

Allowing Yourself to Be an Average Broadcast Seller Is a Formula for Failure

Presented by: Gary Moore
LBS President



Welcome to LBS' October 2nd Tuesday Webinar!



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And Revenue Development That Works!

7 Amazing Services !

Sales Training

Sales Ideas

Ad Intelligence

Ask LBS

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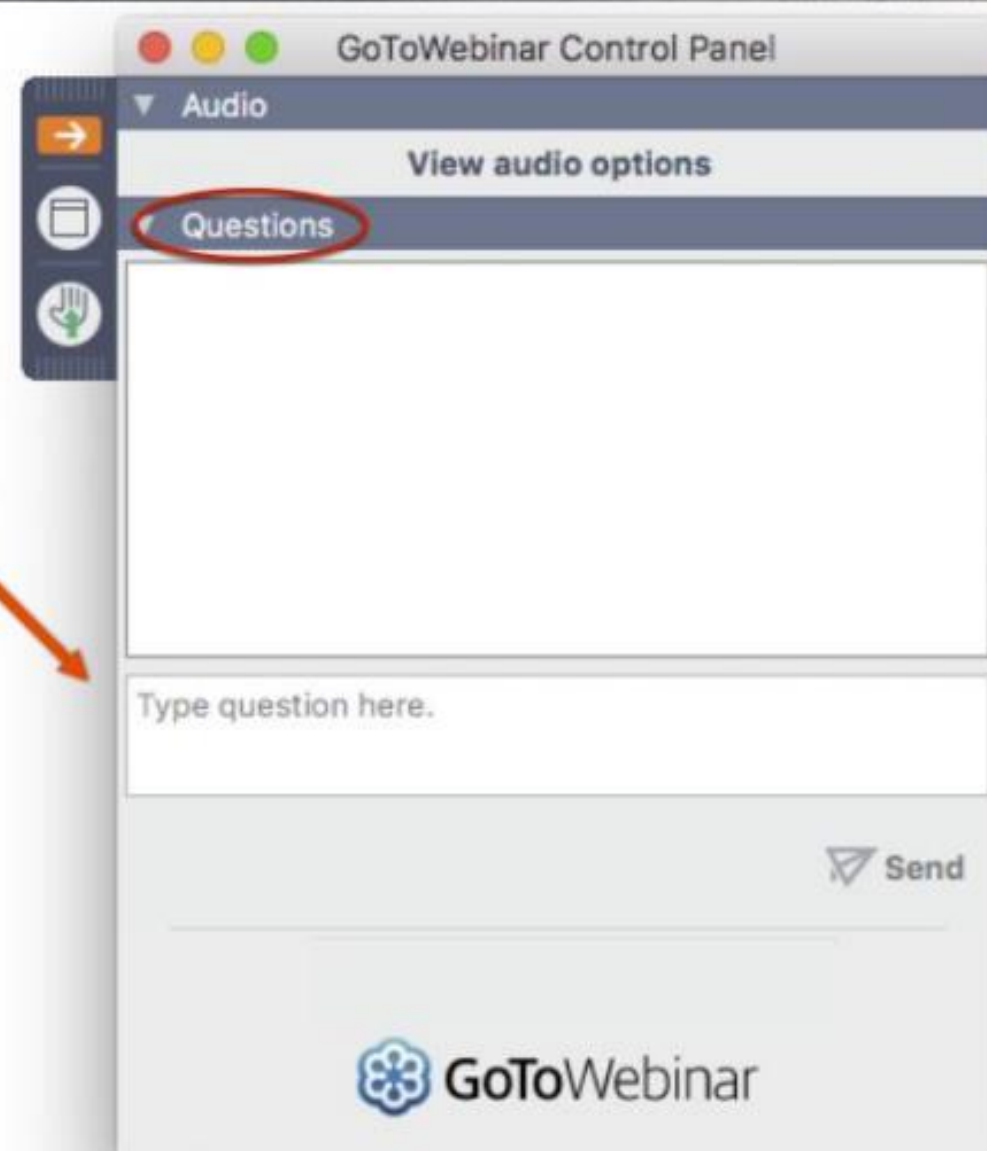
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QUESTIONS?




Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Allowing Yourself to Be an Average Broadcast Seller Is a Formula for Failure

GARY MOORE
PRESIDENT
LOCAL BROADCAST SALES



THE CHALLENGE

Broadcast sellers have never faced such defiance!

- 1. Your advertisers' and prospects' businesses aren't the same**
- 2. Beware of the enemy of average/self that is prevalent today**
- 3. The average broadcast seller is dying a slow death**
- 4. Process for "I Don't Need to Advertise"**
- 5. Process for being The BEST Marketing Expert**
- 6. Your professional behavior will define your broadcast selling legacy**

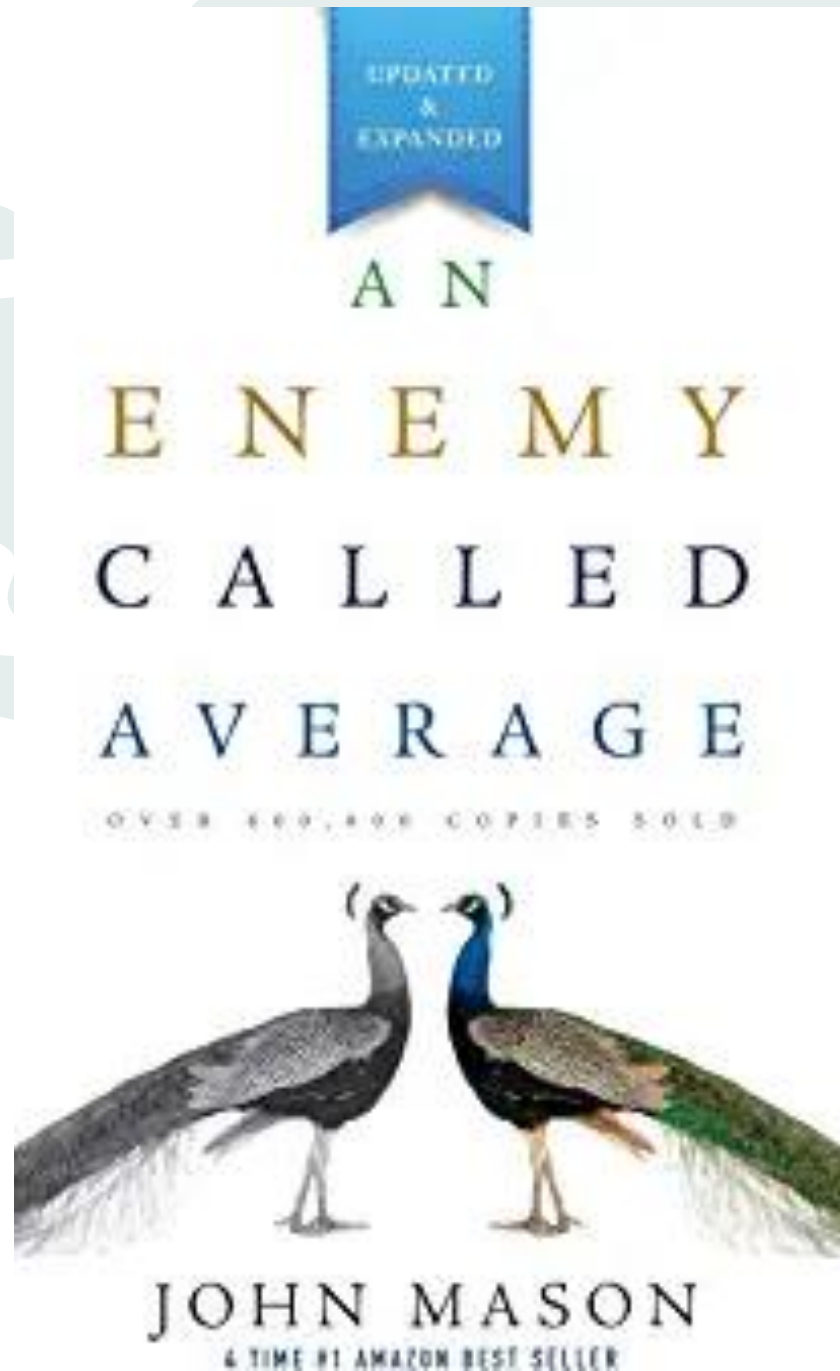
Average vs. BEST ... You Decide



**Allowing Yourself
to Be an Average
Broadcast Seller
Is a Formula for
Failure!**

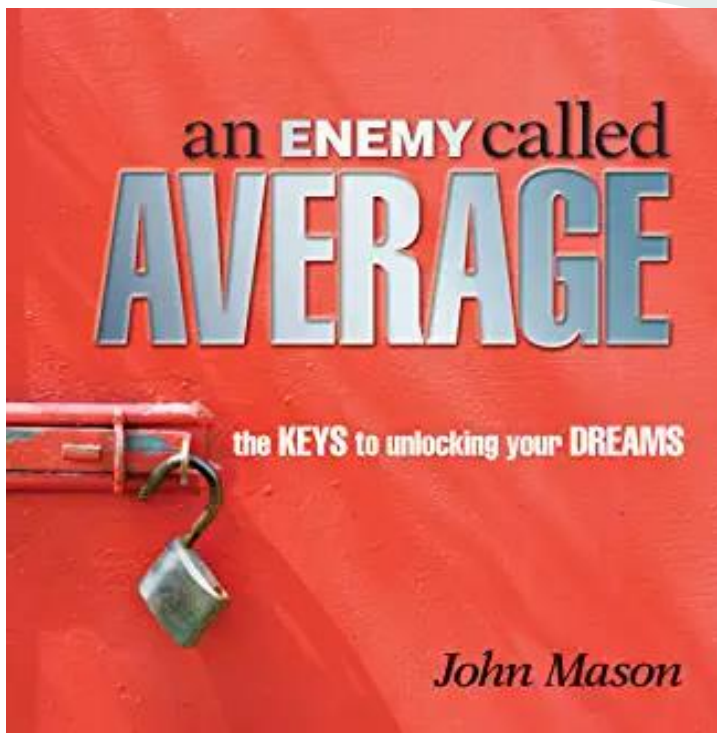
**Being The BEST
Broadcast Seller
(TOP 20%) Is Your
Formula for
Success**

**If you can't beat
this enemy,
you can't win
in today's
environment!**



**Your advertisers
don't want to hear
about your
“Me Time”
“Your Vacation”
“Station Problems”
“Your Bonuses”**

**Advertisers are
craving for
change
solutions**



Taxes Covid

crime

employment

drugs

Surges

Habits

Confidence

war

inflation

gas

Prices

Home

Regulations

stock

post

Unknowns

prerecession

recession

political

personal

Market

transportation

interest

Inventory

Costs

food

Shopping

Instability

Rates

business

government

Challenges

Stampede

safety

lockdowns

consumer

immigration

Today's Environment vs. Pre-Pandemic

- More persistence
 - Speedy brushoffs
 - Getting in front of people
 - Even agencies bunked down at home
 - Drop-in to say hi, get basic information, and set appt.
- Became an expert in recruiting ads because clients willing to invest there
 - Work around mask mandates and stressed-out attitudes



Sean Moulten, Marketing Consultant, Lawrence, Kansas

Clients Change Their Minds & Money Is Tight



The Economy

- Convincing advertisers to stay the course and continue to advertise during uncertain economic times

The Cost

- Advertisers are overly concerned about cost
- Jessica Varney, BS, MBA
Outside Sales / Ad Exec
El Dorado Broadcasters



Post COVID Consumers Are Choosier Than Ever

- Our intercession is to constantly hit the refresh button on behalf of our advertisers to post-COVID worn consumers.

GONE ARE THE DAYS OF SLICK, HUSTLE, AND MISLEADING TACTICS

- We creatively plead, remind, and convince consumers how spectacularly our advertisers' products and services deliver a solution that they want now rather than later!

The economy, inflation, interest rates, war, crime, homelessness, COVID and all the rest are instable.

You and your station must be the stabilizing factor for your advertisers!

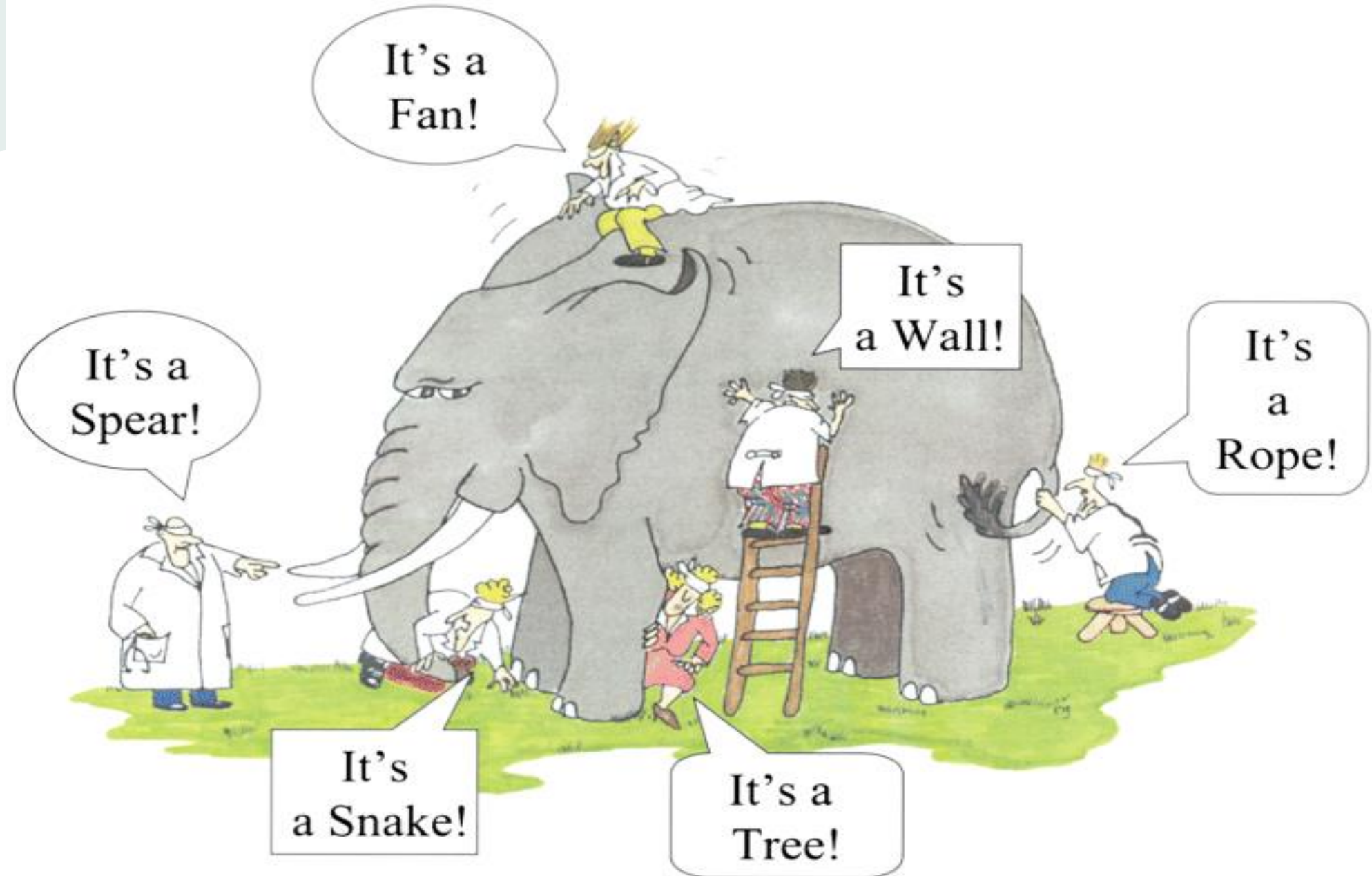
It doesn't matter how strong your opinions are. If you don't use your power for positive change, you are, indeed, part of the problem.

Coretta Scott King

Success Formula: Commit to the Uncomfortable

- ✓ **Station Success:** Profitable Sales, Recruiter, Cheerleader
- ✓ **Advertiser Success:** Self-Training, Marketing Formula
- ✓ **Formula for Advertising**
- ✓ **Sales Team Player**
- ✓ **Ethical/Integrity** - no compromise
- ✓ **“True to Yourself”** omit from your vocabulary

How Many Perspectives Matter?



If You Don't Have Consumer Research



GO

HERE IMMEDIATELY AND REGISTER FREE

www.localbroadcastsales.com/lbs-research-register

How Well Can You Convince Your Clients

You Need to Be Better Than Your Competitors and Circumstances

Your Clients Need to be Convinced They Can Trust You

**NOW
IT'S OUR
TIME**

“What part of your concern do you feel is still left unaddressed?”

Make No Mistake – You're a Change Agent

- Your clients and prospects don't need another media marketing expert.
- Your clients need THE marketing expert, and it might as well be you!

It doesn't matter how strong your opinions are. If you don't use your power for positive change, you are, indeed, part of the problem.

Coretta Scott King

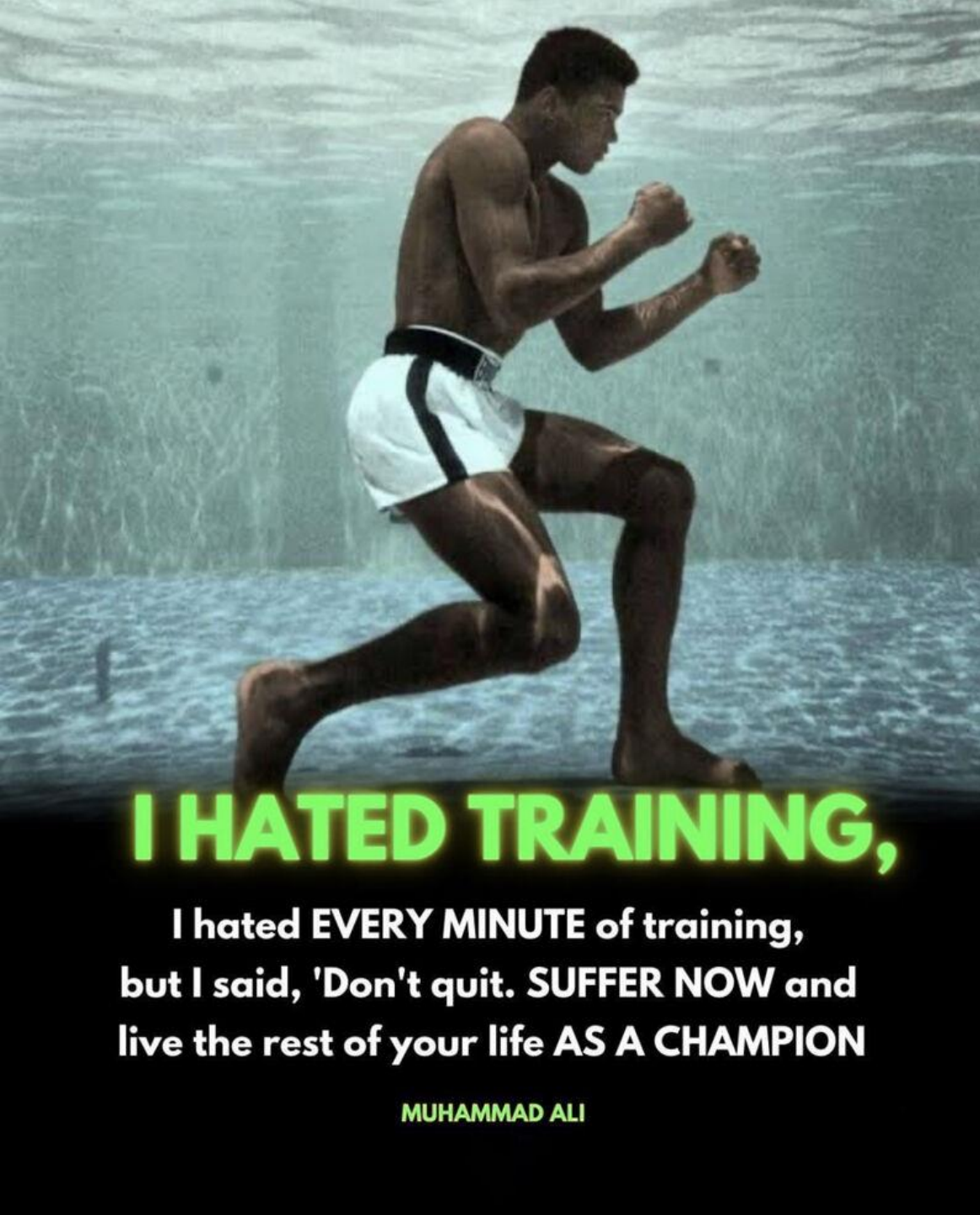
Things are constantly changing around us!

Radio advertising helps you be known before you are ever needed. Radio is also like word of mouth, but it allows you to simultaneously push your message out to many listeners.

That's just a small portion of why I love my job & meeting new faces each day. Developing campaigns and being creative is what is going to help you stand out.



Hallie Stuckwisch
Promotions Director & Marketing Executive
WXXKU 92.7, WZZB 99.3, WKLO 96.9, WUME 95.3, WSEZ 98.7
BK Media Solutions, Brownstown, Indiana

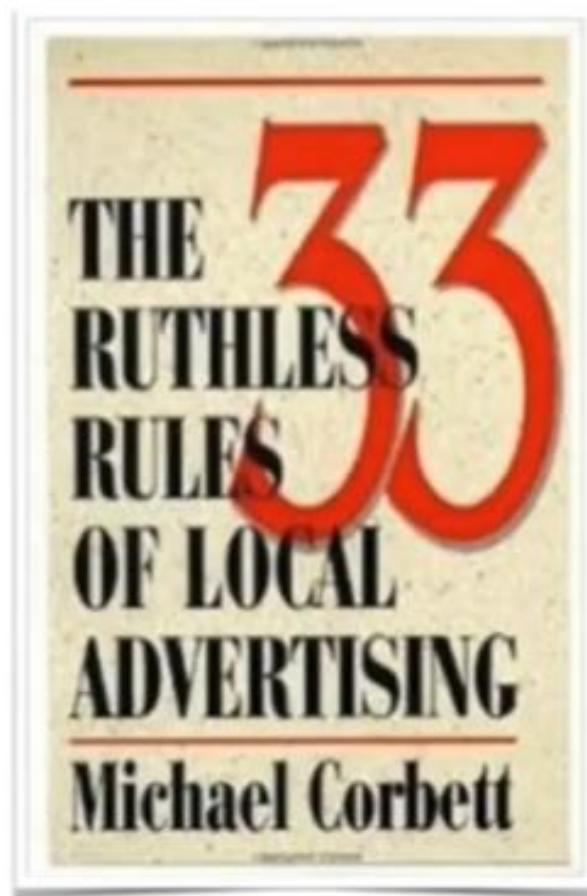


Beyond Your Company Training Activities

Discipline and Dedicate Yourself to Ongoing Training

- ✓ Videos like you find 24/7/365 at www.LocalBroadcastSales.com
- ✓ Business books and magazines – audio too
- ✓ Local seminars and schools

The topical reasons in this series can be attributed to The 33 Ruthless Rules of Advertising by Michael Corbett.



Why Should and Must a Business Advertise – Part 3

Best Practices, Prospecting, Why Should and Must A Business Advertise

Gary Moore continues his series explaining not only why a business should advertise, but why it **MUST**!

In this session, you'll further develop and enhance your list of responses for prospects who say that they don't have a need to run an ad campaign.



You must be one of the best to master this question in today's selling environment!

Why Should and Must a Business Advertise?

Part 3

Why should and must a business advertise



**To reposition a
company**

Why should and must a business advertise

**To introduce new
company name, logo,
or slogan**



Branding is super smart during challenging times and a recession

Why should and must a business advertise

**To rise above the
competition**



Frequently state your distinctive advantages to consumers

Why should and must a business advertise

To improve employee moral



Our team members make all the difference – Come Join Us, Now Hiring

Why should and must a business advertise

**Maintain
market share**



Still or Now the State Leader in RV and Trailer Sales for a Reason!

Why should and must a business advertise

**To create
an image**



Who they are today verses how they conducted business before the pandemic.

Why should and must a business advertise



**To increase the
length of the
buying season**

Consistently look for ways to add shoulders to your advertising campaigns.

Why should and must a business advertise



**To turn a
disadvantage into
an advantage**

How about a poor location?

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!

Trust = The Most Powerful Sales Tool on Earth

Your Behavior Will Define Your Legacy

- More important to your customer than rates, innovation, audience, and selling skills
- Ethical responsibility is the responsibility of the seller
- Basic honesty, illegal advertising, truthfulness, cheating, sexual harassment, accepting gratuities

- Ongoing responsibility to ...
 - Your consumers – Free of misrepresentation
 - Your advertisers- Best creative and innovative efforts, pro advice, confidentiality
 - Your station – Deserves your best personal efforts daily, loyalty, professional efforts above reproach
 - To self and peers - No one is damaged by your efforts, celebrate other sellers victories



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