

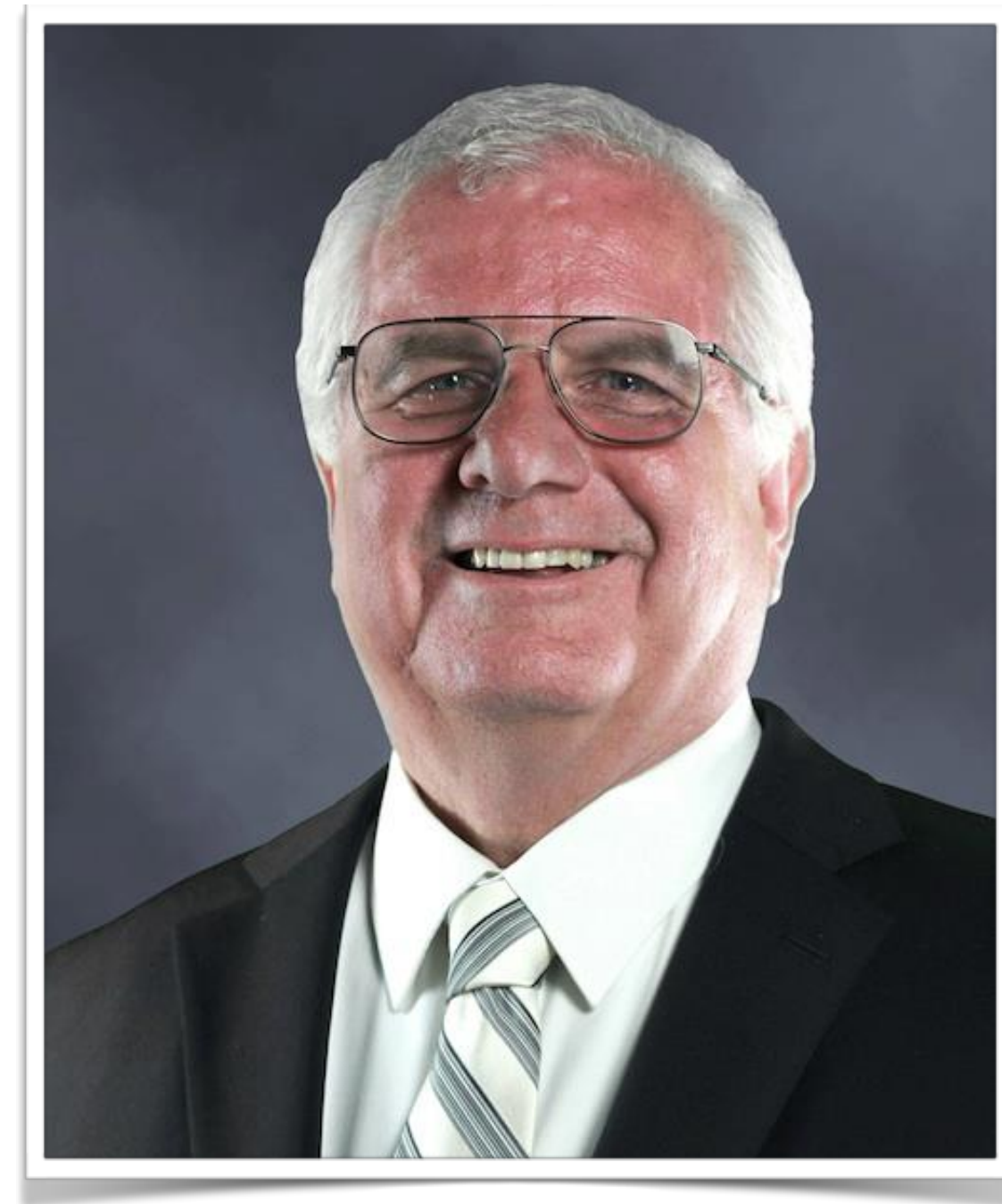
LBS WEBINAR SERIES

2nd

TUESDAY

THIS WEBINAR WILL  
BEGIN AT 12:01 ET

# CUSTOMER SERVICE... SO WHAT'S THE BIG DEAL?



**GARY MOORE**

President of Local Broadcast Sales and Insight Edge



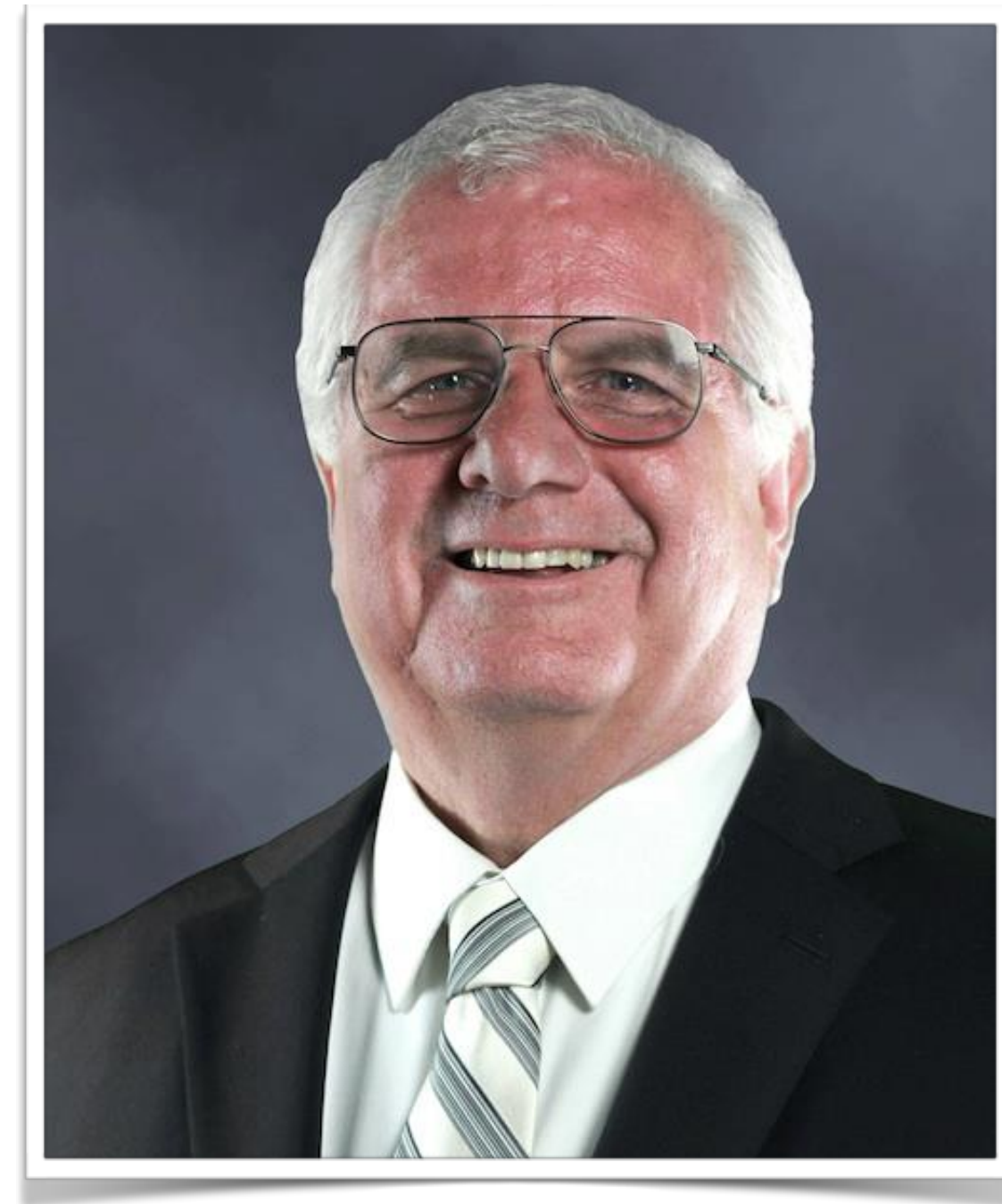
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## CUSTOMER SERVICE... SO WHAT'S THE BIG DEAL?



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**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**





**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!



# 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**  
Broadcast Sales

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And Revenue Development That Works!

# 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**





**Local**  
Broadcast Sales

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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, WQWQ - Cape Girardeau, Missouri**





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# 2nd Tuesday Webinars

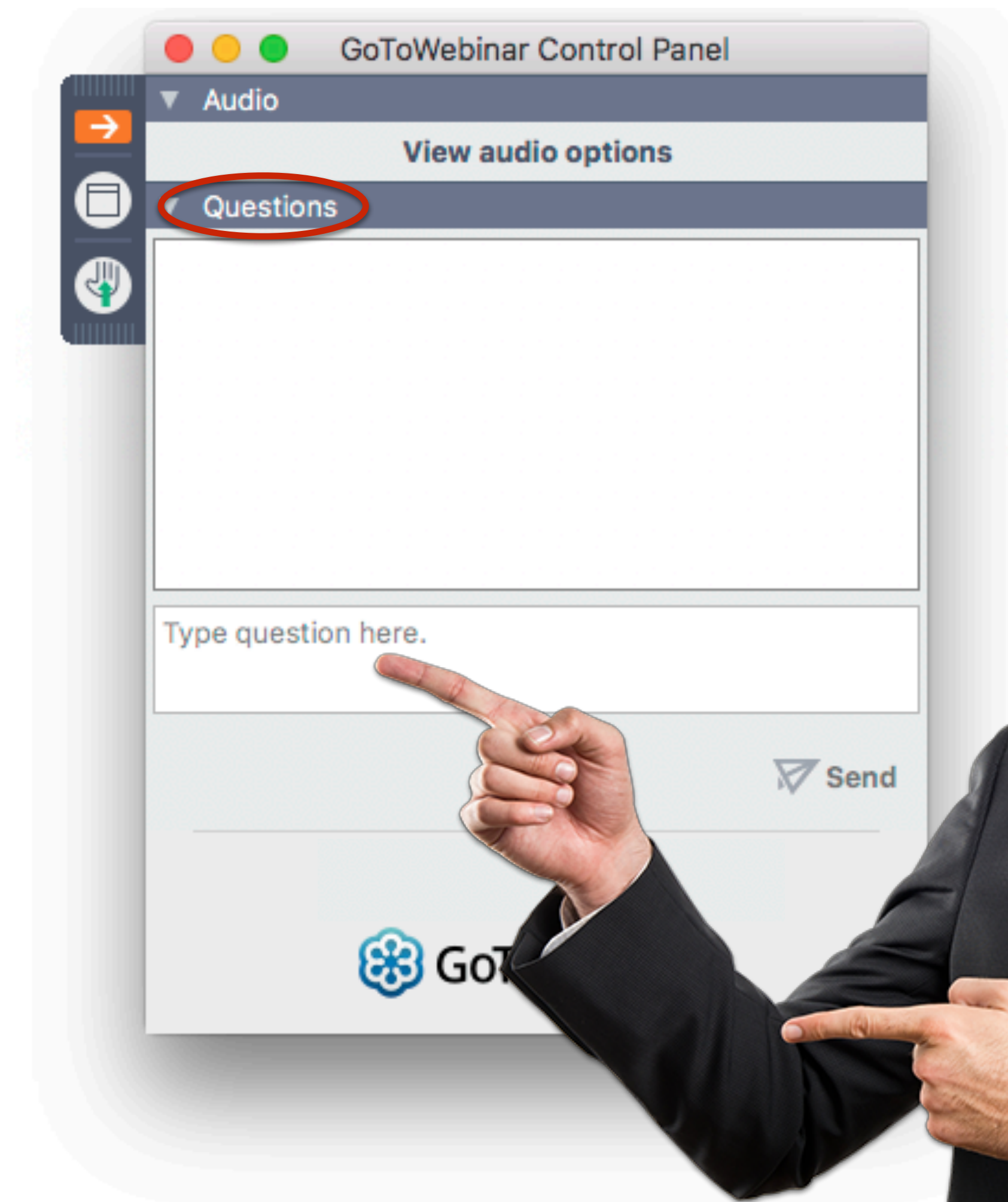


*“The webinar was really informative...I actually plan to re-watch it and take detailed notes since there was so much information.”*

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



# HAVE ANY QUESTIONS?





LBS WEBINAR SERIES

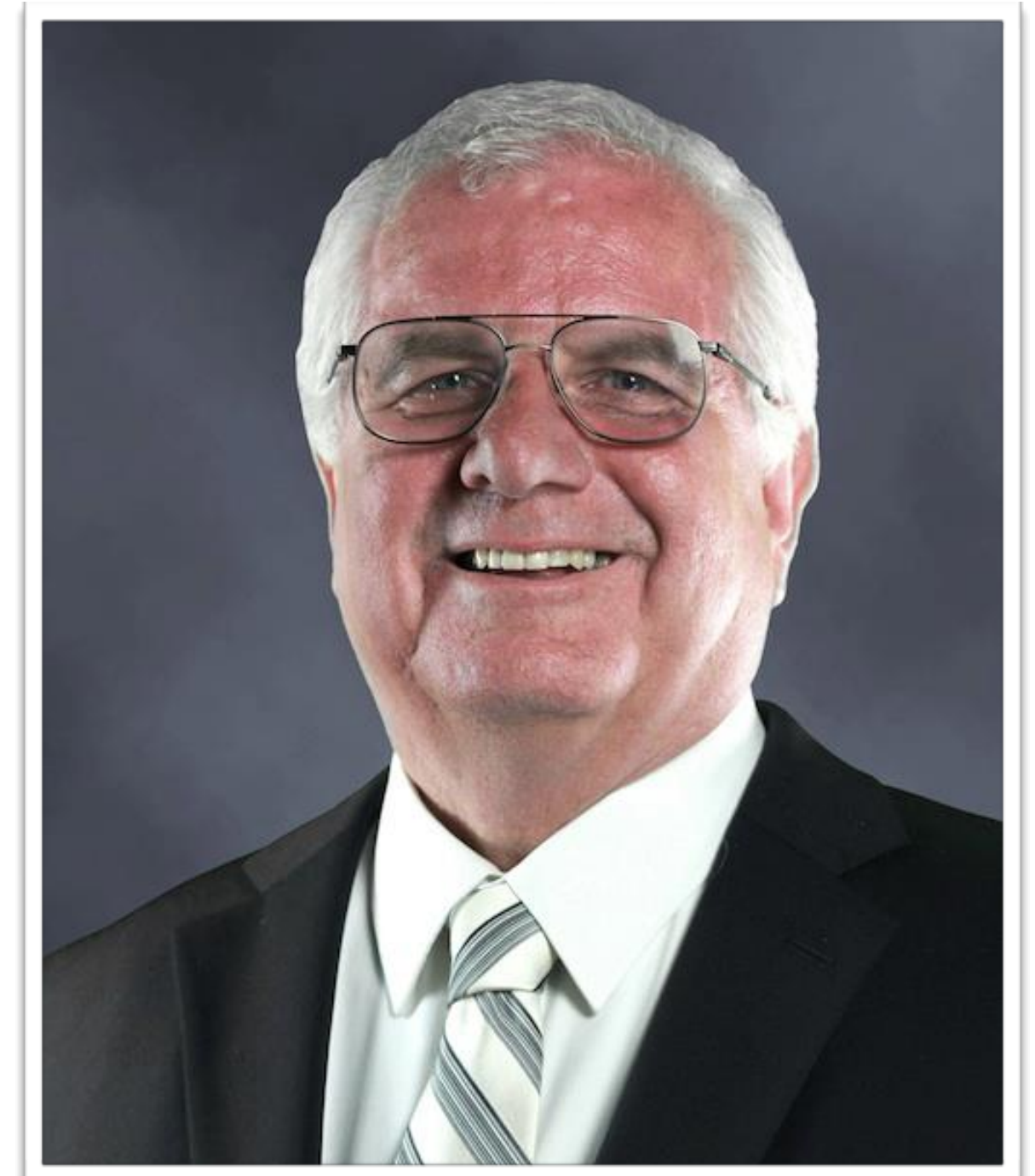
# 2nd

TUESDAY

**GARY MOORE**

President of Local Broadcast Sales  
and Insight Edge

## CUSTOMER SERVICE... SO WHAT'S THE BIG DEAL?





# Right now!

## Will you make the following commitment?

I promise to live out ....

*Not selling ad services like it used to be,  
but selling ad services that never was!*





# Do You Have the Ability to be a Service-Obsessed Professional?

Worry about being better; bigger will take care of itself. Think one customer at a time and take care of each one the best way you can.



**20% of you will commit**  
**60% of you wait to decide**  
**20% will not no matter what**



# YOU DON'T WANT ADVERTISERS



...you want FIERCELY Loyal Advertisers!  
The type of advertisers that tells other  
business owners that you personally are  
a “fan”tastic **Broadcast Sales Pro.**





*“The minute that you come up with a rule you give an employee a reason to say ‘no’ to a customer.”*

- Jim Nordstrom

Cultural Changing Application: Sit down and get rid of every rule at your station (that isn't absolutely necessary) that get's in the way of serving your customers.

**#1:** Every single decision your station makes must be for the benefit of the customer

**#2:** You, as a seller, are critical to #1

**Keep in Mind!**

No station = No audience to sell

Average seller = Nearly every sales result lands below its sales potential



# DOES YOUR DAY-TO-DAY STRATEGY LIVE UP TO YOUR ADVERTISERS WELL-BEING AND BEST INTEREST?

Our goal is to  
sell 1 million  
spots in 2019.



Do we have any  
goals that involve  
making customers  
more successful?



I'm talking about our  
goals, not theirs.  
That's totally different!







**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!

[www.localbroadcastsales.com](http://www.localbroadcastsales.com)

# Customers like unique solutions just for them!



## Training

950+ videos on-demand!

"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

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

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## Advertiser Intelligence

Better than Google!



## Sales Ideas

Advertiser innovation!

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## 2nd Tuesday Webinars

Relevant topics!



## Ask LBS

You ask, we'll answer!

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Kimberly Likens - KFVS, WQWQ - Cape Girardeau, Missouri

**There are thousands of broadcast and digital sellers who use our service, and we believe there are thousands of right ways to use our services!**





# NORDSTROM

A college degree has never been a requirement at Nordstroms. For front line salespeople they require enthusiasm, a desire to work hard, and a capacity to generate returning customers.

*“You can’t teach a work ethic.”*

The Nordstrom Way to Customers Experience Excellence, Page 4



**It may say your station's call letters on the front door, but you want your clients and prospects to think of you every time they hear the call letters!**



**It's your (not your managers) responsibility to  
make the following statement true:**

*“You are not good because you’re  
at your station. You are at your  
station because you are good!”*



# 3 questions to ask yourself every day!

1. Am I enhancing the advertiser experience in a meaningful way?
2. Am I creating loyalty by satisfying the advertiser?
3. Am I contributing to the financial health of your station?



# The Larry King School of Selling



*“I’ve never  
learned anything  
while I was  
talking.”*

# **The broadcast station business model is far from being dead!**

Stations must now encompass both worlds - the value of a broadcast station and the value of digital marketing. The most successful broadcasters seamlessly blend both while providing exceptional customer service. Broadcasters have the full capability of being what interactive TV has wanted to be.



# DON'T FALL INTO THIS TRAP?

Many times I hear about the “stupid advertiser”.

How about this? “It’s the advertiser, stupid!”

Easy to point the finger at others... it’s natural to want to preserve our dignity and professionalism but we are now going to discuss you, as a broadcast and digital professional how to take responsibility in the area of exceeding customer expectations.



# CONSCIENTIOUSNESS

- **WORK ETHIC**
- **DEPENDABILITY**
- **INITIATIVE**
- **INTEGRITY**
- **RULES ADHERENCE**





# DEMONSTRATES RESPECT

- SENSITIVITY TO OTHERS
- MAINTAINS RELATIONSHIPS
- RESPECTS COMPANY
- RESPECT OTHERS



# MAINTAINS COMPOSURE



- **EVEN-TEMPERED**
- **STRESS TOLERANCE**
- **REMAINS POSITIVE**



# SELF - MANAGEMENT

- **DEMONSTRATES CONFIDENCE**
- **WORKING AUTONOMOUSLY**
- **SELF-SUFFICIENCY**



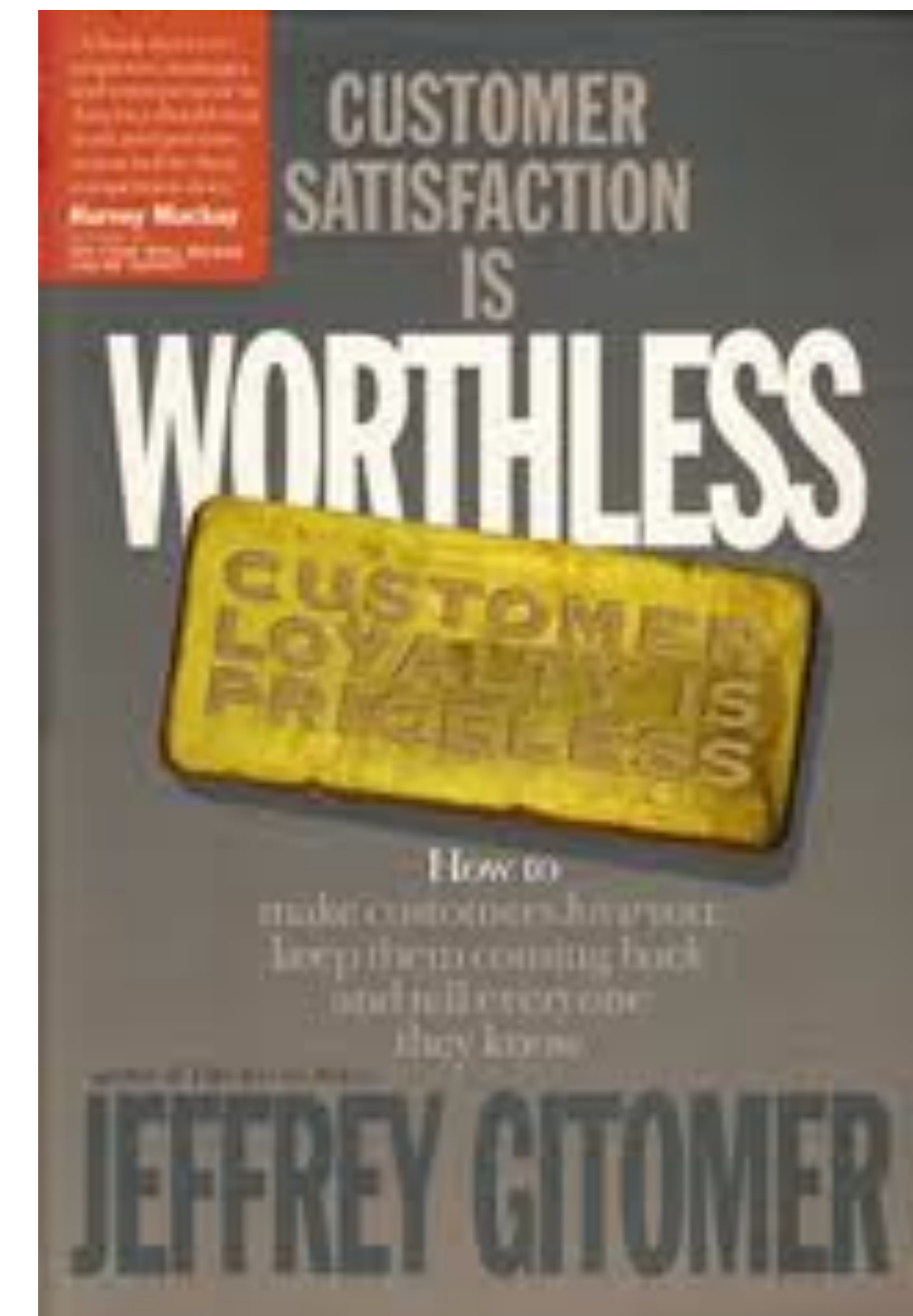
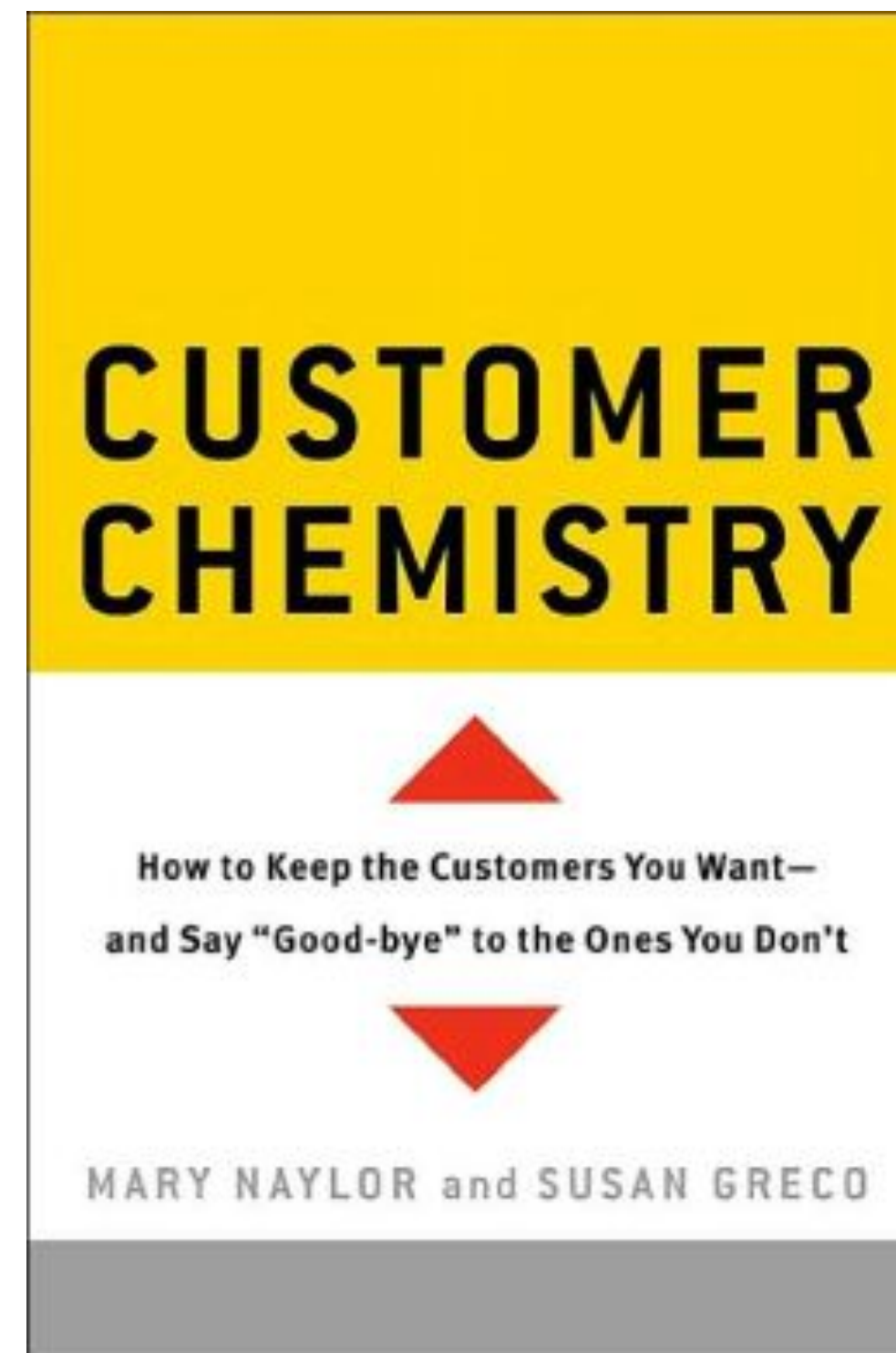
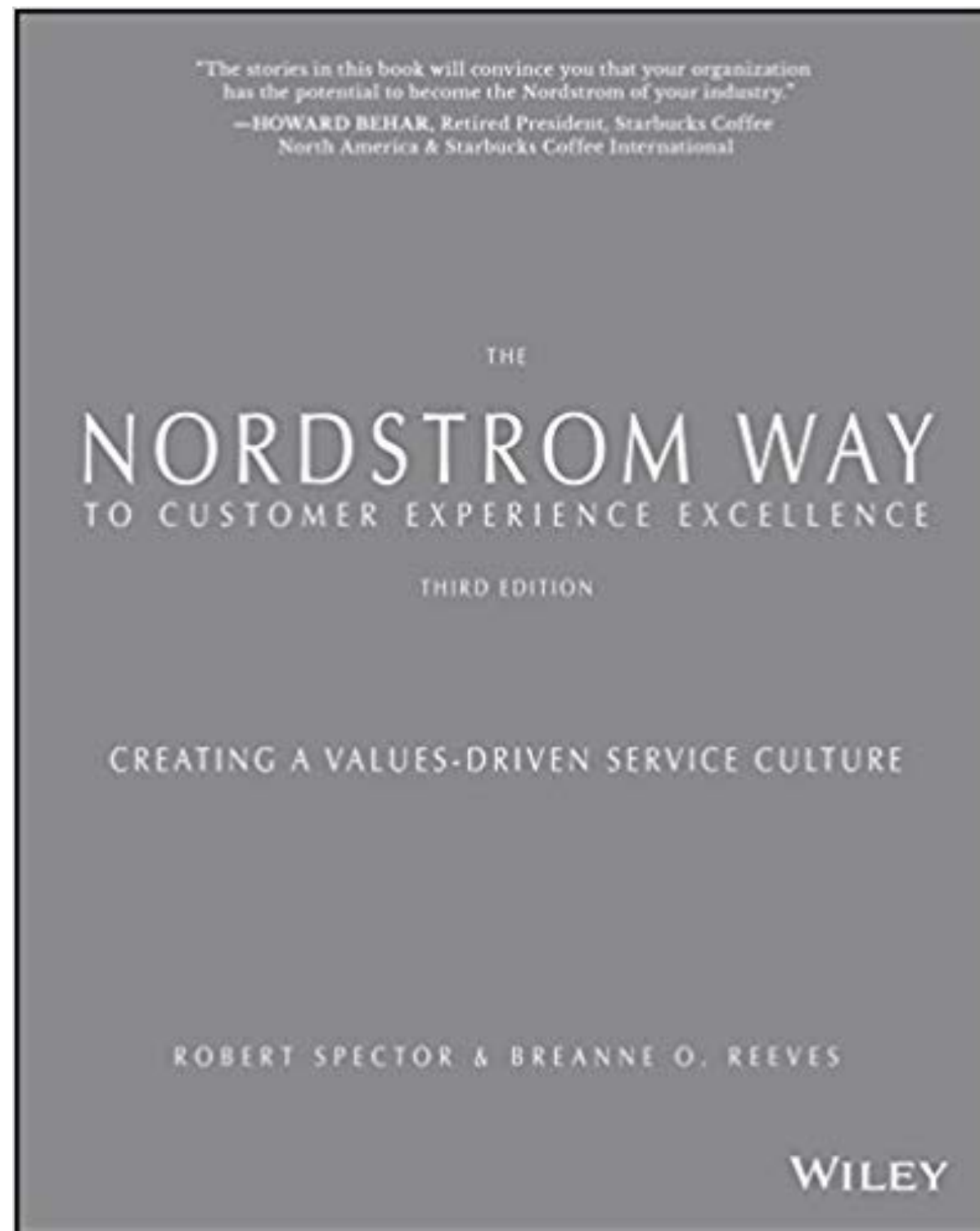
# SERVICE ORIENTATION



- **SERVICE DELIVERY**
- **CONCERNS FOR OTHERS**
- **SOCIAL PERCEPTIVENESS**



# THREE “MUST HAVES” FOR YOUR BUSINESS LIBRARY



# TODAY BROADCAST SELLERS HAVE TO DO EVERYTHING

- Sell
- Inform
- Update customers
- Solve problems quicker than ever before
- Manage your clients and experience with every aspect of your **station and website**
- Remember customer loyalty is earned, it's not given
- Great service leader to increased sales





**Think of a customer service experience that you have had, good or bad, and think how you felt about that experience.**

# You're ongoing customer service plan!

Focus on making a loyal customer,  
not on making a sale.

“Do unto others as others would have you do unto them.”  
- Tony Alessandra





# **Salespeople sometimes forget!**

**It's the customer's motivation to buy,  
not your need to sell.**

**Motivated customers not only buy more,  
they are loyal and committed.**



Studies show it costs 5 to 15 times more money to attract new customers than to keep existing ones!

Great customer service saves you the time from having to increase your prospecting just to stay even!



90%

of customers make their buying decisions based on the level of service you provide and audience they receive.

# One example that falls into exceeding customer service ...



Many decision makers don't answer phones, they use voicemail; they want to call you back at their convenience. They anticipate salespeople to call or drop in during the day.

Your thinking going forward is... I'll drop in later in the evening (Use Ford Dealer Example here 7:30).





# Why Customer Service is Important to Sales Pros

In addition to firing you, unhappy customers will tell others!




# Why Customer Service is Important to You!

-  In the old days, an unsatisfied customer would tell a few people. Today count on a typical dissatisfied customer to tell eight to ten people about their problem. One in five will tell twenty or more. Having a customer service issue go viral on you can be a serious issue.
-  It takes 12 positive service/sales incidents to make up for one negative incident.



# Promise A lot; Deliver More

 **95%** of unhappy clients will become loyal again if their complaints are handled well and quickly. Don't fix the blame; fix the problem.

 Always give them a baker's dozen

# Did you know?

If 10 of your clients are unhappy with your service, 9 won't bother to tell you.

7 of those customers will eventually abandon you and take their business elsewhere.



# Danger of Indifference from Customers

- ▶ Better to hear from an angry client than be politely dismissed by a customer who just doesn't care.
- ▶ It's near impossible to save some business from a client with indifference.
- ▶ It's much easier to have a discussion with a customer than with a prospect!

# The Client Defines Good Service

- ➔ Shut up and listen
- ➔ Hear their concerns
- ➔ Take notes (ask for permission)
- ➔ Try to find out what will make them whole again
- ➔ It's not about giving them everything they want; it's about trying to find a win-win solution





# Rotary Four-Way Promise

- Is it the truth?
- Is it fair to all concerned?
- Will it build good will and better relationships?
- Will it be beneficial to all concerned?



# The Client is not Always Right

- It's true, customers usually dictate winners and losers
- Sometimes it's better to take the losses and move on
- Some people can't be satisfied no matter how hard you try
- It's sometime "ok" to fire the client (but not very often)



# Customer Service is a Survival Skill

If you won't provide solid customer service to your advertisers, rest assured, someone else will!



# How Important is an advertiser?

- ➔ They alone make it possible for us to make a living in the way that we do.
- ➔ Great **ratings, promotions, and strong programming** are no substitute for an army of satisfied customers.
- ➔ Without advertisers, there is no **station**, period.



# What is an Advertiser?

- ➔ An advertiser is the most important person ever in our workday...in person, on the phone or by mail.
- ➔ An advertiser is not dependent on us...we are dependent on him/her.
- ➔ An advertiser is not an interruption of our work...they are the purpose of it. We are not doing them a favor by serving them...they are doing us a favor by giving us the opportunity to do so.

# Think About It...

As a woman once told a rude broadcast seller:

*“I believe you have this backwards...  
... You’re overhead, I’m profit.”*



- ★ Great training and practice on your part is required for great customer service.
- ★ Your training disciplines your customer and business values which then leads to your behavior in the field.
- ★ To do it better, you have to do it differently!



**Is your complaint process under the belief that the customer is looking for something for nothing?**



**Why not then just call them a thief or a liar?**

# Superior Customer Service

- ★ Distinguishes your **station** from all competitors.
- ★ Is a part of the value that the **station** delivers to customers.
- ★ Costs you nothing.
- ★ Earns you more business.





# Feel - Felt - Found Process

- ➔ “I think I know how you feel.”
- ➔ “I’ve felt like that myself.”
- ➔ “I’ve found the best thing to do is get down to the business of correcting this issue.”

This shows you’re a professional who is on their side to come to a conclusion. This way, you’re showing urgency and respect.

# 10 Things Advertisers Dislike

1. Lack of preparation
2. Lack of interest and purpose
3. Over-aggressiveness and a failure to listen
4. Lack of product knowledge
5. Lack of follow-through

# 10 Things Advertisers Dislike

6. Taking the customer for granted
7. Lack of awareness of the advertisers' business
8. Failure to make/keep appointments
9. Lack of creativity
10. Failure to keep a promise





**Customer Service begins by understanding customer expectations.**

**Moments of Magic are created by exceeding expectations.**

# Customer Service can Fall into Three Categories:

## 1. Moments of Magic

# Customer Service can Fall into Three Categories:

1. Moments of Magic
2. Moments of Misery



# Customer Service can Fall into Three Categories:

1. Moments of Magic
2. Moments of Misery
3. Moments of Mediocrity

# Manage the “E-Gap”

Difference between  
**EXPECTATIONS**  
and  
**EXPERIENCES**

# Do's and Don'ts for Quality Service

## You Say...

I'll find out.

What I can do is ...

This is who can help you.

I can help you.

I'll do my best.

I'm sorry.

I'll be with you in a moment.

I'll call you back.

## You Don't Say...

I don't know.

No.

That's not my job.

You need to talk to my manager.

You want it when?

Calm down.

I'm busy right now.

Call me back.



# How to Say “NO”

## Wrong Way

- That's not our policy.
- That's not my job.
- I'm not allowed to do that.
- I have no idea.
- No.

## Right Way

- What I can do is...
- What you can do is...
- What I will do is...

# Internal Customers

- ◆ These are people within your company who rely on you for service, information, or assistance.
- ◆ They depend on you to get their work done.
- ◆ They require the same kind of attention that traditional customers do.

# Advertisers don't buy things, Advertiser's buy expectations!

- ➔ Selling things means focus on price.
- ➔ Selling expectations focus on value.
- ➔ Learn their expectations.
- ➔ Superior customer service is a preemptive sales strategy.
- ➔ Superior customer service lessens the importance of ratings and rates.
- ➔ Therefore understanding expectations, then exceeding them on a consistent basis, translates to value.





**We judge ourselves by our intentions.  
Others judge us by our actions.**

# An Advertisers' Top 10 Sales and Customer Service Requirements.

1. Treat me with respect. I am a customer, not an account number.
2. Follow through on your commitments.
3. Communicate with me about both the good and the bad.
4. Talk to me without interruption.
5. Answer the phone quickly.

# A Customers' Top 10 Sales & Customer Service Requirements.

6. Provide **alternatives** when we have a problem.
7. Allow me to talk to someone in **authority** when there is a problem.
8. **Clearly** state what I should expect from you.
9. Know everything about your products and **services**.
10. Be a **customer's** advocate.



# Over-promising and under-delivering. Under-promising and over-delivering

- ❖ Customers enjoy positive surprises.
- ❖ Customer service encourages the rule of reciprocity.
- ❖ Deliver what you promise - add a little something extra, make the experience enjoyable, and customers will spend more money with you.



# Your Commitment to Advertisers

- I promise to meet and exceed your marketing needs in a spirit of cooperation and commitment as stated below honoring the highest standards of a professional partnership; will be dedicated to building sales through your broadcast and digital advertising.
- I promise to “help you buy” versus “sell you” schedules that provide value to your organization.



# Your Commitment to Advertisers

- I promise to honor the “Sundown Rule” responding to each of your phone calls on the same working day; late afternoon calls will be returned no later than the next morning.
- I promise to ask you monthly “How we’re doing” and “How can we get better”?
- I promise to provide complete, timely and accurate audience information when requested and available.



# Your Commitment to Advertisers

- I promise to serve you in a consultative manner meeting your needs for creativity and marketing expertise in dealing with all your advertising; and to be your advocate in matters pertaining to your use of our station(s) and digital services.
- I promise to honor all written, advertising-rate quoted for the life of the campaign quoted.

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**If you take care of your advertisers,  
they will take care of:**

☒ **your business**

☒ **your sales**

☒ **your profits**



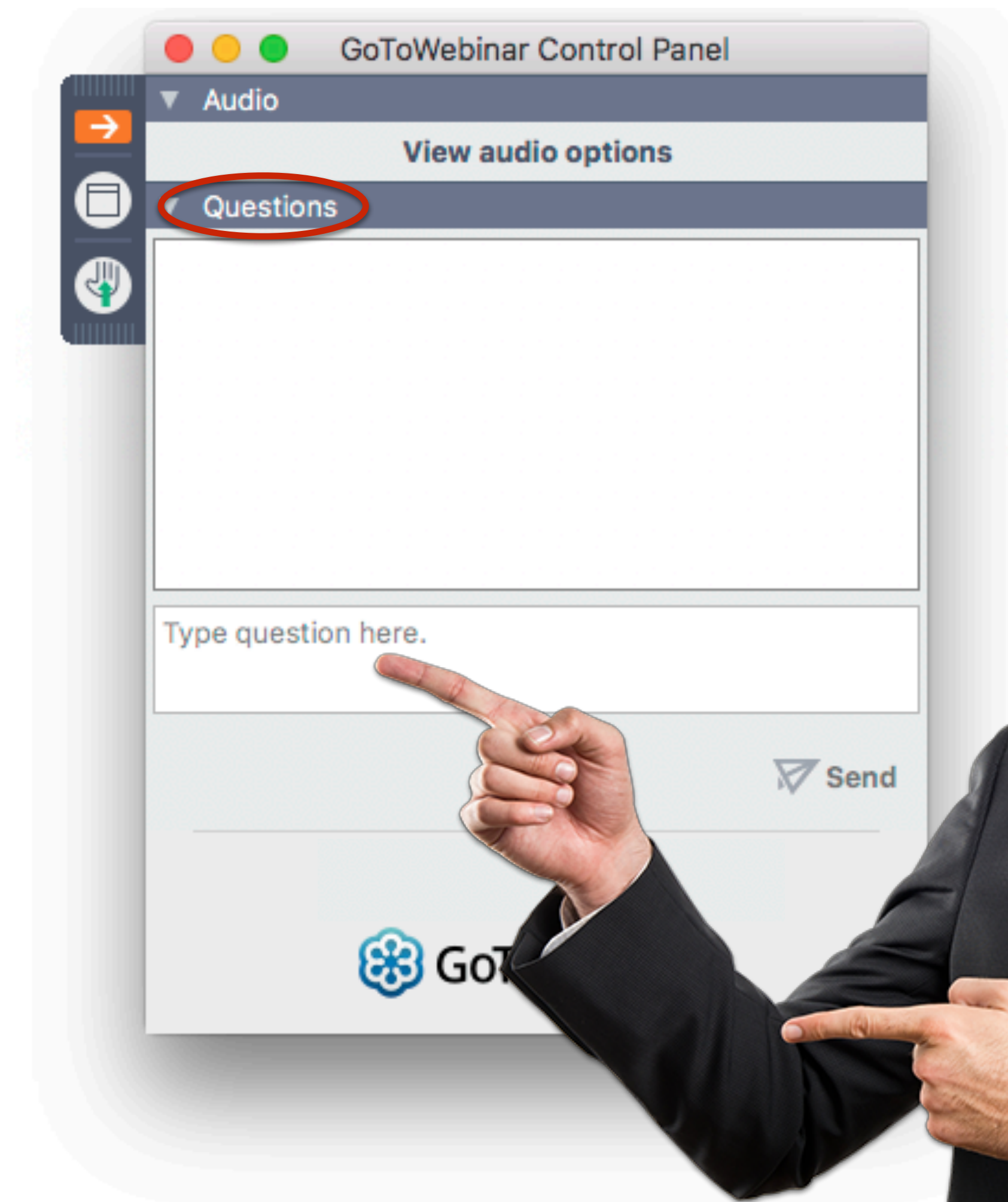
# Reach your “Full Potential” W/ Excellent “Soft Skills”

Put into practice the 25-part LBS video series on “Selling by Personality Style”!





# HAVE ANY QUESTIONS?





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