

Influence to Impact: Strategies and Tactics For Today & Tomorrow



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Yes, it is tough out there..



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RDR REVENUE
DEVELOPMENT
RESOURCES

No Worries!



You Are Broadcasters

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Truth or not?

Whether we believe about what is going on is true or exaggerated is not near as important as what our clients /audience believes.

Mr. Mom” that really speaks to this, and here’s the important clip:

<https://www.youtube.com/watch?v=C9zdNHPECyE>.

*“We’ve always done it
that way.”*



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GROW



A crisis does not make people...

It REVEALS them!

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The image is a composite of three distinct scenes. On the left, a large, intricate sandcastle stands on a sandy beach, its structure resembling a Gothic cathedral with multiple spires and arched windows. In the background, a marina is filled with numerous sailboats of various colors, including white, blue, and yellow, under a clear blue sky. On the right side of the image, a close-up of a brick wall is shown, with individual bricks in shades of red and brown, separated by grey mortar. The text is overlaid in the center, spanning across the sandcastle and the brick wall.

**This is where we see
what kind of
relationships
we've built with
our audience,
our clients
& our team.**



Looks can be deceiving.



Practicing for the unexpected



Revenue

Speed- how fast can you do it for me?

100% co-op plans expiring in

March, April, May

TP with take out

Revenue

- Nordstrom's
- “Of course we’ll cancel/postpone your schedule, but would you mind if I ask you a couple questions first?”

Revenue

- Nordstrom's
- What does your team have to sell

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Keeping track of the sellable station features and sponsorships can be difficult.
To make it easy, simply list all available options in Column A and put an "X" and a price
for any stations offering the feature or sponsorship

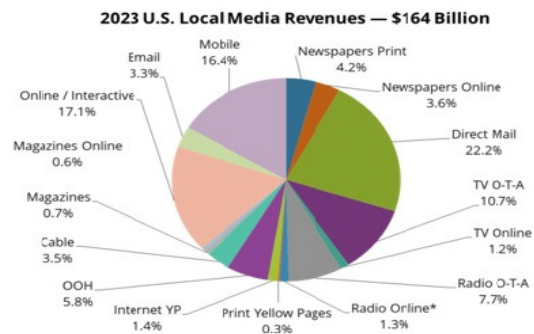
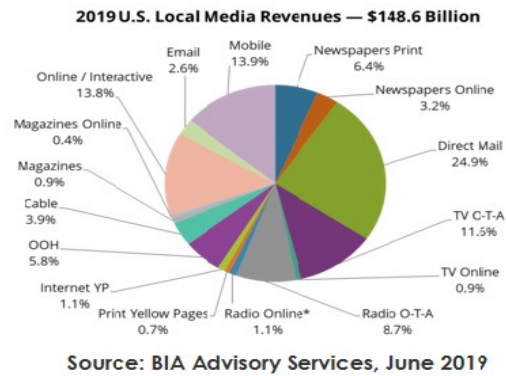
Item Description	Station 1	Price	Station 2	Price	Station 3	Price	Station 4	Price	Station 5	Price	Station 6
News											
Weather											
Live reads											
Call-ins											
Remotes											
Endorsements											
Stock Reports											
Sports											
Hunting Reports											
Fishing Reports											
Rodeo Reports											
Studio Name											
Commercial Free Hours											
Drive at 5											
All Request Lunch											
School Closings											
Cancellations											
Weather Activated Sponsorships											

Revenue

- Nordstrom's
- What does your team have to sell
- Reallocation of resources: know who was getting your \$\$ & why

BIA Advisory Services 2019 data on top, with new forecasts for 2023 below.

This is "media climate change," and it's happening before our very eyes.



**BIA
Estimated
2019-23
U.S. Local
Advertising
Direct Mail was still #1**

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Revenue

BIA reports:

China - anticipated 20-30% ad revenue decline

- Google & FB have not been as severely impacted, while Amazon platform will feel the impact due to many smaller sellers.
- 1 important factor: about 40% of annual consumer ad budgets occur during holiday period in 2ND half of year. If recovery occurs as anticipated, impact on local advertising will be somewhat mitigated.
- Note: impact on local advertising will differ based on media & specific business verticals & will vary from market to market.
- Certain verticals hurting, but are they *your* verticals?

Revenue

- ✓ Nordstrom's
- ✓ What does your team have to sell?
- ✓ Reallocation of resources: Know where \$\$ went & why
- ✓ If you don't have competitive advantage don't compete. Every broadcaster in your market does/can offer same things:
Broadcast, Digital, OTT

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- ✓ Virtual Video Lunch with key clients

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- ✓ Growing Skillsets

Revenue

These are my favorite 5 books that I recommend all sales people read:

How to Become a Rainmaker: The Rules for Getting and Keeping Customers and Clients by Jeff Fox

Never Split the Difference: Negotiating As If Your Life Depended On It by Chris Yoss

Selling The Invisible by Harry Beckworth

Does Your Ad Dog Bite (Or Is It Just a Show Dog?) by Roy H. Williams

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And Paul Weyland's "Successful Local Broadcast Sales!"

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- ✓ Where is your "Advertising Info?"

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- ✓ Growing Skillsets - book report?
- ✓ Where is your "Advertising Info?"
- ✓ Features or benefits?

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- ✓ Growing Skillsets - book report?
- ✓ Where is your "Advertising Info?"
- ✓ Features or benefits?
- ✓ Critical now 24/7 Mon- Sun: advertisers must reach more of your "potential buyers" (not audience)

Great time to look at

- account breakdown
- profitability of accounts
- customer service
- what sellers sell

1. Role play helps with **VISION**
2. **VISION** helps see future
“OPPORTUNITIES IN DISGUISE!”

Too good not to include (from John Maxwell)

- P** Predetermine your course (best time to break something is when it isn't broken)
- L** Layout goals
- A** Adjust priorities
- N** Notify key people
- A** Allow for acceptance
- H** Head to action
- E** Expect “opportunities in disguise” because motion causes friction
- A** Always point to success
- D** Daily review of progress

“I’m sorry. I should not have done/should have done/should not have said/should have said _____.

What can I do to make it up to you?”

BE NICE!





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