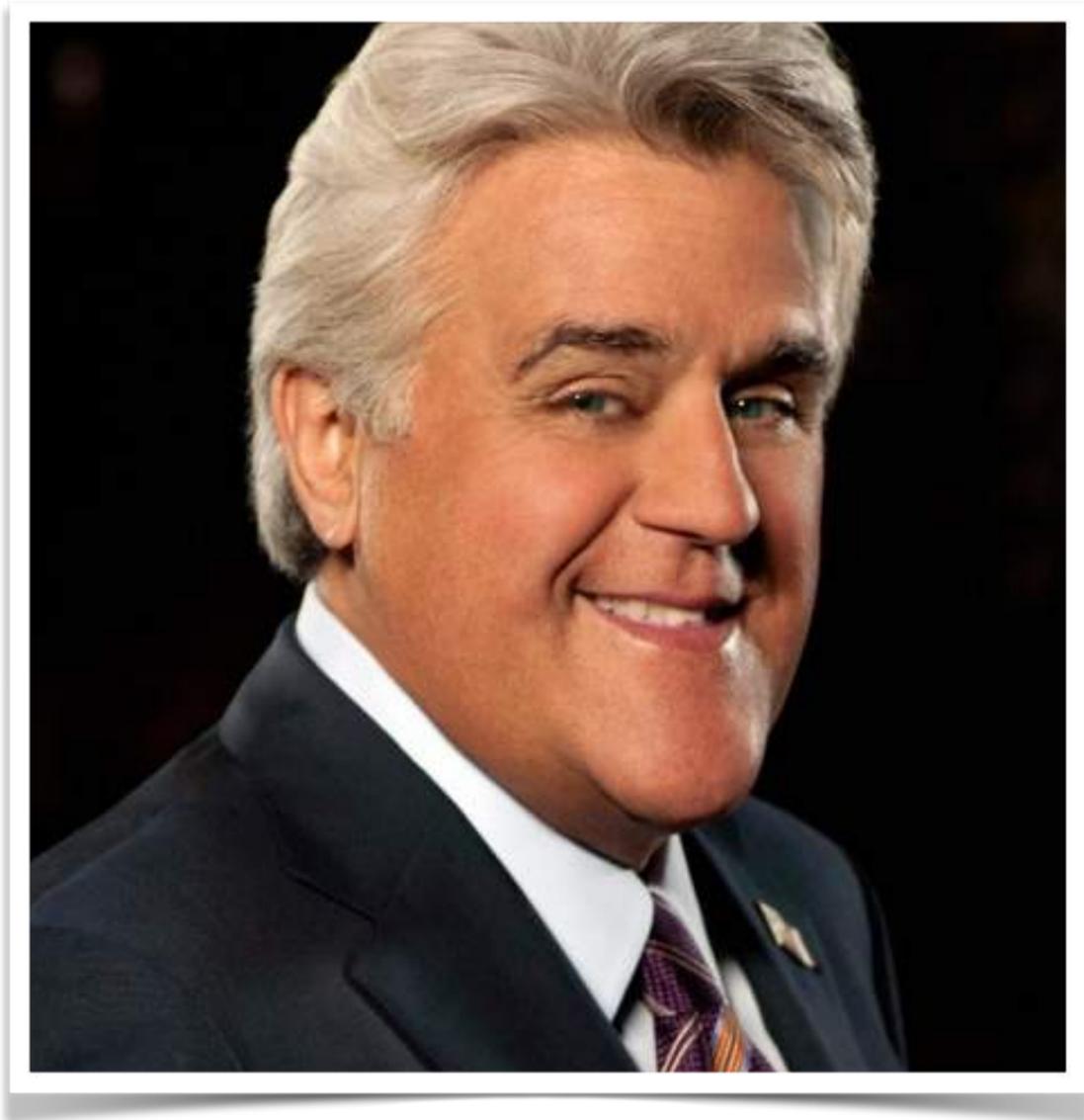
THE EXPRESSIVE

#1

Assume you have a sale



THE EXPRESSIVE



#2

**Using open-ended questions
to look for personal reasons
behind the deal**



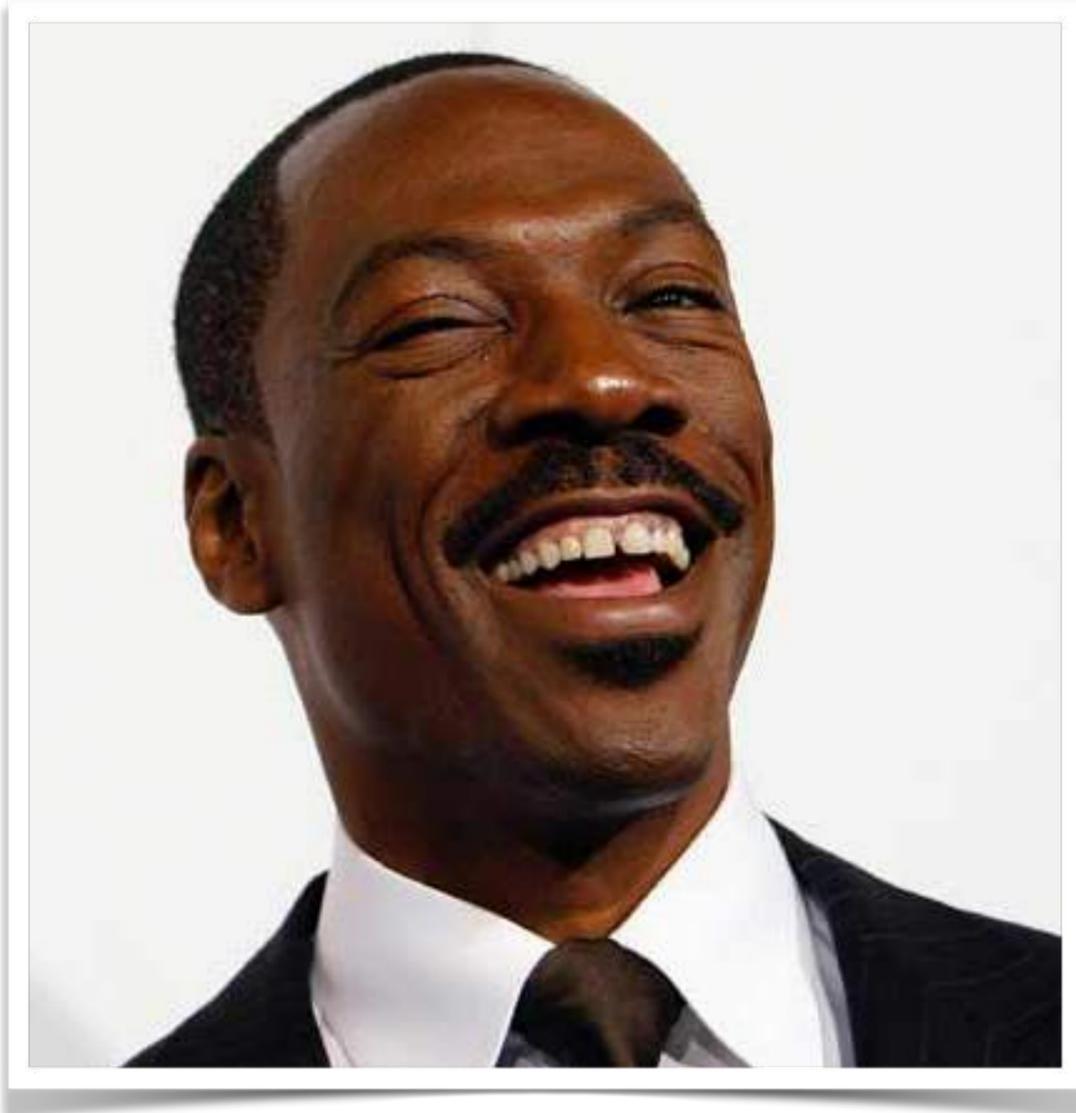
THE EXPRESSIVE

#3

Following up with benefit statements



THE EXPRESSIVE



#4

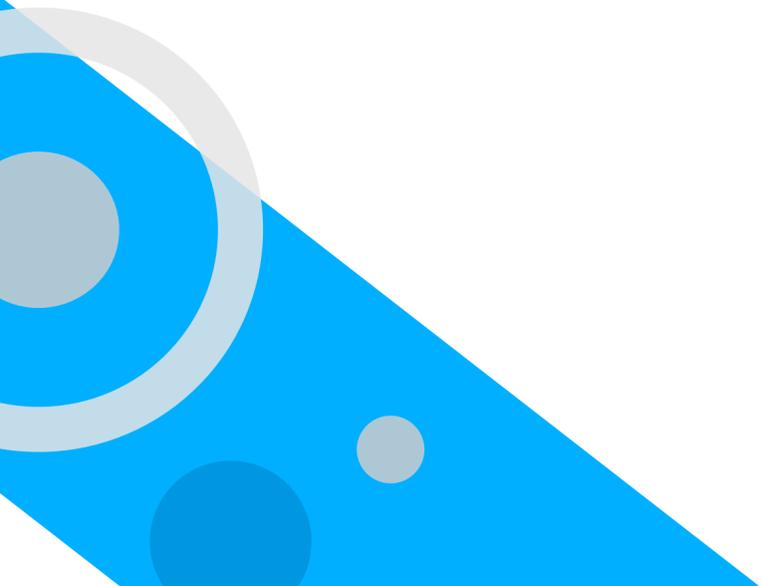
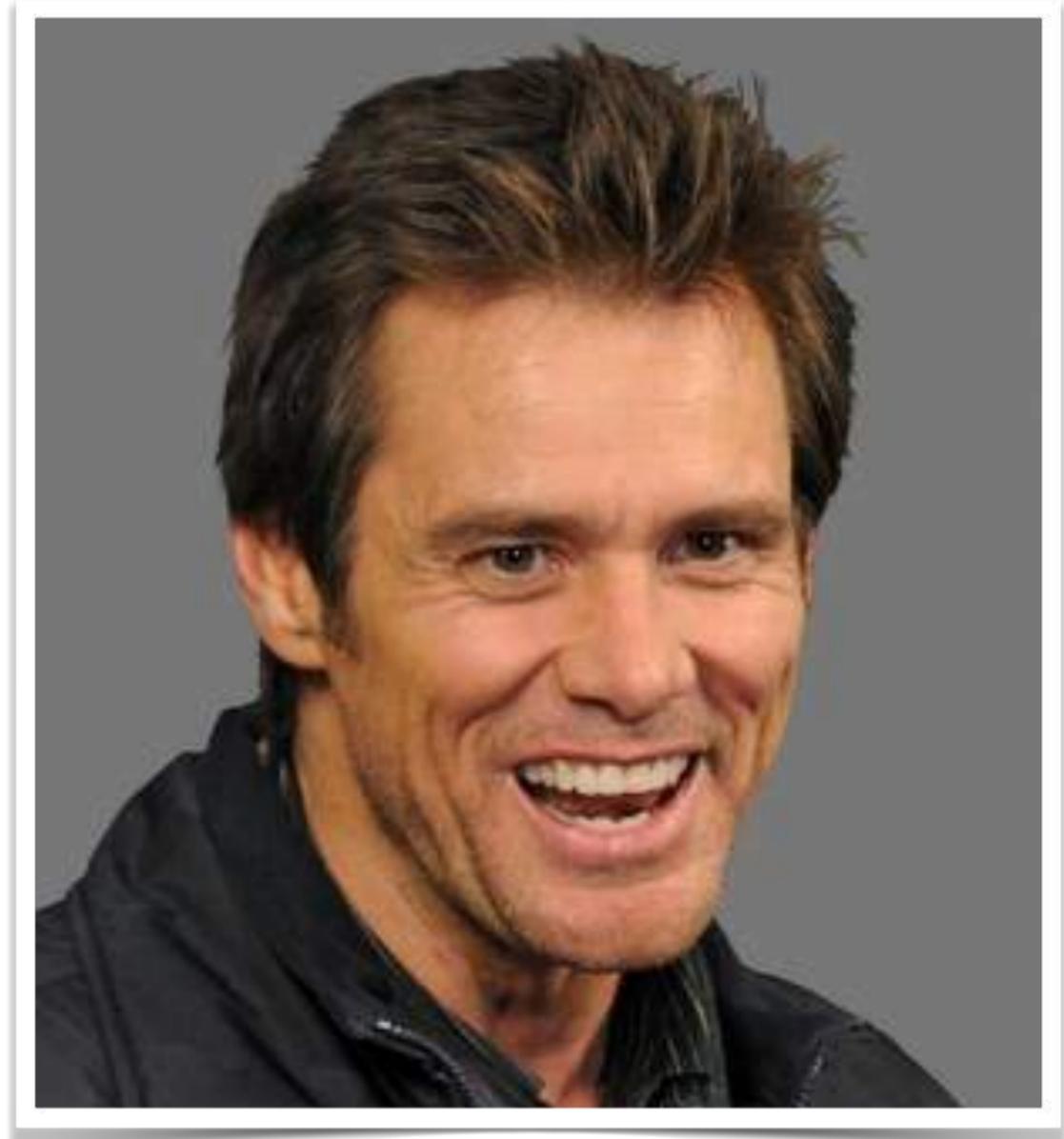
**Offering reassurance that
your product has value**



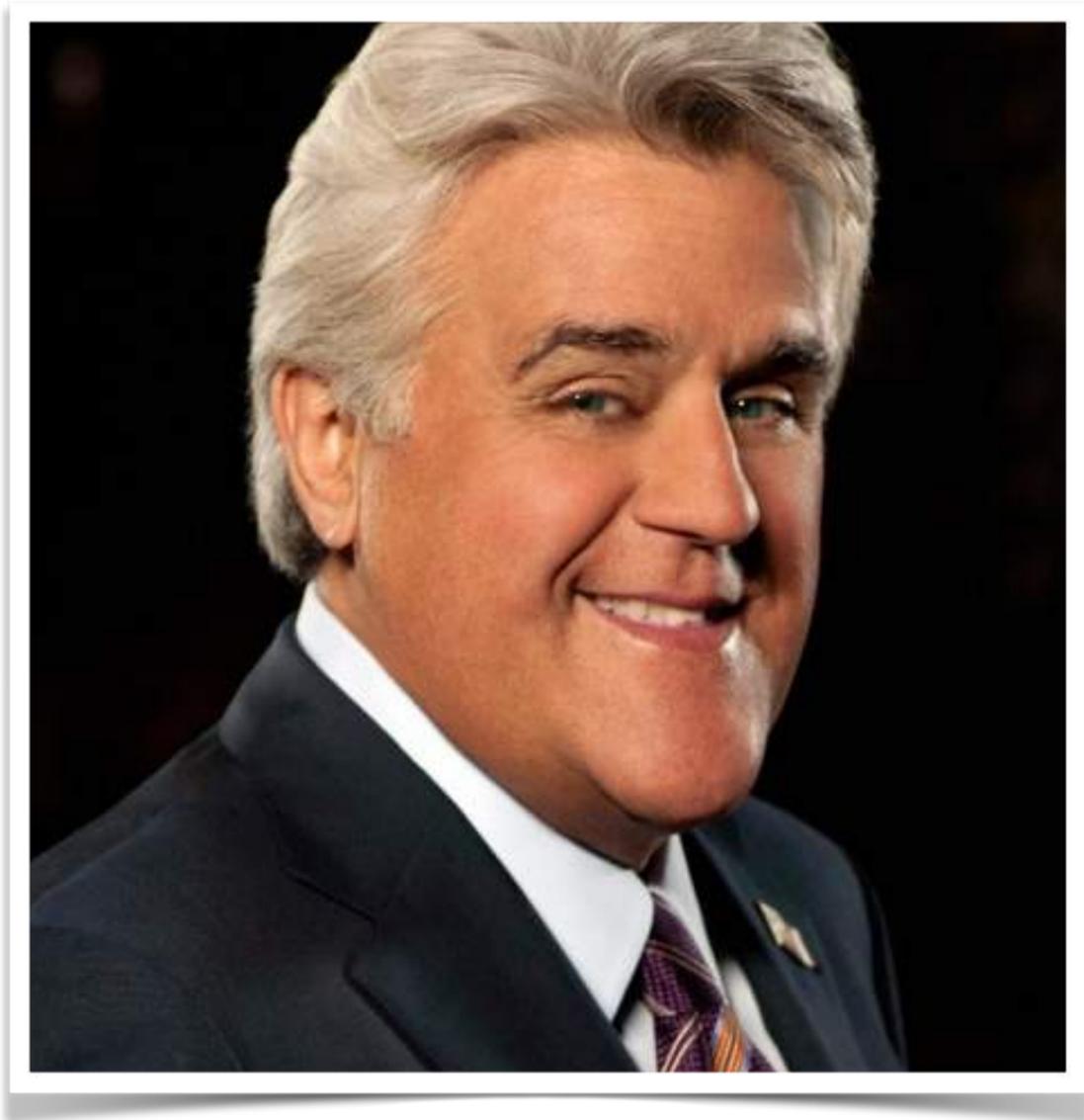
THE EXPRESSIVE

#5

**Giving assurance of your
personal follow up**

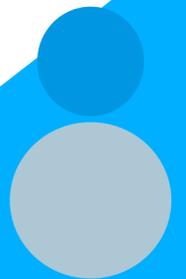


THE EXPRESSIVE



#6

**Providing an incentive for
buying immediately**

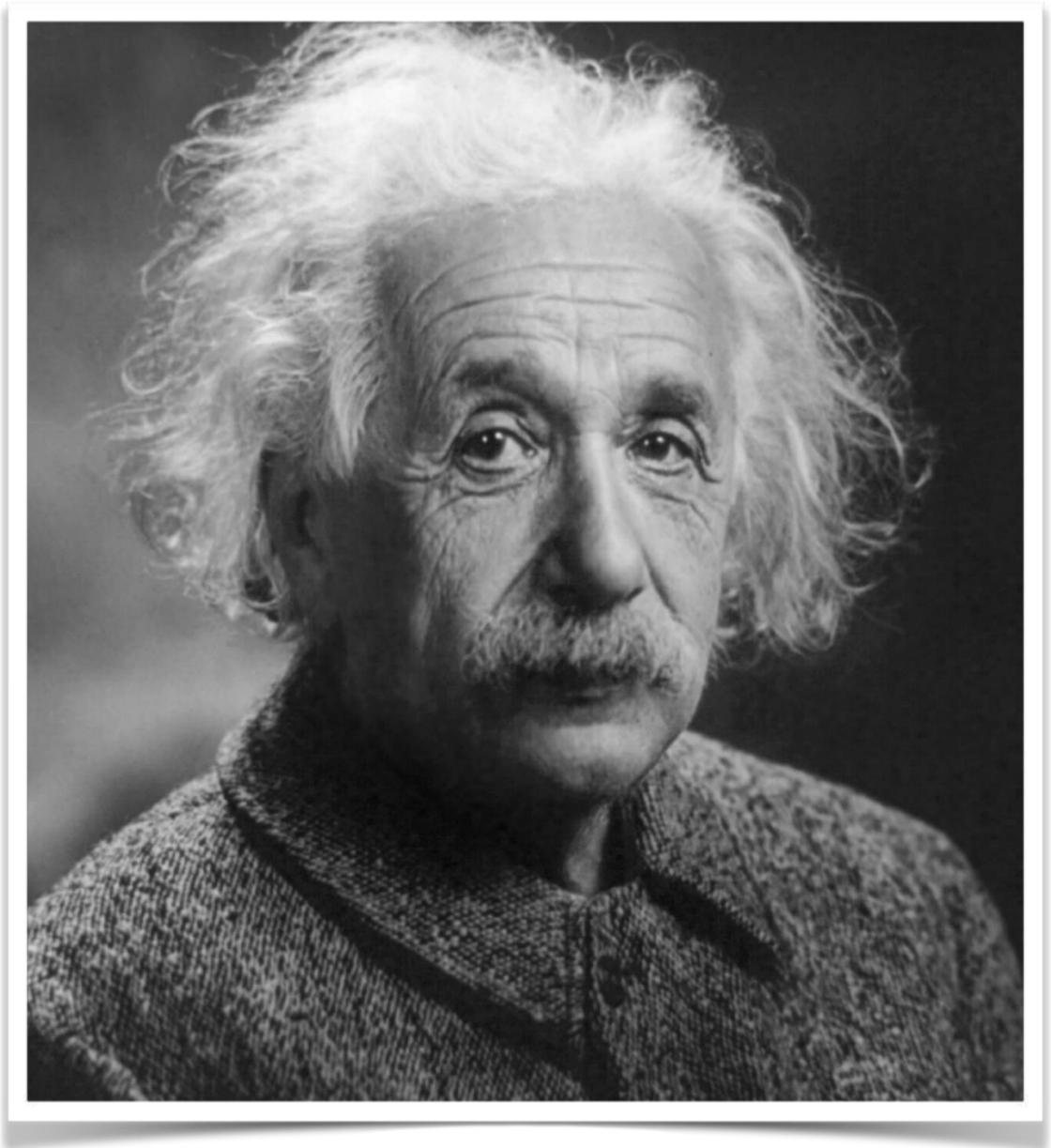


THE ANALYTICAL

THE ANALYTICAL

#1

**Directly asking for
the order in a low-
key fashion**



THE ANALYTICAL



#2

Expecting to negotiate changes, additions, or deletions to the proposal



THE ANALYTICAL

#3

Restating benefits emphasizing long-term advantages of your product



THE ANALYTICAL



#4

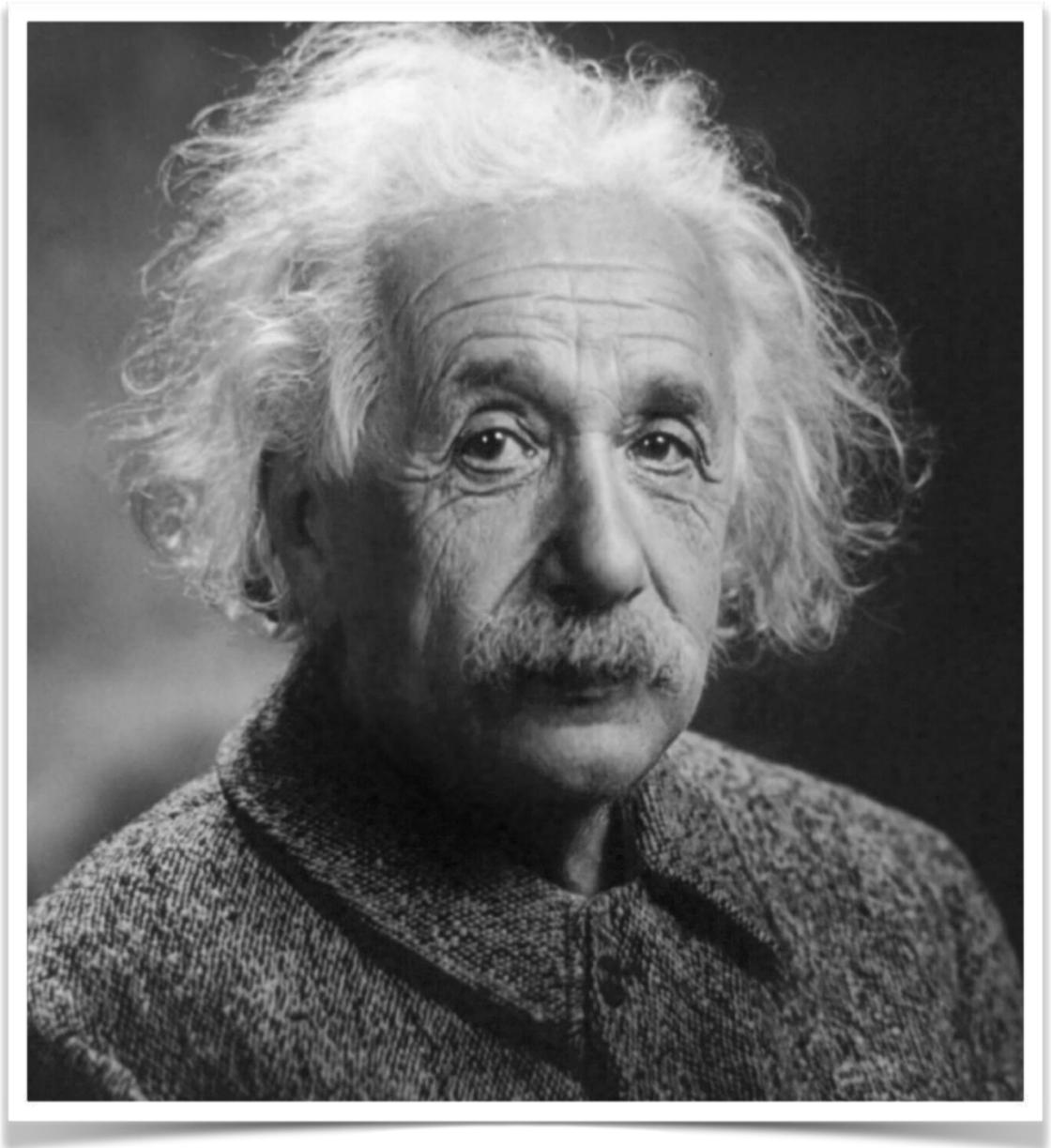
**Being ready with a detailed
implementation plan**



THE ANALYTICAL

#5

**Being prepared
to develop a
written proposal**



THE AMIABLE

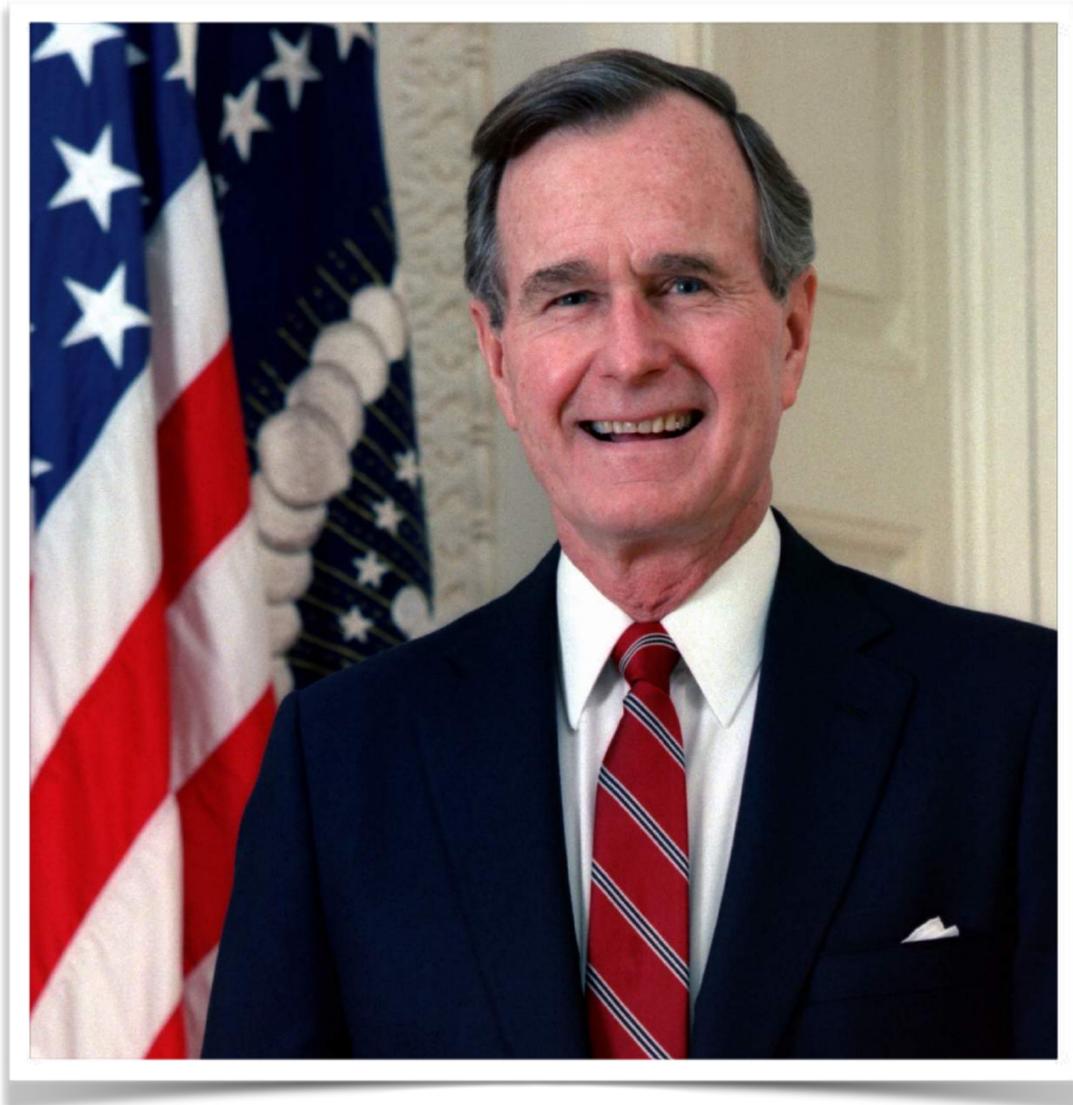
THE AMIABLE

#1

Indirectly asking for the order



THE AMIABLE



#2

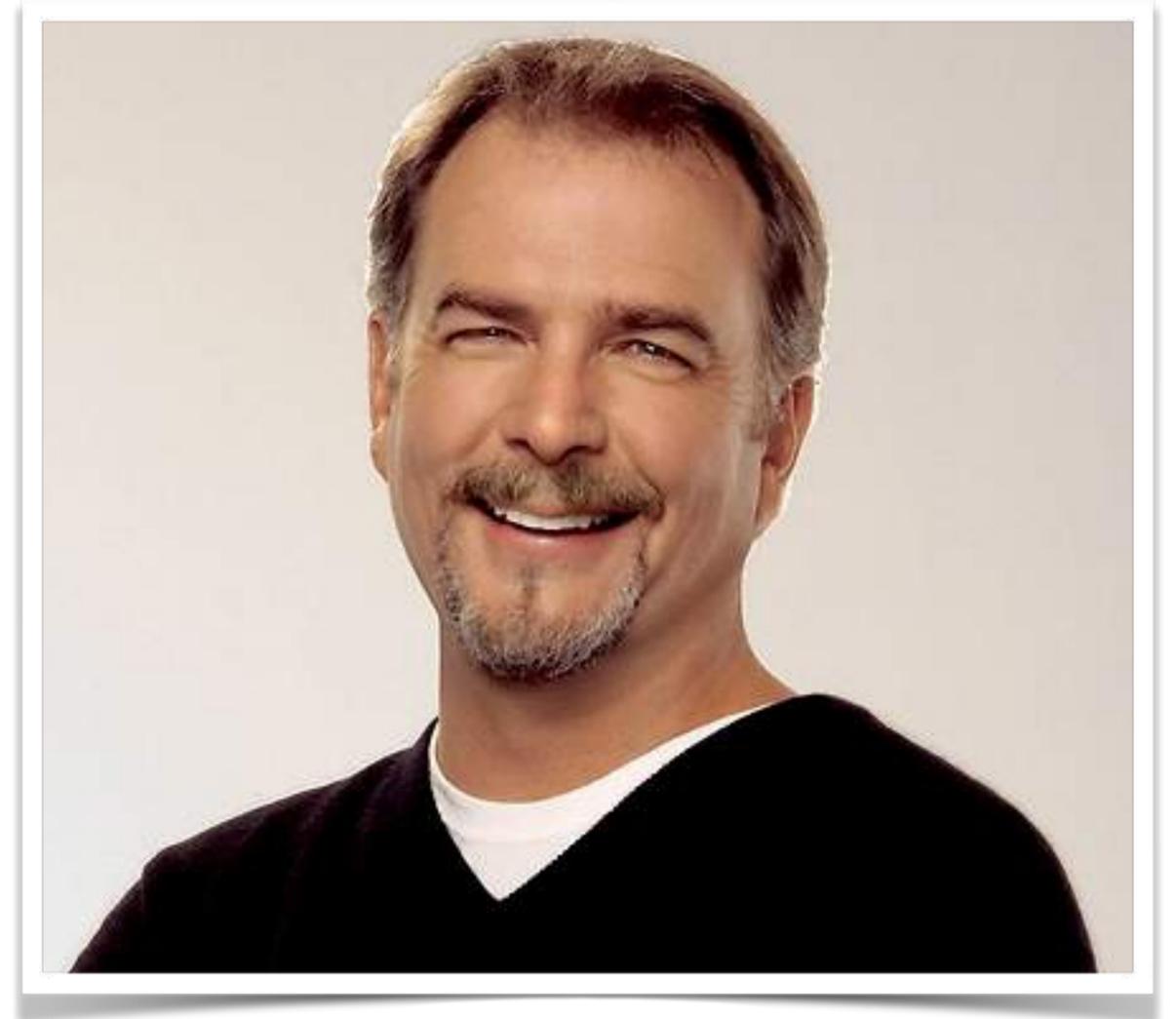
**Respecting the Amiable's
concerns affecting the buying
decision**



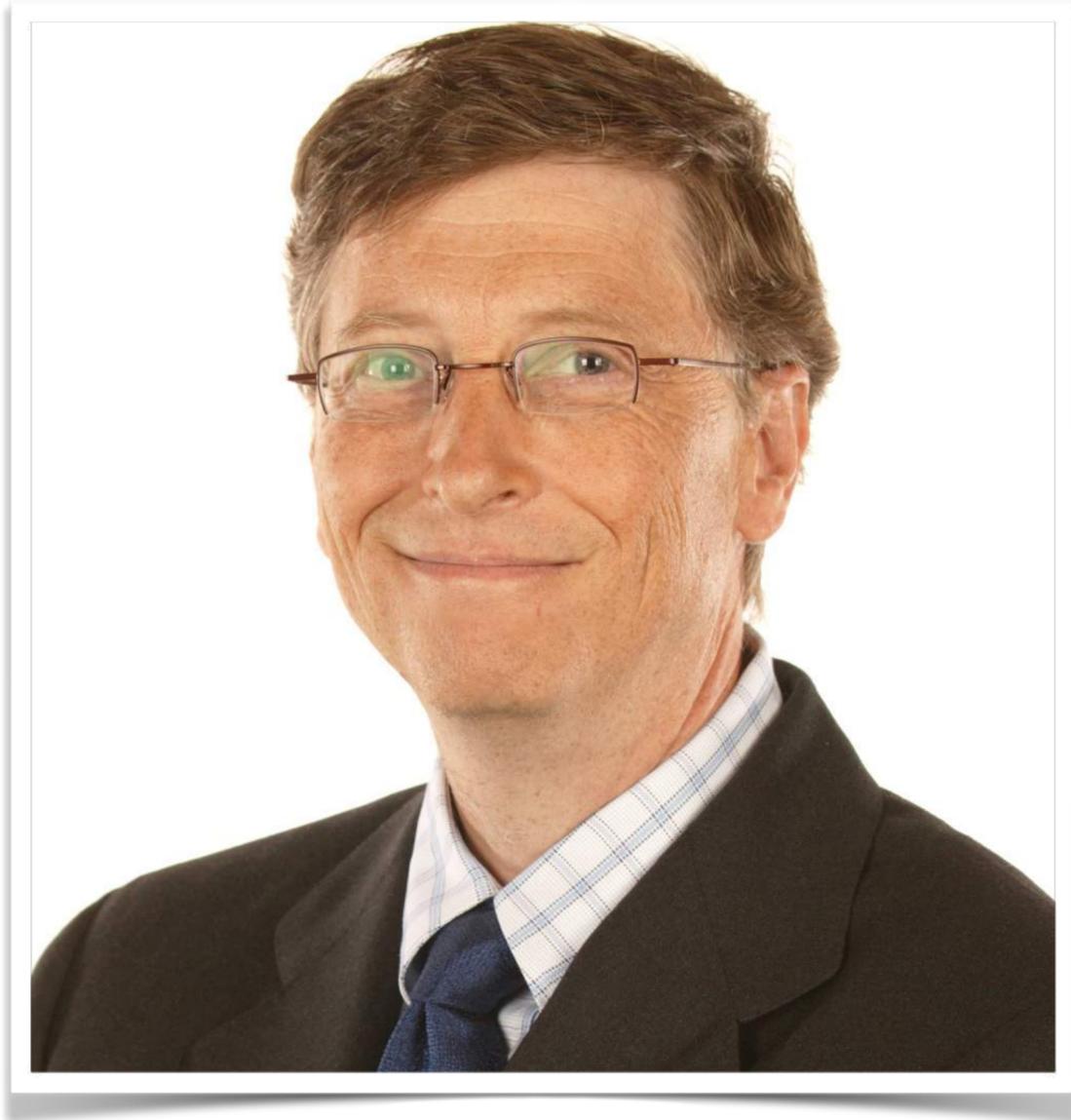
THE AMIABLE

#3

**Reaffirming your intentions
to be personally involved
after the sale**



THE AMIABLE

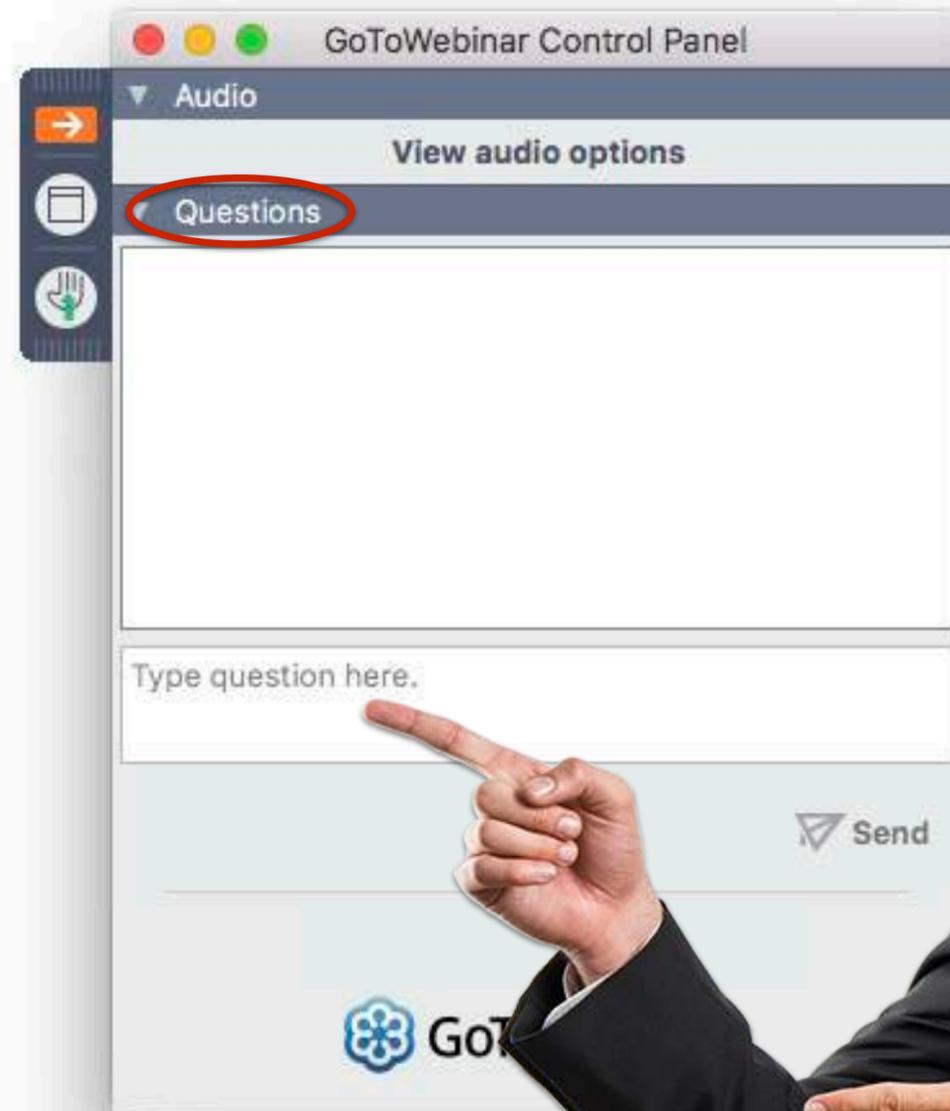


#4

Getting a signed order, letter of agreement, or purchase order



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