

Top 10 Tips On How To Be A Broadcast Sales Superstar



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- ✓ How to get in front of more prospects
- ✓ What to say to prospects
- ✓ What not to say to prospects
- ✓ Ideas that get prospects to say “yes”
- ✓ How to dramatically increase sales
- ✓ How to make a lot more money
- ✓ How to live a better lifestyle



Self-programming
for a much greater
level of success!

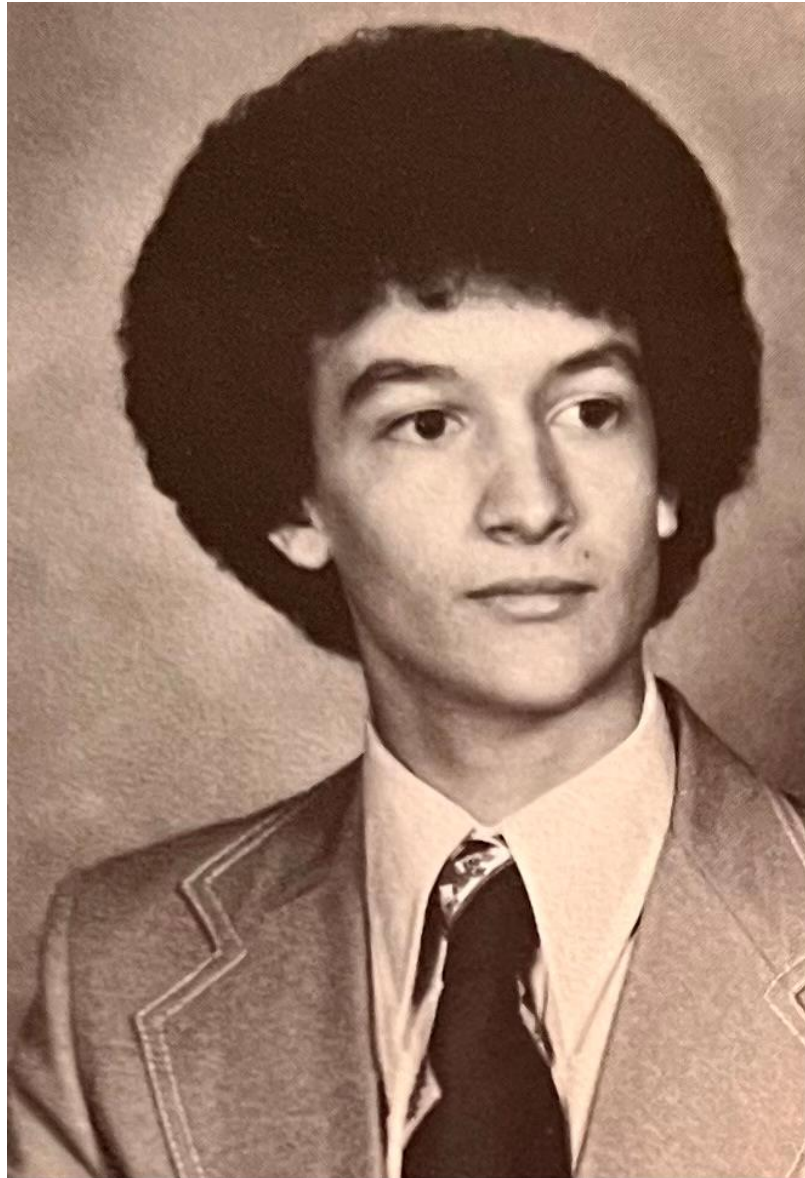
Learning a system for
achieving much more on a
consistent basis and having
the discipline to repeat with
persistence every single day.



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This system has a 100%
track record of success for
every seller who follows it
exactly as outlined.

This system also has a 100%
track record of failure for
every seller who does not
follow it exactly as outlined.



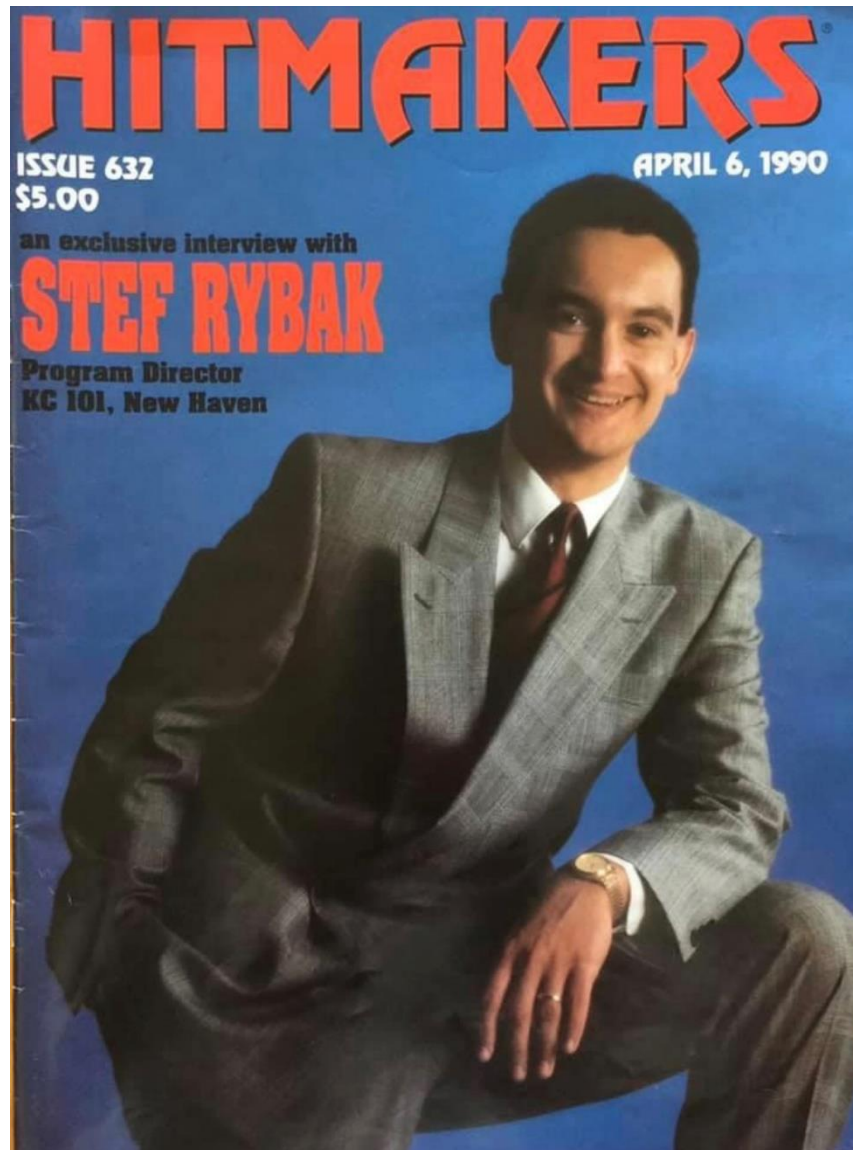


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- 1997
- PD to GM?
- PD to AE
- 60% pay cut



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You are the sum total of the
5 people with whom you
hang out with the most. So,
what I did was....



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Successful people do what
other successful people do.
Learn from the best, and
model yourself after them.

- I was not an instant success
- I did have success quickly
- Learned the system
- Followed the system
- Rinse and repeat
- Consistency
- Discipline



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#1. The more sales calls (face-to-face visits) you make in a day, the more sales you will make. Period. This is because, as a salesperson, your #1 asset is you.



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The first thing
that the client
is buying is
you



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Your attitude ... your energy ... your
belief in yourself ... your belief in
the idea that you're presenting ...
your enthusiasm ... your conviction
in what you're doing ... your polish
... your shine ... your
professionalism ... your “vibe.”



How much more money do you think you could make if you raised the level of belief in yourself, and in what you're selling?



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How much more money do you think you could make if you had a turnkey system that you just plug yourself into every single day?



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How much more money do you think you could make if you raised the level of discipline that you approach your sales business by one notch every day?

The power of having:

- ✓ System
- ✓ Discipline
- ✓ Consistency
- ✓ Compound effect



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#2. Using the phone is okay.
Sending emails is okay. However,
face-to-face visits are much,
much, much better (in-person,
Zoom, FaceTime, etc.).

The most productive salespeople spend a lot less time on the phone, they send a lot fewer emails, and spend a lot more time, face-to-face, with clients and prospects because they know the power of calling on people face-to-face.

If you try to do too much business on the phone or by sending emails, you will get blown off time and time again, and you'll be a marginal performer. This is an indisputable fact of life in broadcast sales.

Remember: the #1 asset you have as a broadcast seller is you. Don't be like the 95% of the sales herd that tries to set the record for making the most phone calls or sending the most emails.



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Put yourself in the Top 5% of broadcast sellers who, first and foremost, sell themselves. Over and above anything else, the clients are buying (or not buying) you!

#3. Always get the local order in person. Calling a local client over the phone to “see if we have a deal” or “have you received my proposal” is poison. You will get ignored, put off, or blown away.



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Put yourself in the position of the client, who is getting so many phone calls and emails from all of the other broadcast sellers in your market.



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Because the client is inundated by sellers who are reaching out about “advertising,” the client’s default position / knee-jerk reaction becomes *no answer, no reply, ignore, “not interested.”*



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When you present yourself as different and better than the rest of the sellers, clients take notice in a very positive way. This opens the door to you selling them.



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Clients like working with people whom they genuinely like ... whom they see as different / better ... nicer / kinder ... more polished and professional ... and has an idea of how to help the client.



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#4. See only the decision maker. If you can't see the decision maker, don't see anybody. The decision maker is not necessarily the "Advertising Director." Make sure you don't take a "no" from someone who can't say "yes." Worse, don't take a "yes" from someone who really can't say "yes."

So many marginal sellers mistakenly think that spending 20-30 minutes bs-ing with the gatekeeper is progress. It's not progress; it's a waste of time, energy, and effort. Yes, be nice, kind, polite, and professional to everyone within the client's business, but don't waste time with someone who's not a decision-maker.



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If we all have the same “40 hours a week,” why is it that some sellers make a lot more money than others? One major reason is because all mega-successful sellers know the value of time, and they know how to leverage their time. Use your time wisely and judiciously.



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Ask yourself, as you go through your day, “Is what I’m spending time on right this minute realistically bringing me closer to my next sale?” You either control your time, or time will control you. Remember, all of the great broadcast sellers leverage their time according to the activities that will lead to sales!

Broadcast sales is not about being
“busy.” It’s about producing results.
It’s a performance-based business!





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#5. Ask for the order. If you don't ask for it, then why are you there? Start the advertising schedule as soon as possible. If you put the start date off too far into the future, this gives the client too much time to "think about it," have a change of heart and cancel the order.

The power and importance of immediacy:

- ✓ It's a fast-paced world
- ✓ Immediate gratification
- ✓ Competing against social media
- ✓ Start schedule as soon as possible
- ✓ Make clients happy with quick, efficient, professional service

#6. Use spec spots. It's a proven fact that spec spots increase the likelihood you'll make the sale by 25% to 50%. Since sales is a "numbers game," put the numbers in your favor by using spec spots.



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#1 Volume Hyundai Dealer in NY

#7. Always have an idea for a client when attempting to get an order. An introduction of “I’ve got a great idea for you” will go a lot further than “Hello, I’d like to discuss your advertising with you.”



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1999implant.com

Beautiful Dental Implants As Low As \$1999



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1995implants.com
Beautiful Dental Implants As Low As \$1995



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#8. If a “hot” prospect asks for a proposal, pull out a contract and write it up right there. Then review it right there, give them the pen and ask them to sign right there.



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Sales is about the power of now. What are you doing right now that's moving you closer to your next sale?

Is every sales-related activity
always going to lead to a sale?
No, of course not. No one has a
100% track record of success.



What you do today does not
guarantee results today,
tomorrow, or any day
afterwards. However.....



What you fail to do today
guarantees a lack of results
moving forward.

Remember, sales is a results-based business. You're judged by the results you produce, not by the results that you say you're going to produce.



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#9. When an account or lead is given to you, see them immediately and be persistent until resolution. See them, get the order, or go onto the next lead. If you do not cover leads immediately, they will be reassigned to another AE.



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About persistence:

- ✓ Most sellers have poor follow-up skills
- ✓ Seller's job is to follow-up with the client, not the other way around
- ✓ Thin line between pain and persistence. Don't cross the line, but also don't let things fall through the cracks
- ✓ For every 1 sale that you lose out on because you're too persistent, there are 10 sales that you miss out on because you're not persistent enough
- ✓ Persistence and endurance make you powerful!

#10. Never leave a client with a promise of an order when you can get an order. Better to have a small order signed and in your hands than a pending, larger order that the client decides against after you leave. Get the order before the competition does. You can always go back for more once they have already signed.



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Clients like working with sellers whom they like. To all of your clients, be a source of positive energy, genuine enthusiasm, professional efficiency, and ideas, ideas, ideas. Doing this, your clients will view you as a trusted ally and indispensable resource for their advertising and marketing needs.



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One final point: hold yourself to a higher standard than what the company you're working for expects from you. The best way to do this is to act as if you're in business for yourself, as if you're the owner of your own sales, advertising, and marketing company.



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- Employee mentality
- CEO mentality
- Create your own success
- If it is to be, it's up to me



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- LBS
- Pulse Research
- Paul Weyland
- John Tkac
- “The Obstacle Is The Way”



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Success tends to be a messy process. Giving up old habits. Learning new disciplines. Ignoring doubts. Not listening to critics. Coming up against roadblocks. It can all be overwhelming.

But persist you must.

Stay focused on your goals.

Don't stop your search for excellence.

Where dry desert ends, green grass grows!



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