



Stefan Rybak Company
Media. Marketing. The Power of Now!

Top 10 Tips On How To Be A Broadcast Sales Superstar

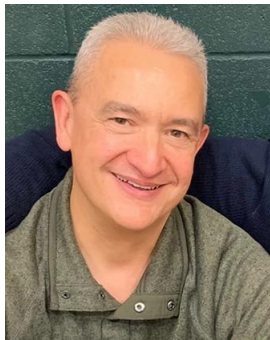
1. The more sales calls (face-to-face visits) you make in a day, the more sales you will make. Period. This is because, as a salesperson, your #1 asset is you.
2. Using the phone is okay. Sending emails is okay. However, face-to-face visits are much, much, much better (in-person, Zoom, FaceTime, etc.). 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.
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 put off, ignored, or blown away.
4. See only the decision maker. If you can't see the decision marker, 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."
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.
6. Use spec spots. It's a proven fact that spec spots increase the likelihood you'll make the sale by 25% to 50%.
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."
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.
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.
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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Seven Secrets of Success

1. There is no “secret” of success.
2. Success is for everyone.
3. Your life becomes better only when you become better.
4. There is no success without sacrifice.
5. Success is achieved in inches, not miles.
6. The greatest enemy of tomorrow’s success is today’s success.
7. No advice on success works unless you do.



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Stefan Rybak is an energetic, enthusiastic, positively motivated, and highly experienced multimedia management professional with a 46-year track record of proven success and expertise in radio, television, print and digital media.

Stefan's background and experience includes, but is not limited to, journalism, communications, broadcasting, advertising, marketing, sales, sales management, management consulting, strategic thinking, research, business development, understanding consumer behavior, new media, literary writing, leadership, mentoring, and dynamic professional speaking.

Stefan has written over 500 published articles and won the Billboard Magazine “Program/Operations Director of the Year” Award two consecutive years.

Stefan is also the author of the book, “The Shadow On My Heart – Faith, Family, Forgiveness.”

Stefan specializes in helping businesses make a quantum leap forward, and operate at a much higher level of sales, efficiency, productivity, profitability, and fun!