



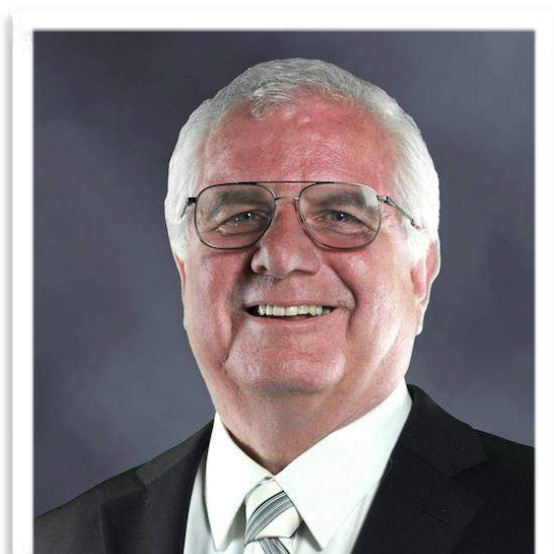
2nd

LBS WEBINAR SERIES

TUESDAY

Unleashing Your Broadcast and Digital Sales Success!

THIS WEBINAR WILL BEGIN AT 12:01 ET



Presented by: Gary Moore
President Local Broadcast Sales
and Insight Edge

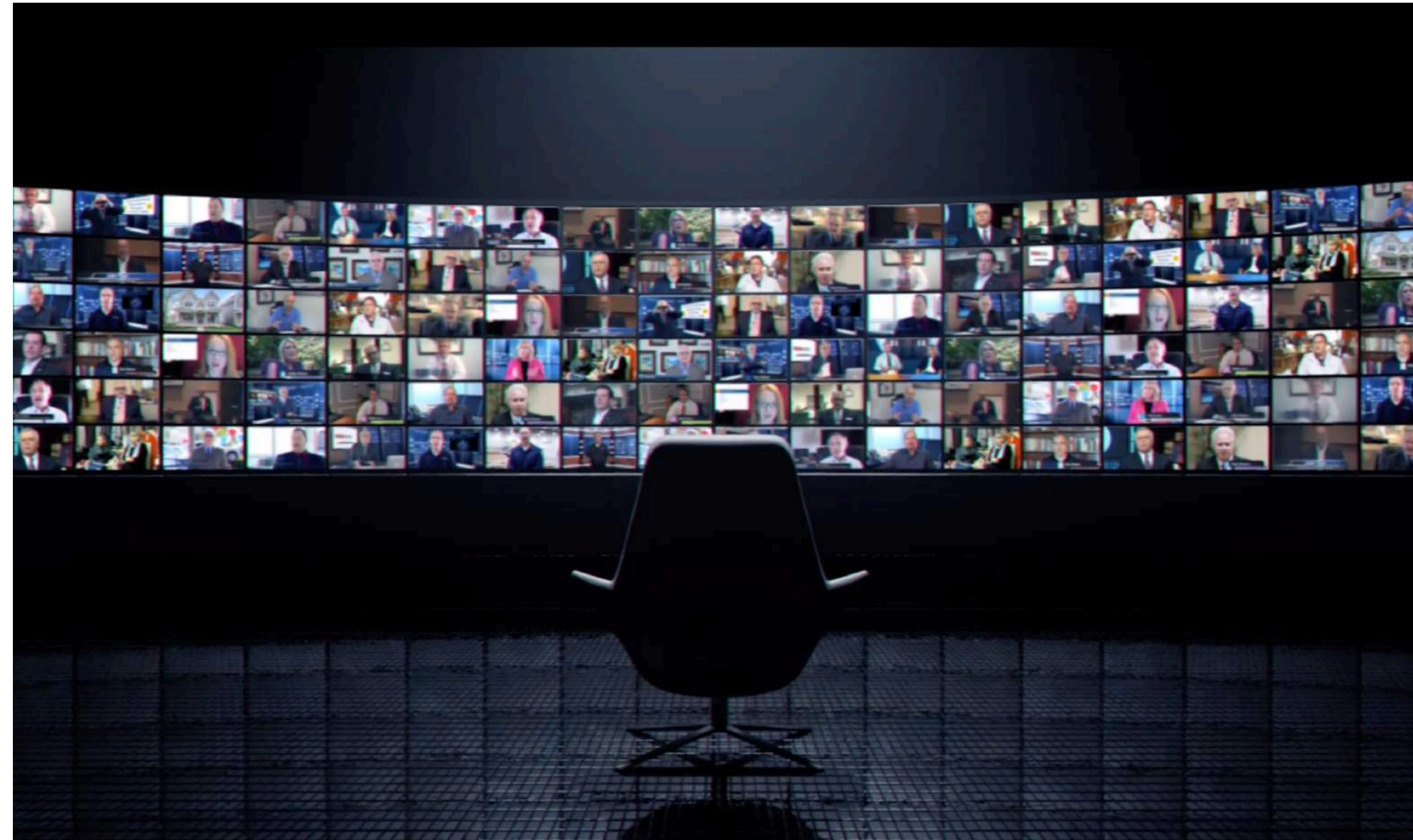


On-Demand Broadcast Training
And Revenue Development That Works!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Over 1,000 training videos featuring over 60 trainers –
making us the industry's leading training service!



Local
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And Revenue Development That Works!



Weekly sales ideas since every seller in your state can always use fresh, creative ideas for their clients!



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And Revenue Development That Works!



Over 3,000 relevant marketing support materials and research items updated every day and arranged by advertiser category!



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And Revenue Development That Works!



The broadcast industry's most comprehensive and well thought out sales development library!



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Ask LBS - Live access to top industry minds when
unique and real sales challenges arise!



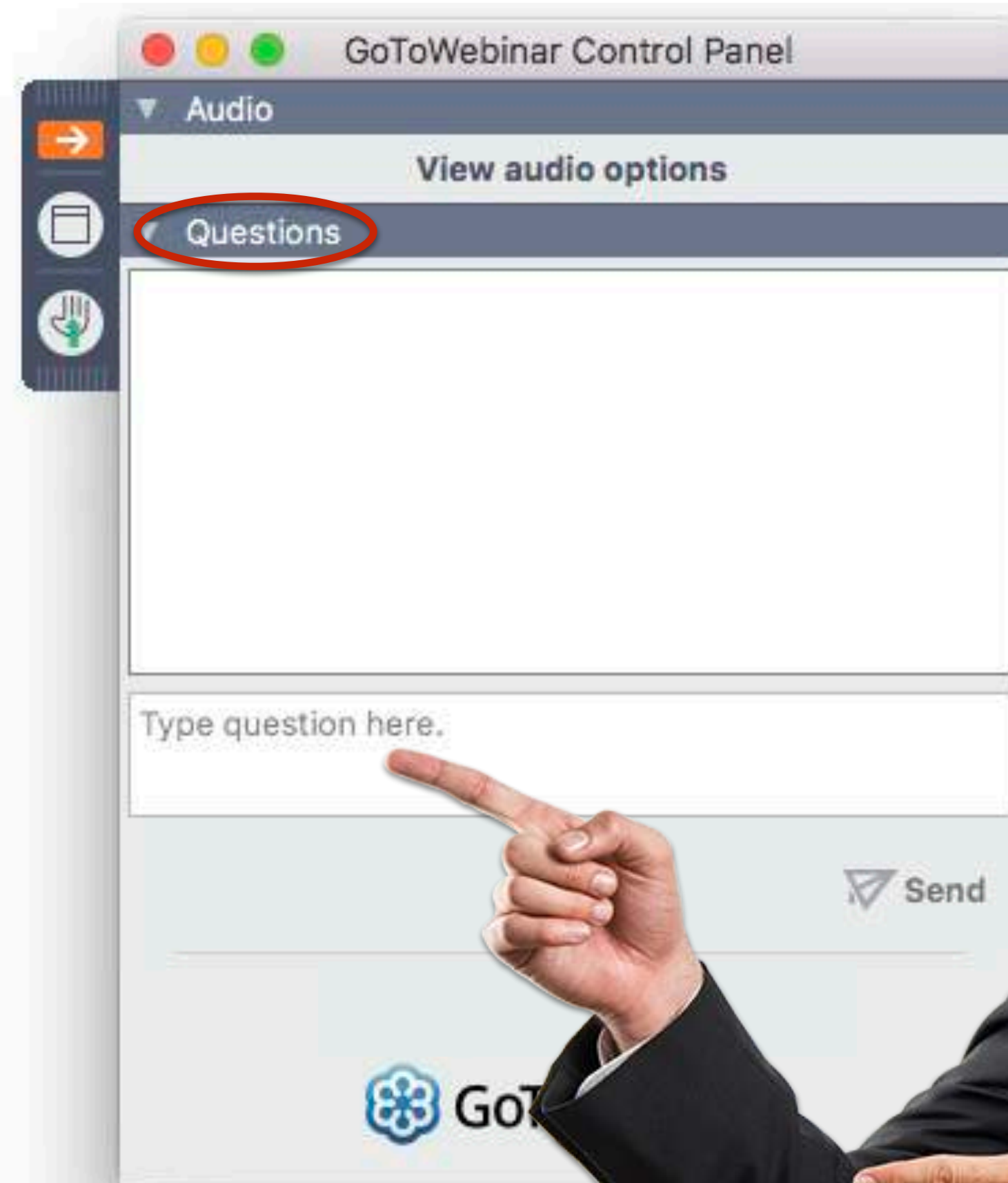
Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



The broadcast industry's favorite webinars that focus on and provide street-ready skills!

HAVE ANY QUESTIONS?



Tell us why you love LBS and have a chance to win one of these prizes!

3 Easy Steps!

- 1 Click Link
- 2 Tell us why...
- 3 Submit



Great Prizes!

- 1 iPad
- 2 Kindle Fire HD's
- 50 \$10 Starbucks Giftcards



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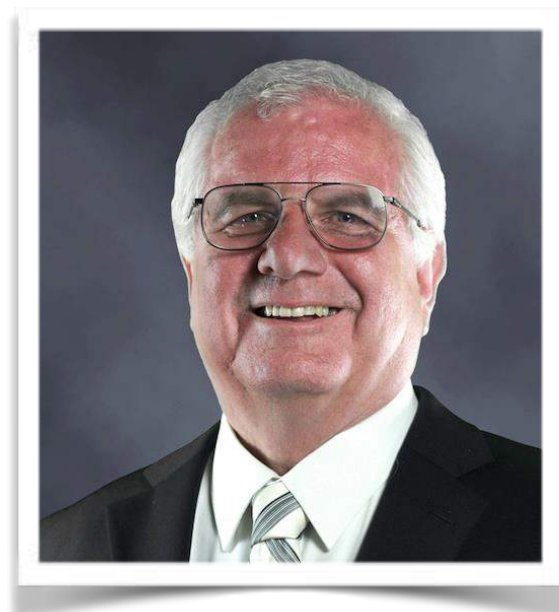


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Unleashing Your Broadcast and Digital Sales Success!





There were many career doors leading to a new world! Few are more exciting and rewarding than marketing and advertising sales.

Establish what is personally important to you:

Home, vacation home, hobby, family, car, retire at 50? Own your own ad agency?



Where else can you get satisfaction from helping businesses succeed as you compliment your innovation and audience delivery capabilities?



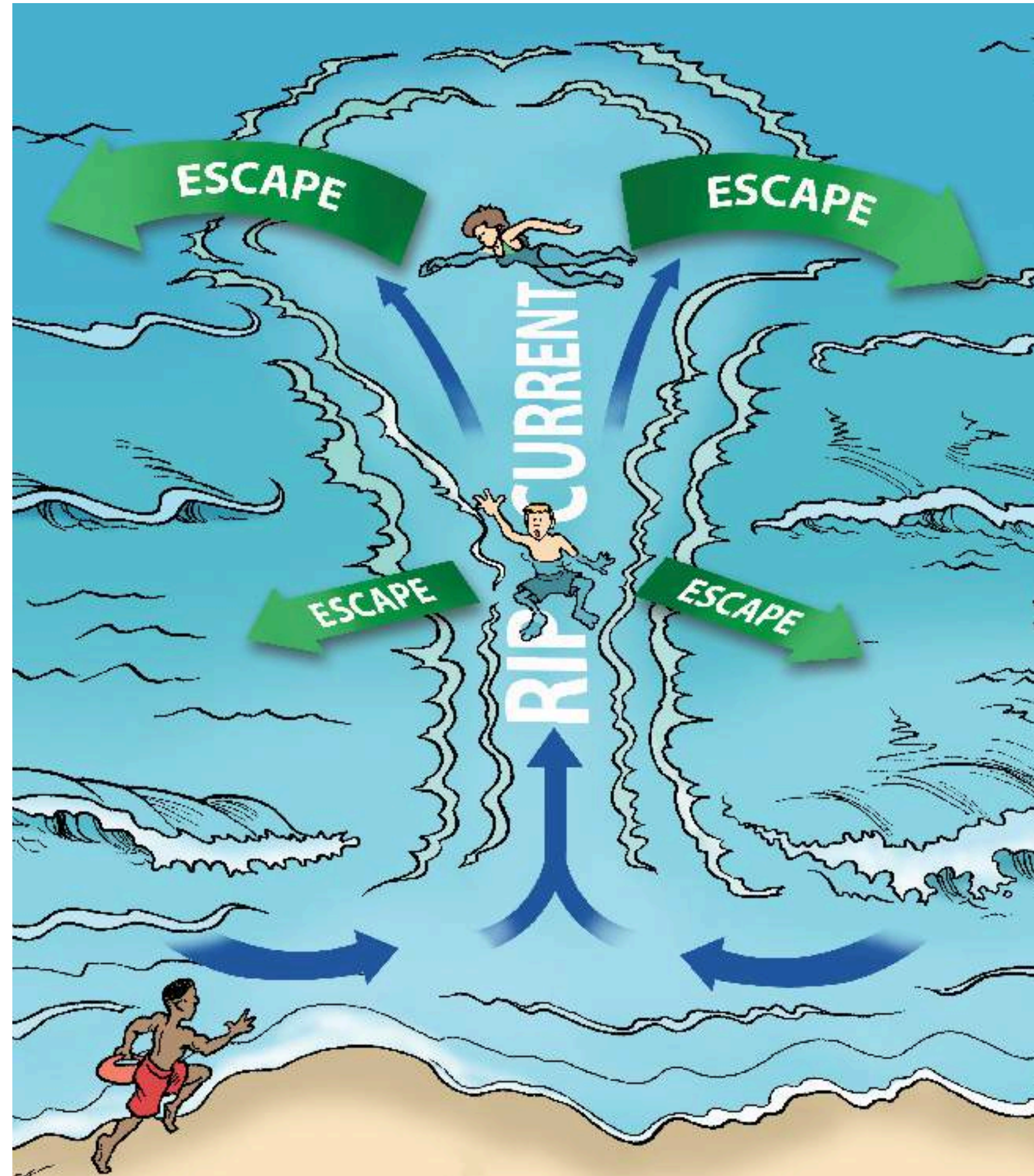
How many individuals can your efforts positively impact their professional and personal lives?



Do you realize and appreciate the position you hold at your station to empower your clients to change their life?



The Rip Current Analogy



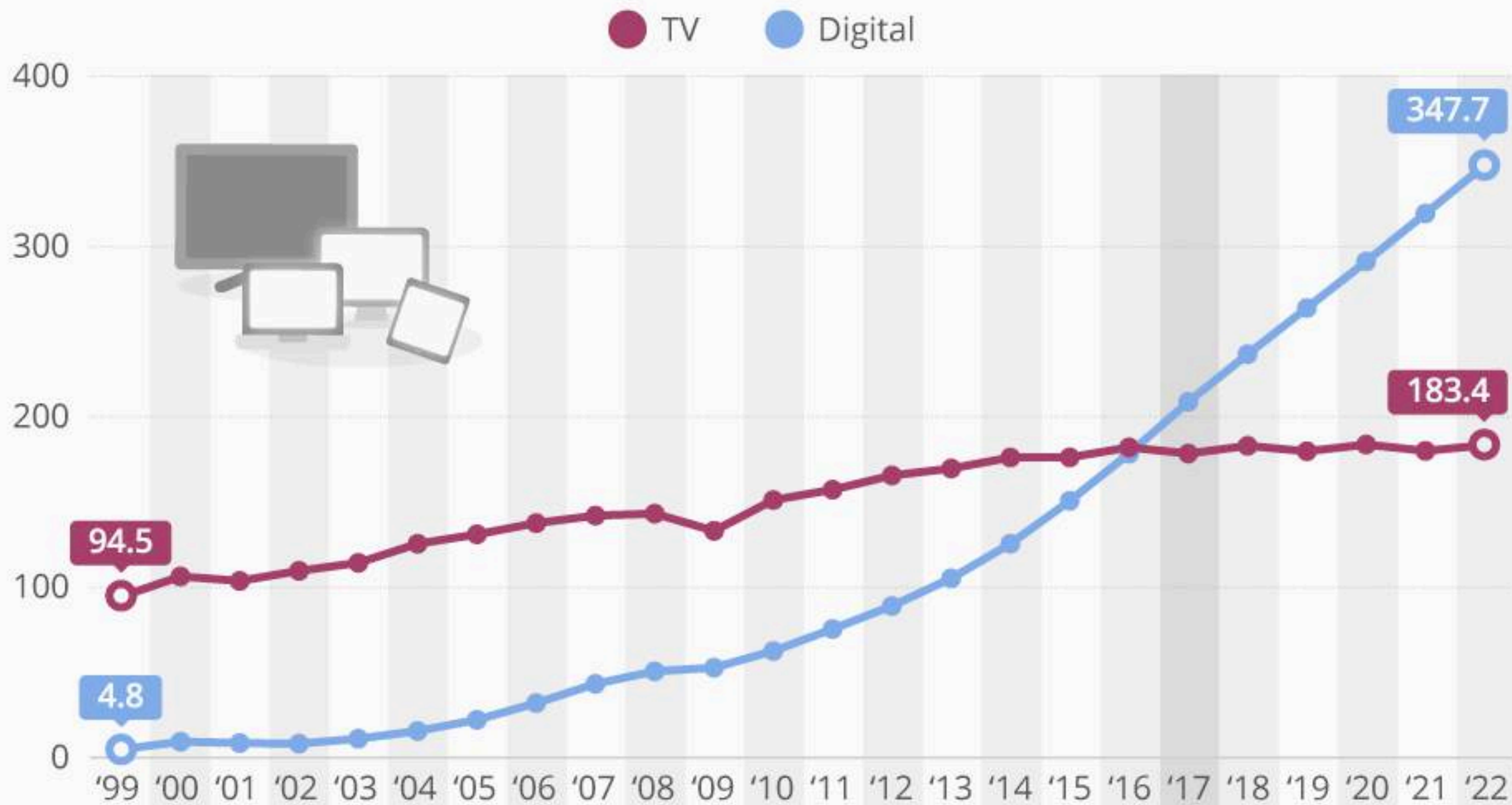
Be Prepared

Build a plan to improve your professional skills

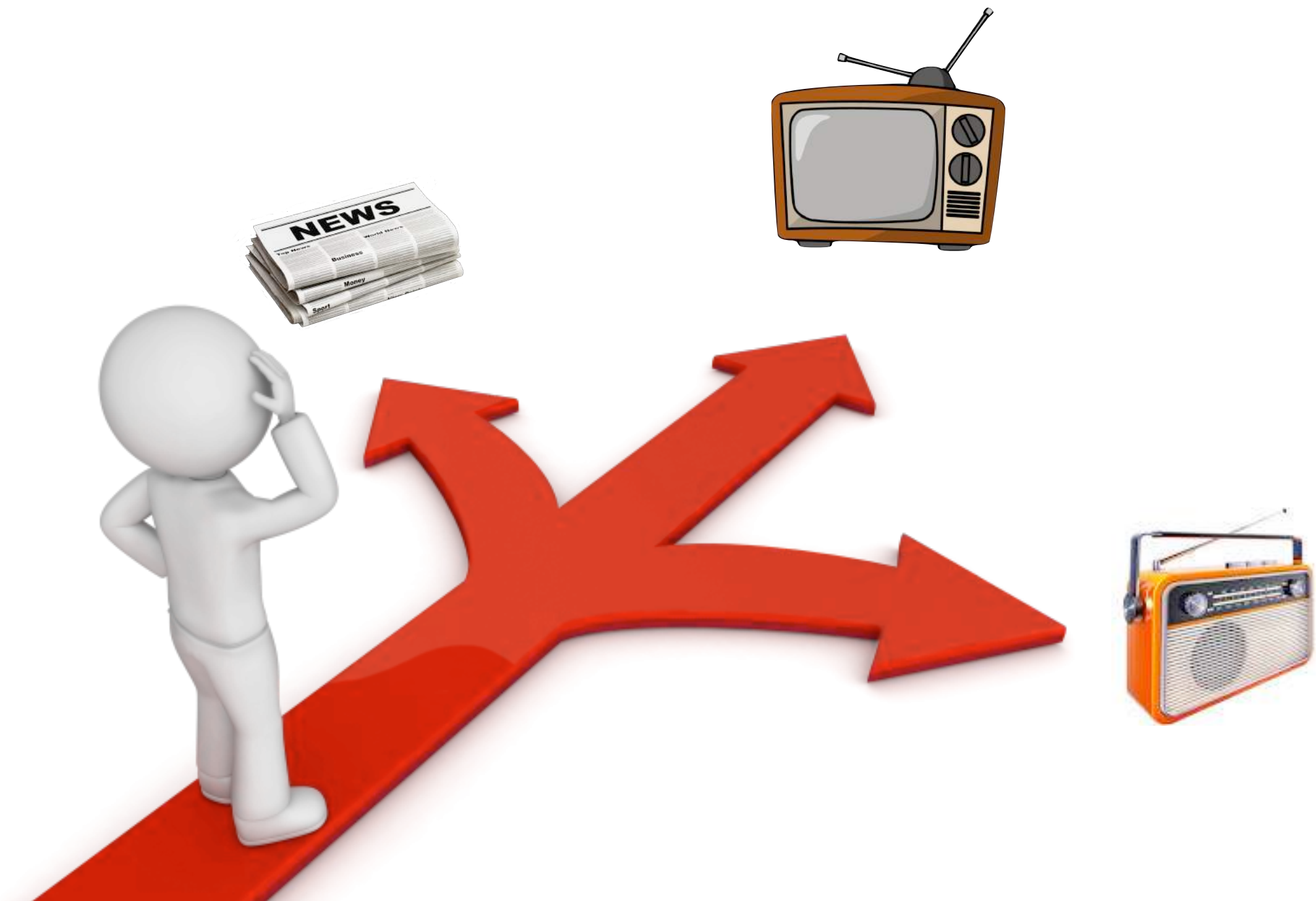


Digital (finally) killed the TV star

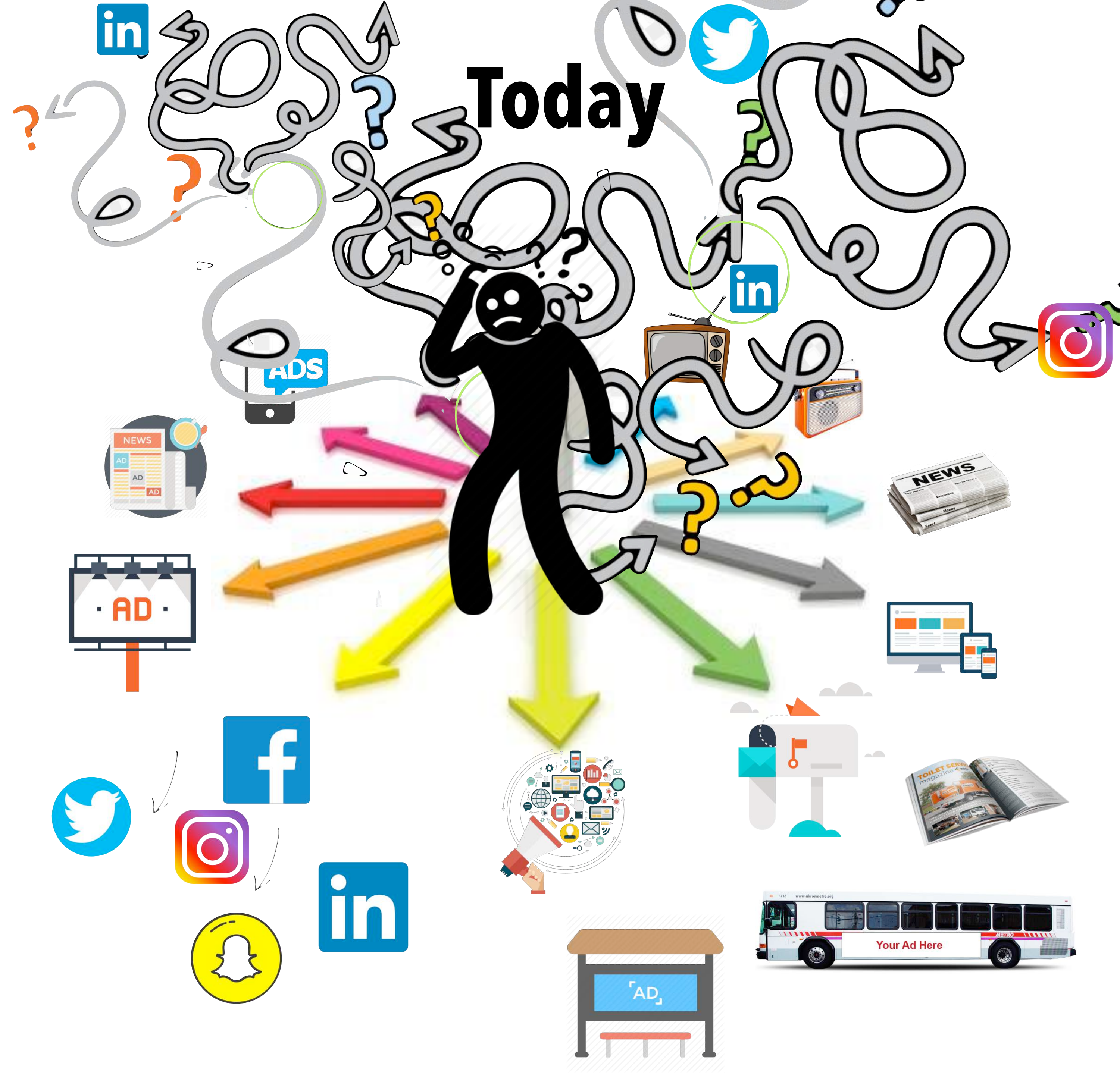
Worldwide digital and TV ad spending (in billion U.S. dollars)



15 Years Ago



Today



Your Competitive Advantage



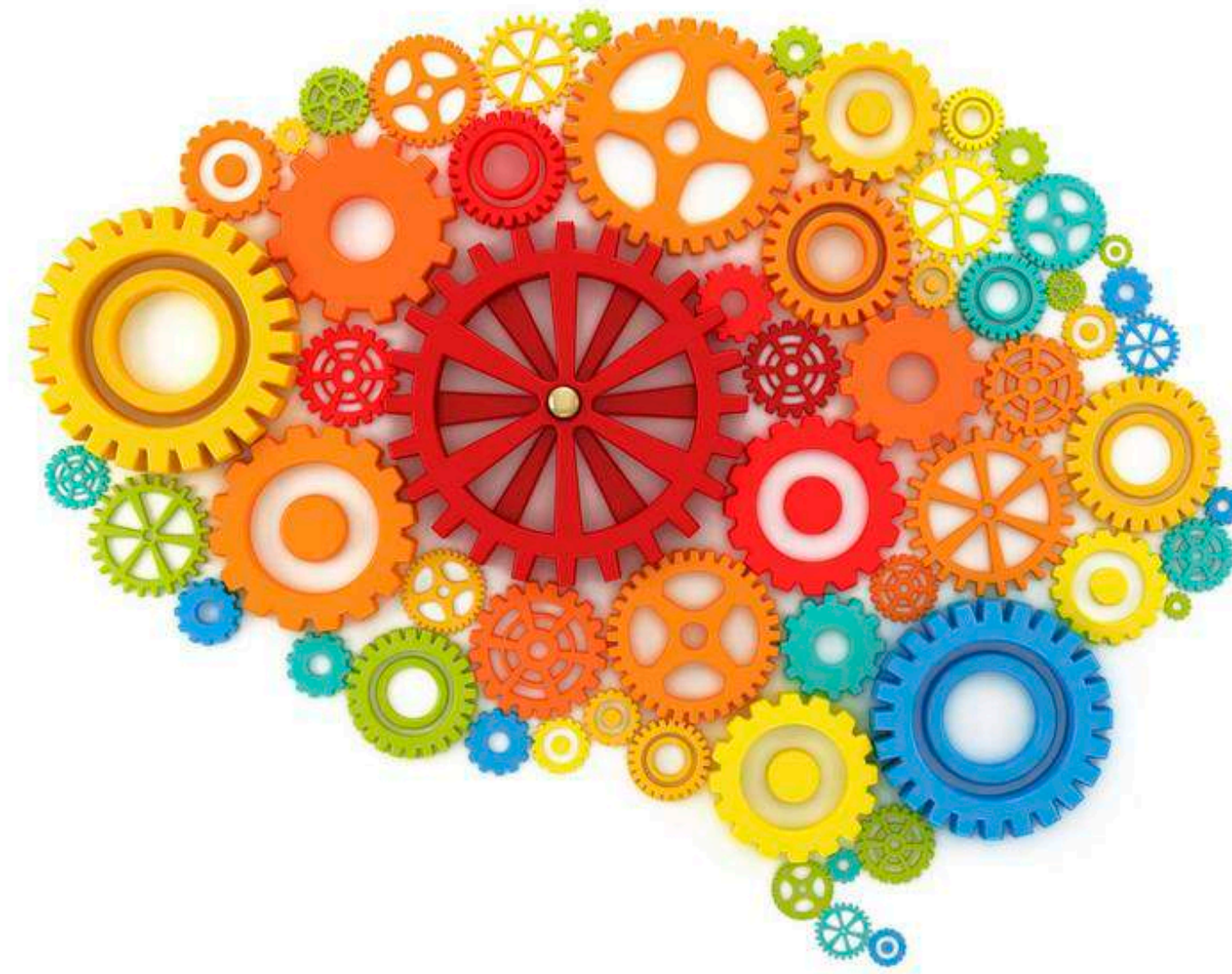
Loyalty



Station speak to client's preferred way of communication Prospects.

Customer's Guarantee

Brains



Resources. Retail Savvy. Marketing Know-How (ask for marketing process)

No Sewer Monkeys

Overcoming

Negative

People

in Your Life

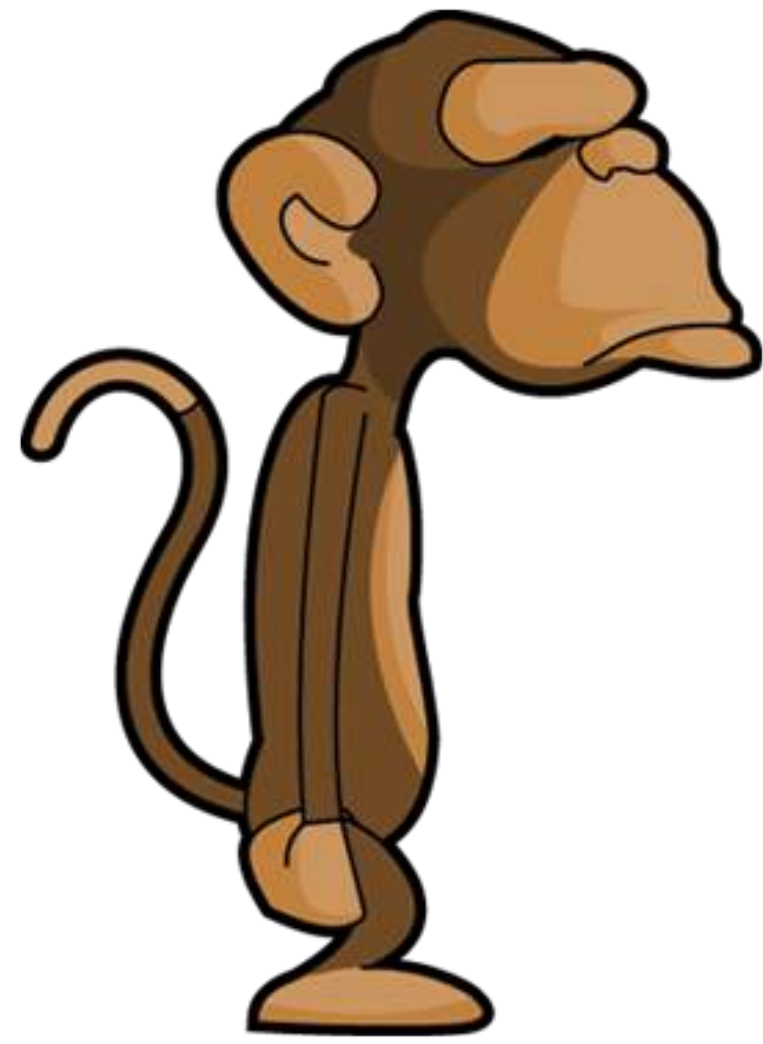


A heartfelt thank you:

To all the negative thinking, solution empty peoples and co-workers who selfishly entered our world as models of how NOT to pattern our live ...

SO WHAT'S THE 800 POUND GORILLA?





Those harmful animals in your life, organization, who have one goal: to drag you and whoever else will follow, into their negative mental sewer.

They have a sick and nauseating outlook about the company as well as life in general. They want to verbally puke in your ear so you too will get sick!!

Sewer Monkeys



Avoid One of Life's Biggest Tragedies: Labeled as someone with "a lot of potential"



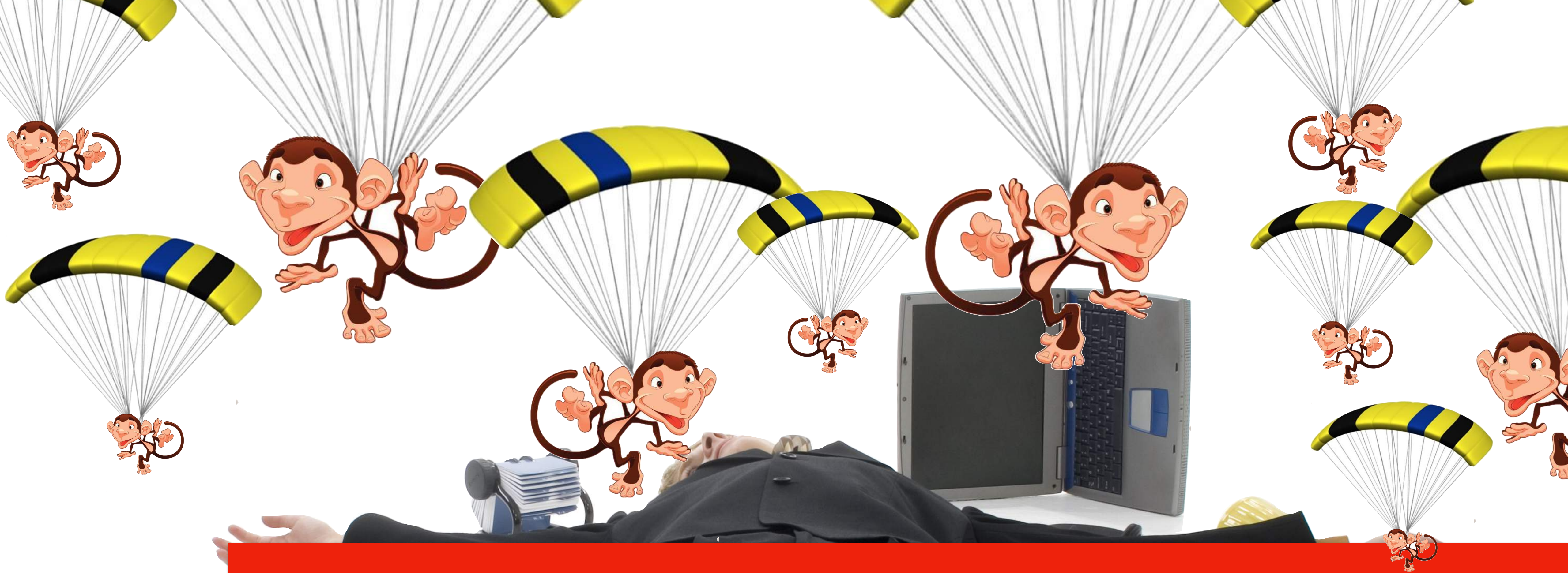
Potential

Performance

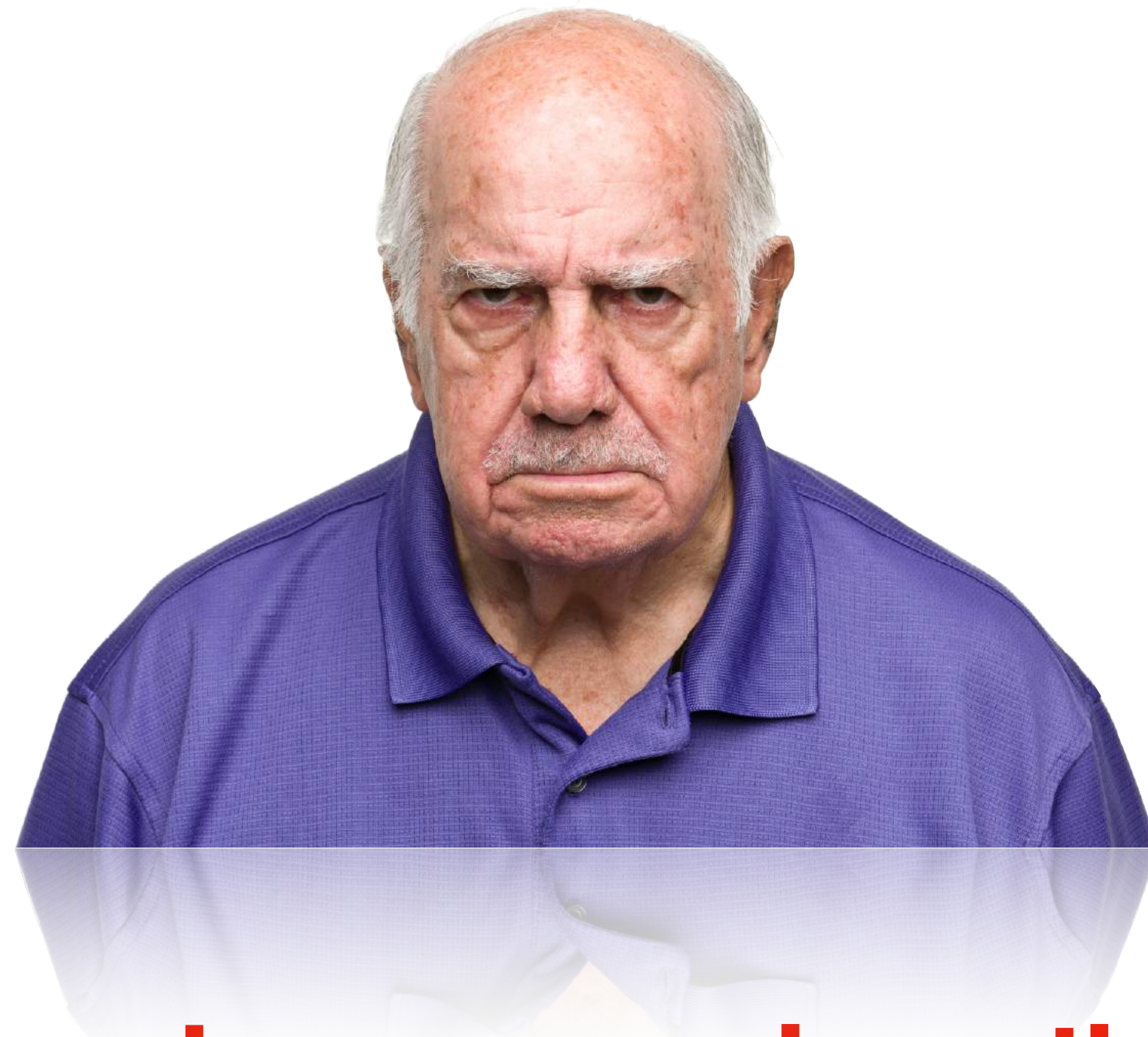
"Let yours shine"



Sewer Monkeys are everywhere!



Sewer Monkeys are mentally exhausting!



“Life is too short to spend your precious time trying to convince a person who wants to live in gloom and doom otherwise. Give lifting that person your best shot, but don’t hang around long enough for his or her bad attitude to pull you down. Instead, surround yourself with positive people.”

- Zig Ziglar

Sewer Monkey "itis"

I don't want to be here.

Is it almost lunch time?

This isn't fair.



How many flies can be in your orange juice until it becomes undrinkable?



#1

Declare war



#2

Treat negative thinking as your enemy



#3

Understand Sewer Monkeys impact the workplace



“Attitude keeps me going or cripples my progress. It alone fuels my fire or assaults my hope. When my attitudes are right, there is no barrier too high, no valley too deep, no dream too extreme, no challenge too great for me.”

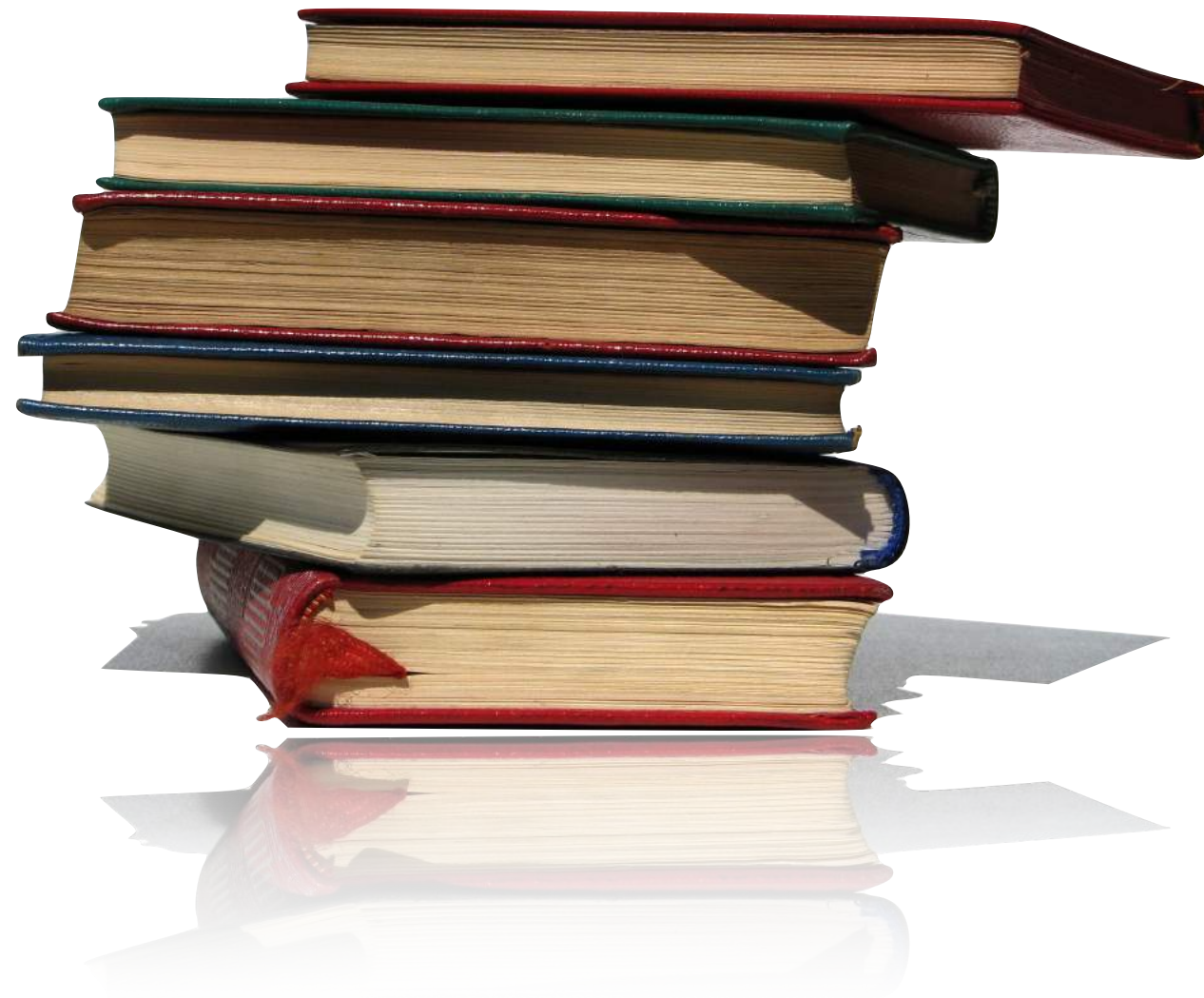
- Chuck Swindoll

KEEP YOUR MIND ON PRODUCTIVE THINGS



**“The man who is busy rowing the boat
generally doesn’t have time to rock it”**

- Dennis Keating



“Every day people were complaining, and in some cases, dumping negative thoughts all over me. All this ‘stuff’ piled up. So I started a habit of reading inspirational books in the morning. On a particularly bad day, it is 30 minutes of reading before bed.”

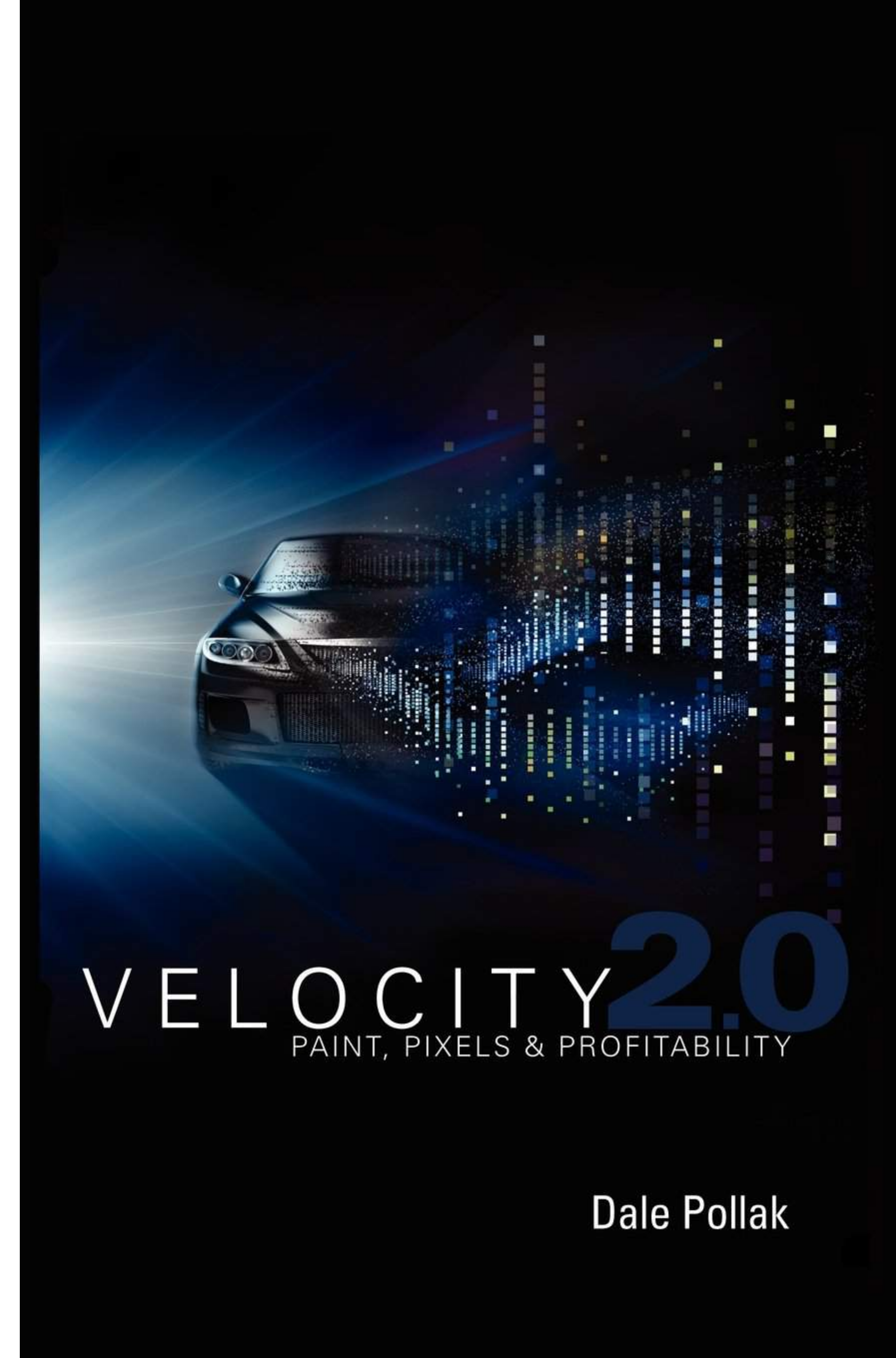
- Bob Brown

Solutions

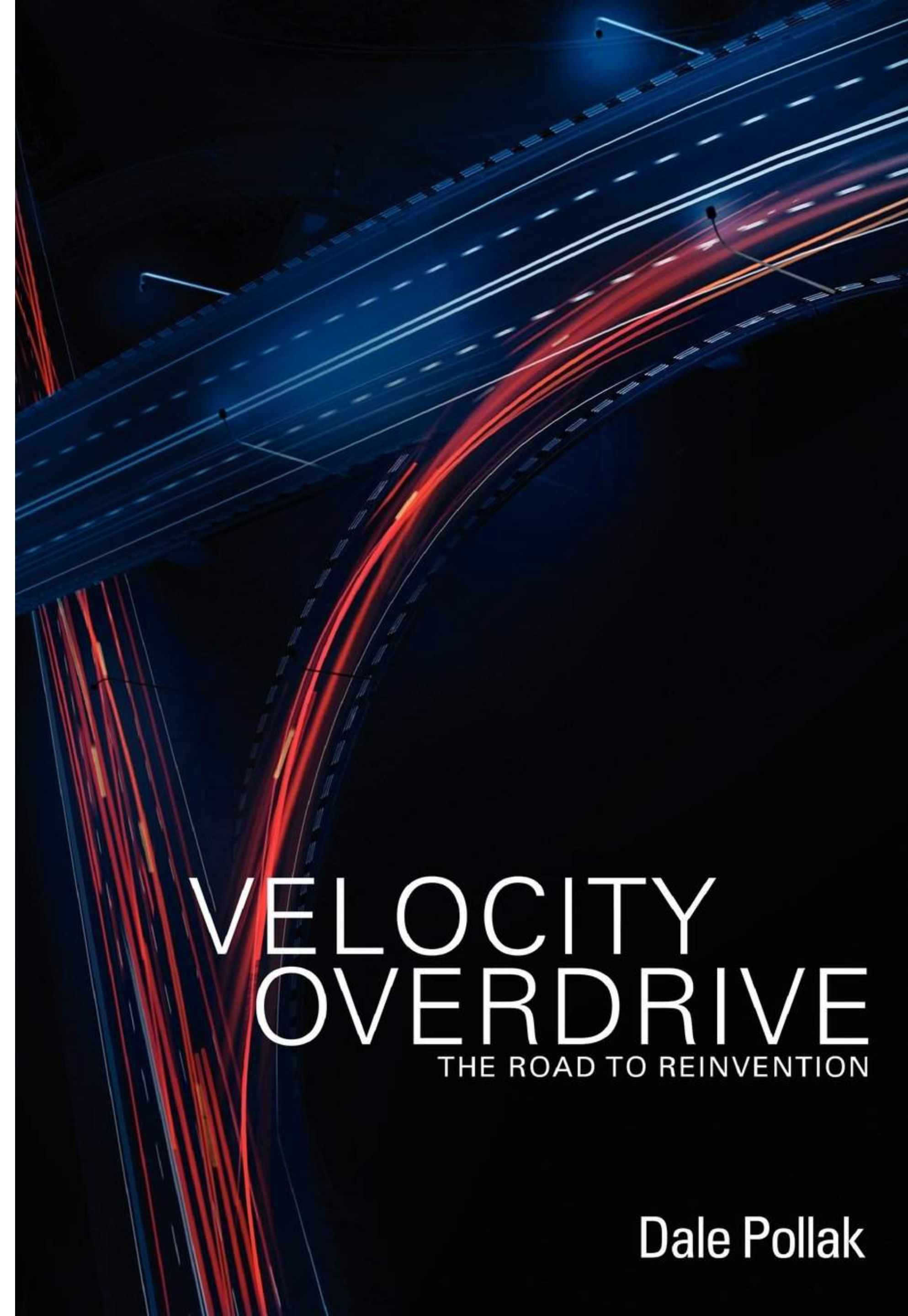


What is keeping the advertiser up at night?

Advertiser Intelligence - a great tool to consult your clients to success.



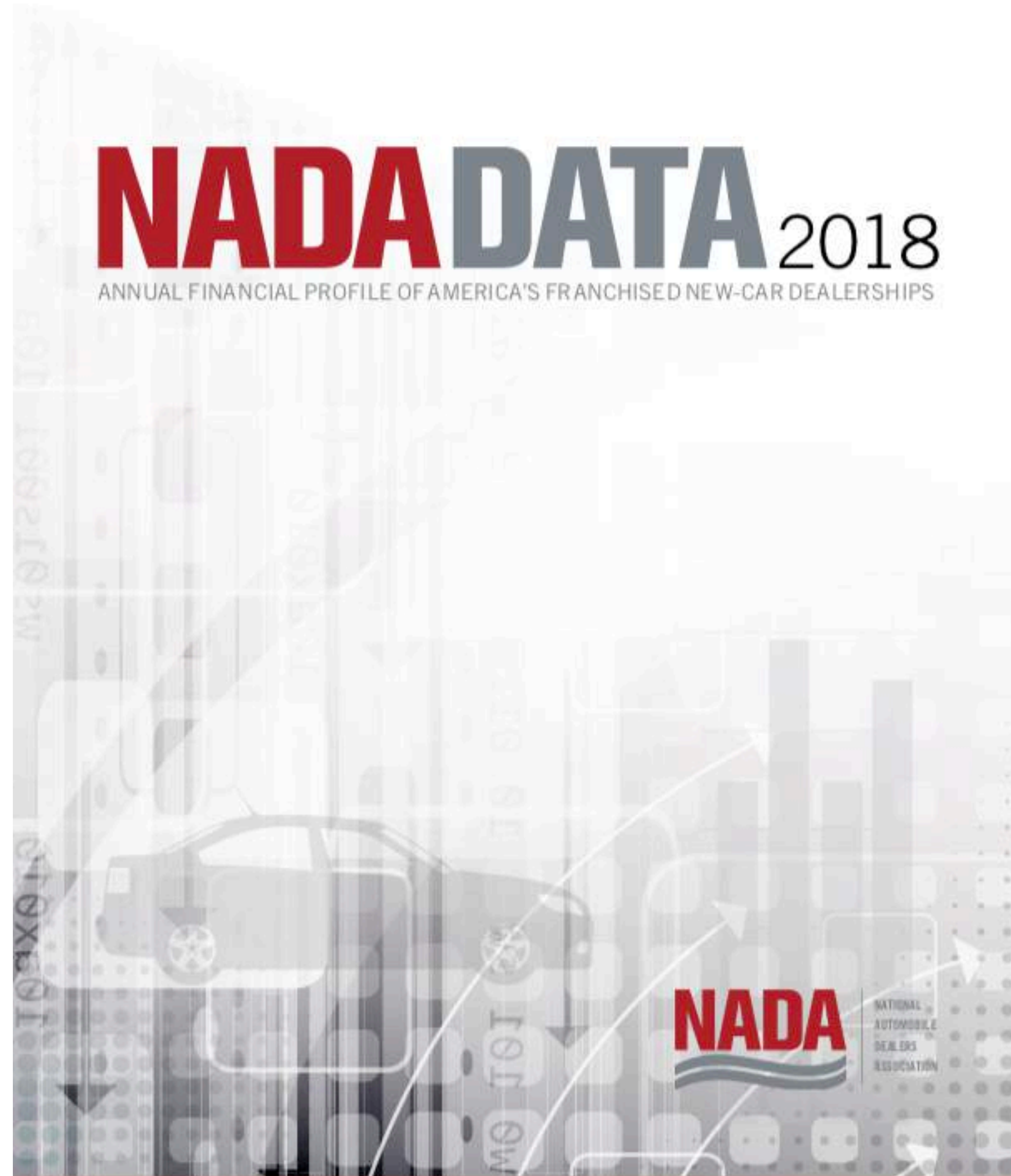
Must “Haves”
examples in your
professional library



NADA DATA 2018

ANNUAL FINANCIAL PROFILE OF AMERICA'S FRANCHISED NEW-CAR DEALERSHIPS

www.nada.org



Marketing and Advertising

To get the most out of your advertising, your goal should be to create an E_____ P_____ in a target market and to reach and motivate a sufficient number of consumers so that your business can realize a specific growth objective.

What is your equity position? It's when people think of your business when they have a need for the product or service that you provide.

The T_____ Equity Position is when the consumer thinks of that business f_____!

You certainly want to establish an Equity Position, and should strive to have Top Equity Position... d_____ this s_____ from your media partners!

M_____ I_____: People (consumers and potential consumers) will perceive your business the way your advertising represents your business.

THAT MEANS E_____, from the way the phone is answered, to the cleanliness of the place of business, to the advertising, to the after-sale customer service.

The Marketing Audit to Success

Business Element	1 to 10 Poor to Excellent	Next Steps
Location		
Employees		
Service		
Telephone		
Signage		
Inventory		
Advertising		
Website		
Reception		
Store Visibility		
Name Recognition		
Parking		
Reputation		
Name		
Pricing		

Who Is Your Target Market?

Take an inventory of your present customers:

Age range: Majority between _____ and _____
Most others _____ and _____

Gender %: Female _____ Male _____ Couples _____

Employment %: Blue Collar _____ White Collar _____
Professional _____

Ethnicity: Majority _____ Most others _____

Proximity to business %: Under 5 mi _____ 5-10 mi _____
10-20 mi _____ Farther _____

Most customers' income between \$ _____ and \$ _____

Target Customers

- ♦ Who do you want to reach?
- ♦ Focus on the ones you want most!
- ♦ What is a customer worth?
- ♦ Do you have the customers you want?
- ♦ Forget about being everything to everyone!

Do the



What is the value of your average sale (ticket)? \$ _____
(Total sales divided by total number of transactions)

How many times does an average customer come to your business each year? _____

What is your average annual revenue per customer? \$ _____
(Multiply the first two figures above to get the average annual revenue per customer.)

What percentage of your business is repeat business? _____%

What Makes Your Business Special?

Shout your U_____ S_____ Proposition, or your
P_____ A_____.

In order to gain (and keep) customers you must understand who/what you are. When you do, and when you promote that well, you will have the most powerful tool in local advertising.

What is it that you have or do that your competition does not have or cannot do?



The value in having a USP or PA is in its reality, and in its perception!

Determine what you have or what you do, then continue to exploit that in all elements of your advertising and marketing audit!

D_____ : In addition to consistency and thinking long-term, another key element in advertising success is the concept of domination. Few advertisers have the budget to dominate all communications and advertising channels (media).

When you have set a reasonable budget for growth, spend it so that you dominate what your budget can afford.

Dominate Something!



**Your business calling card doesn't build trust, you do!
Know the communication style of each of your client
contacts and decision makers**

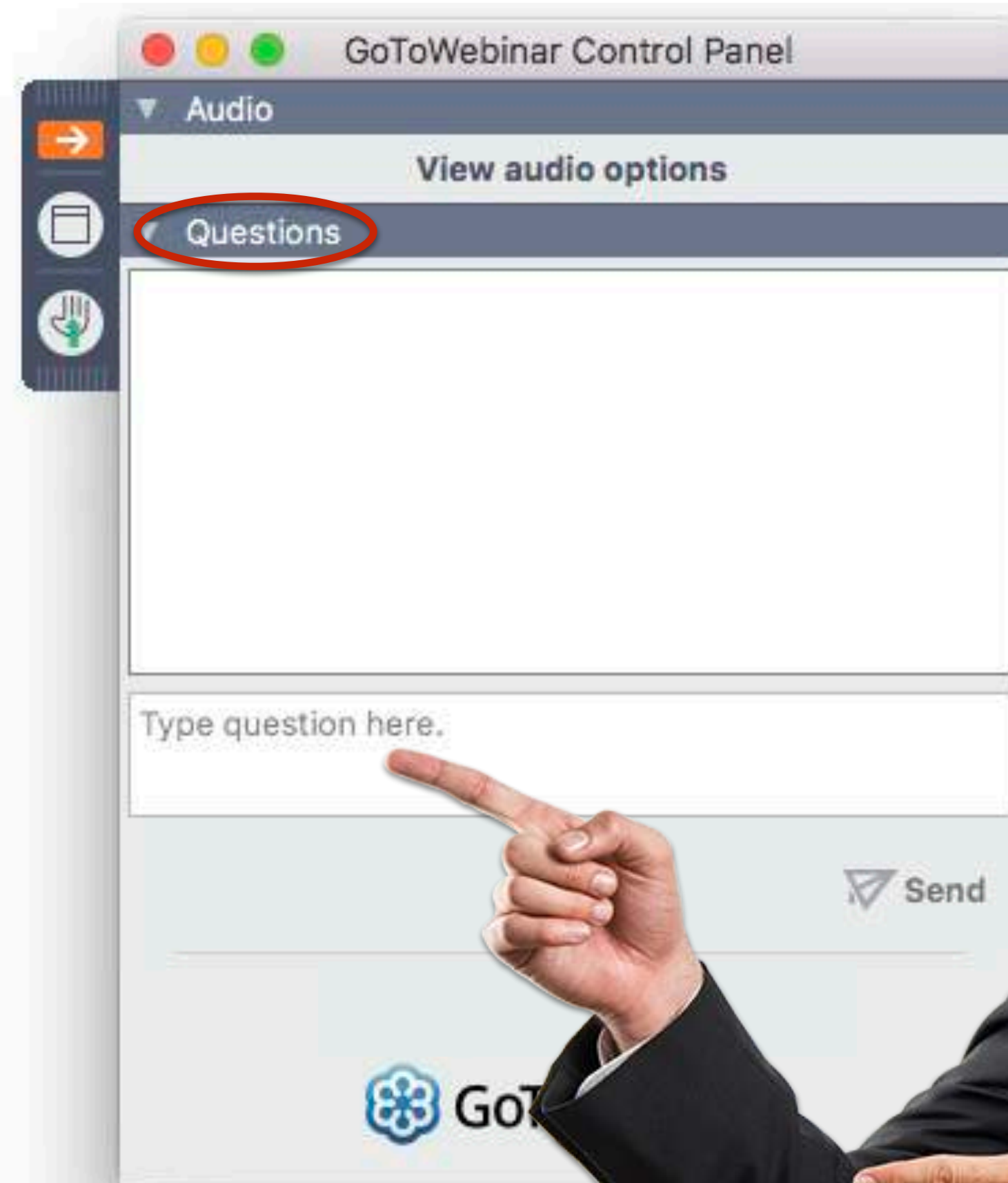
Always Been Principles

- ▶ **Plan each day, week and month**
- ▶ **Plan each call**
- ▶ **Keep sales aids in mint condition**
- ▶ **Dress neatly**
- ▶ **Maintain a neat automobile**
- ▶ **Present professional image**
- ▶ **After each call, complete your customer profile and daily planner**
- ▶ **Know your station's strengths**

Yesterday's Best Practices That Are Today's "Must Do"

- ▶ **Always optimize your media buy**
- ▶ **Brand safety should be a priority**
- ▶ **Avoid ad fraud - placement matters**
- ▶ **Background check your advertisers and prospects**
- ▶ **Become an expert dealing with in-house media buyers**
- ▶ **Create with broadcast and digital in mind**

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