

RAB LIVE PRESENTATION

# SEVEN STEPS

TO SELLING SUCCESS SERIES

JULY 15 AT 12PM CT / 1PM ET

**STARTS SOON**

## PROPOSALS

RAB's Seven Steps of Selling is the foundation of a successful career in sales. In this session, the proposal.

**RAB**

# 7 STEPS

7 Steps to  
Selling Success

7

**Close**

6

**Presentation**

5

**Proposal**

4

**CNA**

3

**Research**

2

**Appointments**

1

**Prospect**



# Consultant Style Selling...

- Different from traditional selling
- It's not about you, it's about the client
- Focused on solving problems
- Positions you as the expert
- Establishes you as a trusted advisor



I will not ask for your business until  
I can first come up with a plan for  
improving it

# Four Types of Sellers

1. The Commercial Visitor
2. The Product Peddler
3. The Consultant Seller
4. The Sustaining Resource

# Four Levels of Selling Checklist

PERSONAL  
DEVELOPMENT

Identify your relationship level at each of the 7-Steps. Then, level up

## 7 STEPS

|                     | 1<br>Commercial<br>Visitor                                                      | 2<br>Product<br>Peddler                                                          | 3<br>Consultative<br>Seller                                                                  | 4<br>Sustaining<br>Resource                                                        |
|---------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <b>Prospecting</b>  | "Just checking in"<br>"Stopping by"<br>"Limited territory - "The Good Ole Boys" | Prepared packages to meet sales goals                                            | Finding qualified prospects to solve problems and increase business                          | Find additional departments to solve problems for greater share                    |
| <b>Appointments</b> | Route system - Same accounts consistently - rarely any new business efforts     | Credibility based on product knowledge and expertise                             | Credibility based on empathy, expertise, problem-solving skills                              | Perceived as unpaid member of staff. Part of the internal Problem Preveters        |
| <b>Research</b>     | Call reports for sales manager: Dials, contacts, conversions, call reports      | Planned work focused on closing the sale - Heavy management pressure on activity | Source of Business Advantage. Information relevant and significant to client                 | Customer requests are for business help and advice more than for the product       |
| <b>CNA</b>          | Make the buyer like me - Measures activity not results                          | Being a product expert "Do you need any?"                                        | Open-ended questions - Objective identify the customer's needs from customer's point of view | Being an "insider" and problem preventer                                           |
| <b>Proposal</b>     | Memorized script presentation - off the shelf solutions"                        | Feature/benefit analysis, point by point review of product                       | Research clients current position, competitors, industry information                         | Research based - customer focused. Contains "insider" information                  |
| <b>Presentation</b> | Verbal only or pre-packaged - presented to buyer                                | Low level stakeholders in addition to buyer - Heavy selling-tool usage           | Customized presentation based on needs presented to Mid-level management                     | Connected to all levels of company management/stakeholders - true "insider"        |
| <b>Close</b>        | Become friends - close personal relationship, gifts, social activities          | Product literature customized to solve identified problem                        | Systems and solutions that may include resources outside your company - Team selling         | Profit driven to improve return on investment - profit hero                        |
| <b>Attitude</b>     | "I like you - You like me, let's do business together                           | I remember when working for this company was fun but if that's what they want    | Being of sincere value to clients - help their business achieve objectives                   | Being a sustaining resource to client. Know the customer's business as well my own |

# 7 STEPS

## Prospecting

## Appointments

## Research

## CNA

## Proposal

## Presentation

## Close

## Attitude

### 1 Commercial Visitor

### 2 Product Peddler

### 3 Consultative Seller

### 4 Sustaining Resource

|                                                                                 |                                                                                  |                                                                                              |                                                                                    |
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| "I like you - You like me, let's do business together                           | I remember when working for this company was fun but if that's what they want    | Being of sincere value to clients - help their business achieve objectives                   | Being a sustaining resource to client. Know the customer's business as well my own |

90% of Sellers Today  
The Product Peddler  
The Commercial Visitor

**40% of  
Sellers!**





**50% of  
Sellers!**



# Product Peddler

- ✓ Open
- ✓ Pitch
- ✓ Deal with objections
- ✓ Close
- ✓ Deal with objections
- ✓ Close
- ✓ Deal With Objections



# Top 10% of Sellers Today

## The Consultant Seller The Sustaining Resource

# 8% of Sellers!



A group of four business professionals in a modern office setting. A man in a grey suit is shaking hands with a man in a dark blue suit. Two other people, a man and a woman, are clapping in the background. The background features a large window with a geometric pattern.

**2% of  
Sellers!**





CUSTOMER

MANAGEMENT  
CALL CENTER  
VISION  
EXPORT  
FINANCE  
EFFICIENCY  
DEVELOPMENT  
MARKETING  
TRADING  
PROFIT  
SALARIES  
TY CONTROL  
CENTER  
PACKAGING  
MARKETING  
TIONS  
DEVELOPMENT  
RESOURCE  
MANAGEMENT  
HUMAN RESOURCE  
RESEARCH  
LOGISTIC  
PRESENTATION  
LOAN  
BONUS  
VOICE  
MEETING  
CHANNEL  
PERFORMANCE  
SOCIAL CONCERN





“The customer rarely buys what the business thinks its’ selling.

Top Performers in every industry sell concepts.  
That’s why they are top performers.”

-Peter Drucker

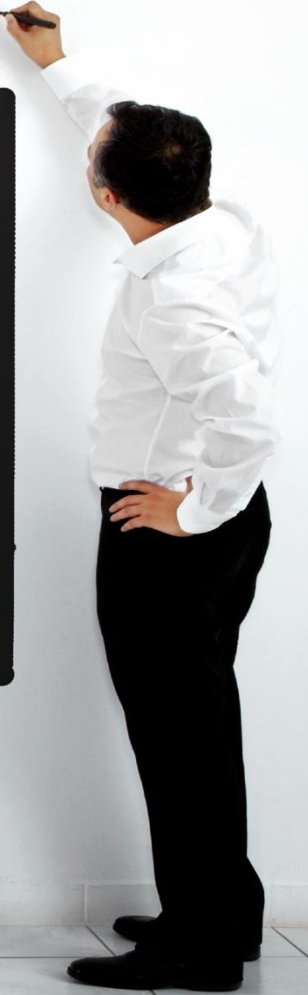
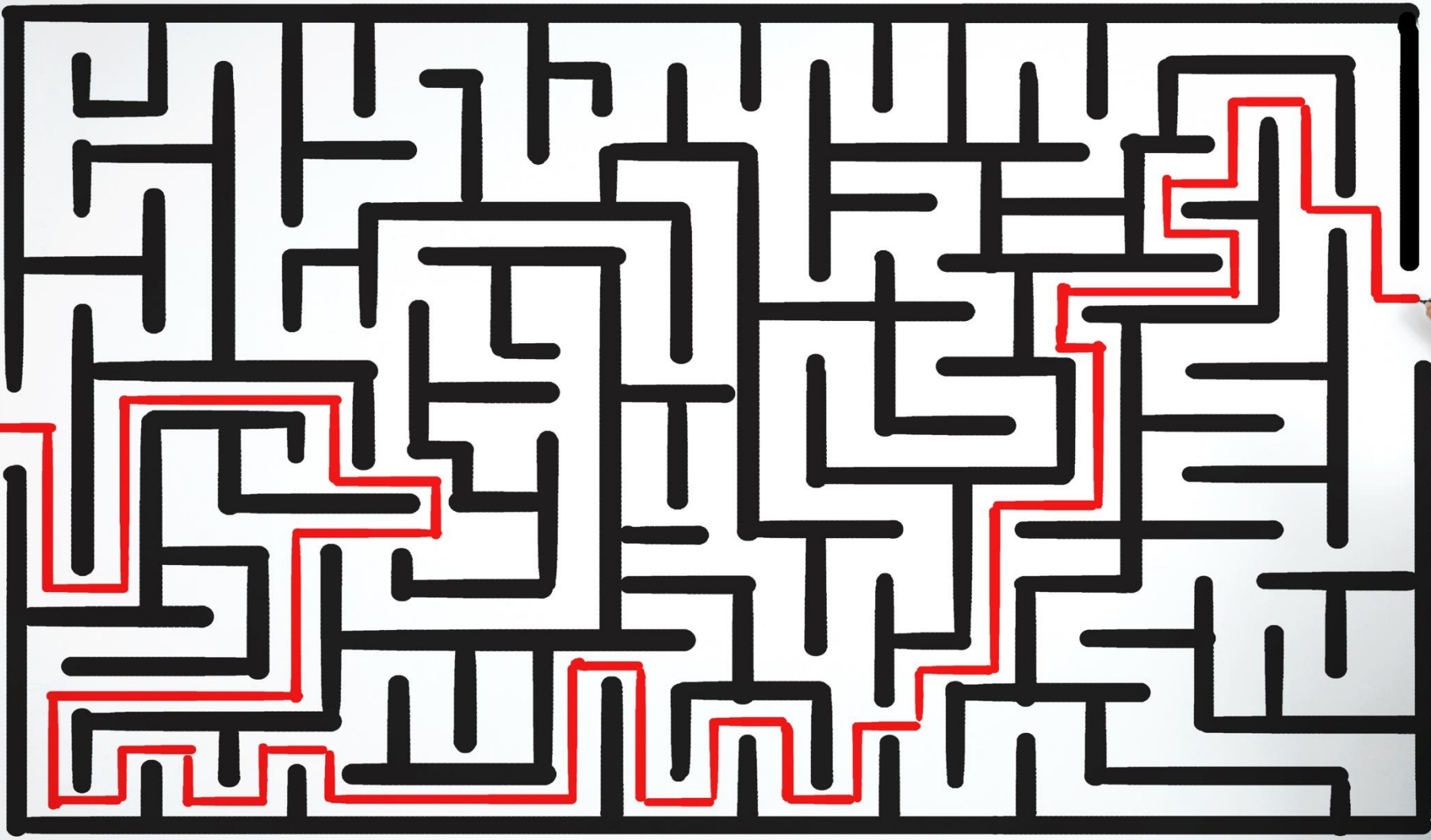


“You’re not making  
sales

You’re witnessing  
purchases.”

- Kevin Malone

Solution











# Best Written Proposals

1. Customer focused
2. Problem solver
3. Set you apart
4. Demonstrates professional integrity
5. Stand out in the market
6. Understand the client



**EMOTION**



**LOGIC**

# “Knowledge tells, Passion Sells.”

-Joseph Segel





The prospect is **NOT** buying  
advertising.

The prospect **IS** buying what  
advertising DOES for them

# The 9 components of a successful proposal

1. Title Page
2. Situation Review
3. The Competition
4. Industry/  
Consumer Research
5. Media Analysis
6. Competitive Media
7. Strategy
8. Tactical Execution
9. Investment

## **Step 5: Proposal**

1. Provide up-to-date research on [category] that supports an integrated traditional + digital advertising approach. Focus on how combined media increases reach and frequency.
2. Summarize the advantages of using both digital and radio/TV media for [Business Name]'s category. Include key stats on awareness, trust, and ROI.
3. Identify when a digital-only or broadcast-only strategy could be most effective in this category and why. Give 2–3 examples.
4. Using the RAB's 9-component proposal framework, create an outline presentation for [Business Name]. Include headings, sample phrasing, and suggested visuals for each section.

challenges.

## Step 5: Proposal

4. Using the RAB's 9-component proposal framework, create an outline presentation for [Business Name]. Include headings, sample phrasing, and suggested visuals for each section.

Now Create a PowerPoint presentation designed to influence **Owner** of (Business) with the goal to convince them to work with our media company to meet their business objectives and solve their business challenges.

Build the presentation with a tone designed to excite and influence the decision-maker with an emphasis on how it will solve the pain points we identified in the category research or our specific questions to the client. Keeping in mind, the client is not buying advertising, they are buying what the advertising will do for them.

Build the presentation using the 9-component style that we teach at the RAB. The 9 components of a successful proposal are:

1. Title Page - Use the number one goal of the client as the title, and please create an appropriate background image
2. Situation review
3. The competitive landscape
4. Industry and consumer research
5. Media Analysis
6. Why Radio/TV Traditional Medium in combination with digital
7. Strategy
8. Creative / Tactical execution / schedule recommendations
9. Investment

# Title Page

# ~~Proposal~~



## ~~A Marketing Partnership between WVBO and Van Dyn Hoven Jeep~~

~~Presented by~~

~~Jeff Schmidt~~

February 19, 2015





## How to Sell More Jeeps

Creating the Regional Jeep Center of Northeast Wisconsin – Take the hill!

# Situation Review

# Prompt Sheet for RAB's Seven Steps to Selling Success...

## Step 5: Proposal

1. Provide up-to-date research on [category] that supports an integrated traditional + digital advertising approach. Focus on how combined media increases reach and frequency.

# Situation Review

This is what you told me...

- ☑ Drive Traffic to website
- ☑ Improve conversion rates
- ☑ Capture data

# This Campaign Will...

- ☑ Create Excitement
- ☑ Interest
- ☑ Desire

# This Campaign is...

- ☑ Designed to increase the sale of personal computers

# The Competition



# The Competition

Here are your competitive advantages and challenges

## Advantages

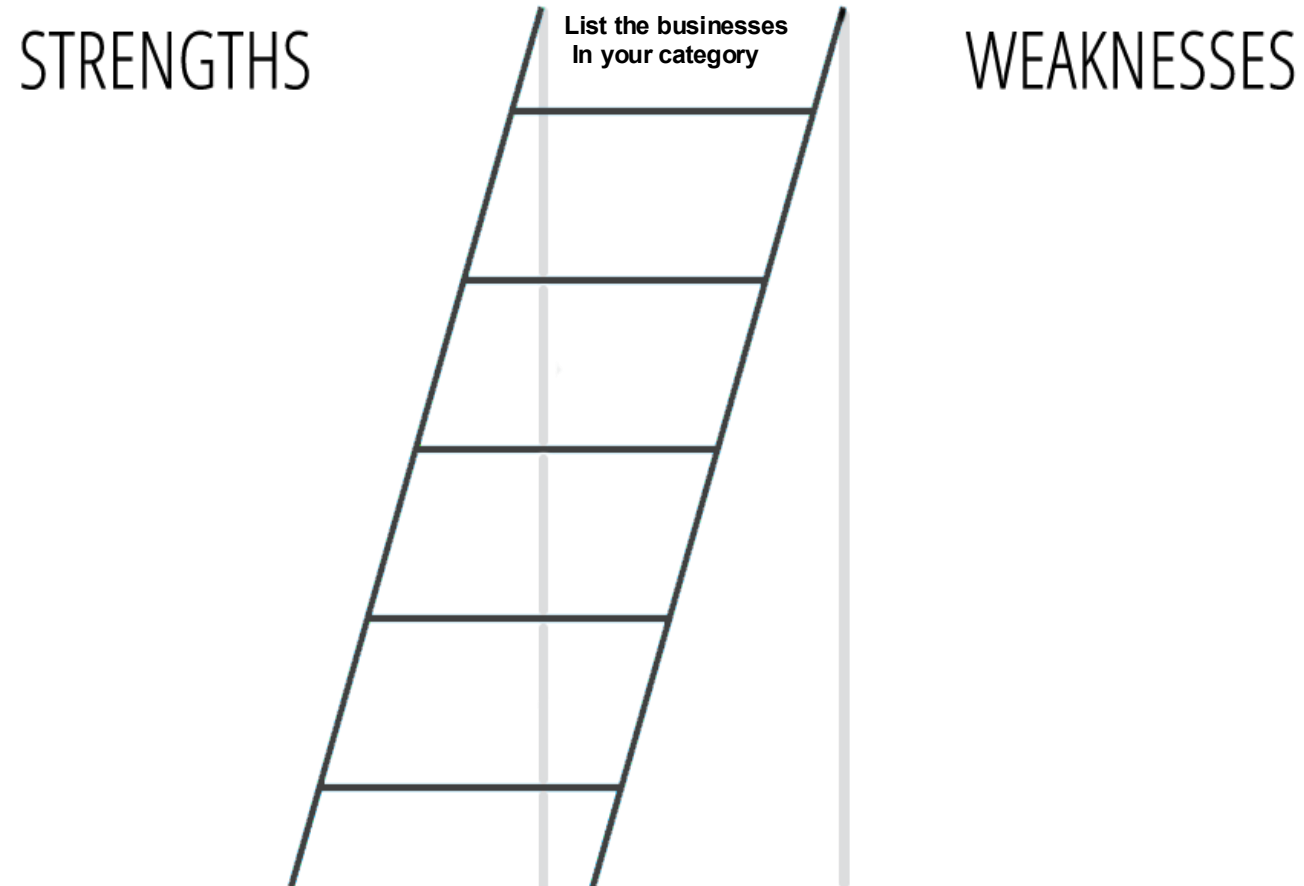
- ✓ Staff longevity
- ✓ Staff knowledge
- ✓ Superior facility
- ✓ Huge selection

## Challenges

- ✓ Location
- ✓ Name awareness
- ✓ Price perception

# The Competition

## THE POSITIONING LADDER





# Industry/Consumer



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Get to know your clients

## RAB Instant Backgrounds

RAB Instant Backgrounds include the who, what, where, why why and how for the top radio business categories. Get up to speed quickly on product or service categories, and be sure to watch for additional categories.

Select a category and click SUBMIT to begin

✓ 4th of July/Independence Day

Accountants/Tax Services

Affluent Households Market

African-American Market

Agriculture Industry/Farming/Rural Lifestyles

Airlines/Air Travel

Amusement/Theme/Water Parks

Apartments and Rental Real Estate

Apparel Stores

Appliance Stores

Arts & Entertainment

Asian-American Market

Athletic Apparel/Shoes

Auto Aftermarket

Auto Dealers

## Who Buys

> Profiling adults 18+ who are "very likely" to buy any new vehicle within the next year, along with those who are "very likely" to lease a vehicle in the coming year:

|                   | Likely to Buy | Likely to Lease |                 | Likely to Buy | Likely to Lease |
|-------------------|---------------|-----------------|-----------------|---------------|-----------------|
| <b>Sex:</b>       |               |                 | <b>Age:</b>     |               |                 |
| Male              | 50.1%         | 47.8%           | 18-24           | 18.9%         | 21.8%           |
| Female            | 49.9%         | 52.2%           | 25-34           | 19.2%         | 21.3%           |
| <b>HH Income:</b> |               |                 | 35-44           | 18.1%         | 16.4%           |
| \$100,000+        | 27.0%         | 26.1%           | 45-54           | 17.5%         | 12.9%           |
| \$75-99,999       | 13.3%         | 10.4%           | 55-64           | 14.1%         | 14.0%           |
| \$60-74,000       | 9.8%          | 8.3%            | 65+             | 12.2%         | 13.6%           |
| \$50-59,999       | 7.5%          | 5.9%            | <b>Region:</b>  |               |                 |
| \$40-49,999       | 7.5%          | 7.0%            | Northeast       | 16.2%         | 24.0%           |
| \$30-39,999       | 11.6%         | 13.9%           | Midwest         | 19.6%         | 20.0%           |
| \$20-29,999       | 9.8%          | 11.3%           | South           | 44.1%         | 35.3%           |
| Under \$20K       | 13.5%         | 17.1%           | West            | 20.1%         | 20.7%           |
| <b>Race:</b>      |               |                 | <b>Marital:</b> |               |                 |
| White             | 55.4%         | 54.4%           | Single          | 34.9%         | 39.0%           |
| Black             | 24.7%         | 29.6%           | Married         | 49.4%         | 45.6%           |
| Other             | 19.9%         | 16.0%           | Sep/Wid/Div     | 15.7%         | 16.4%           |
| Hispanic origin   | 19.7%         | 15.6%           |                 |               |                 |

(Source: GRM, 2012)

> Profiling adults 18+ who purchased/leased any new domestic vehicle in the past year, along with those consumers who bought/leased a new imported vehicle in the previous year:

|                   | New Domestic | New Imported |                | New Domestic | New Imported |
|-------------------|--------------|--------------|----------------|--------------|--------------|
| <b>Sex:</b>       |              |              | <b>Age:</b>    |              |              |
| Male              | 47.7%        | 45.4%        | 18-24          | 10.6%        | 11.0%        |
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| \$30-39,999       | 4.8%         | 4.7%         | Midwest        | 19.8%        | 15.9%        |

# Instant Backgrounds

- #1 tool used by RAB members
- Whitepapers on key business categories for radio
- Every Instant Background includes:
  - Total ad spending
  - Ad-to-sales ratios
  - Why Radio statistics
  - Links to additional resources
  - Snapshot of your advertiser's customers

# ~~Competitive Media~~ Media Analysis



[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

[CREATIVE](#) ▾

[TRAINING](#) ▾

[STAFF](#) ▾

[MY RAB](#) ▾

[DASHBOARD](#)



## Research and Insights



### Alternative Revenue

From helping local nonprofits and cau while doing good.



### Automotive

As one of radio's top spending categories, it's important to have all the tools you need in one place. The Automotive section has that and more, including **Auto Toolkit**.

#### Prospecting

Qualify and find new prospects

#### Appointments

Get more 1st appointments

#### Research

Prepare for your client meetings and presentation

#### CNA

Uncover your client's biggest marketing challenges

#### Presentations

Write client-focused presentations

#### Daily Sales Tip

Great advice from sales leaders

#### Political Advertising

The latest guides for political advertising

#### Radio Sales Today

Visit the archive for RAB's daily newsletter

#### RAB Video Wall

RAB's video library for AE's

an offer your stations the opportunity to do great



## Instant Backgrounds

The key to selling big accounts is understanding your prospect's business, but who has the time to collect all that information? We do. Instant Backgrounds quickly tells your sales pros the "who, when, where, why and how" for over 100 different business and product categories. As an informed marketing consultant, use the Instant Background information to easily include the insights in your correspondence and presentations.



## Media Facts

RAB's Media Facts section provides an overview of key media categories competing with radio for advertising dollars. Each report provides a look at the state of the industry today for major media options.



## Misperceptions of Radio

Designed in partnership with RAB's Sales Advisory Committee, get the facts on the 10 commonly held misperceptions of radio.



**Favorite**  
Add to MY RAB menu

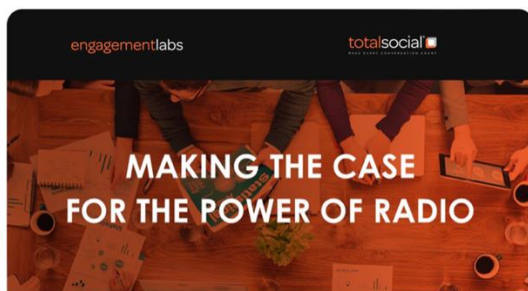
## Media Facts from RAB

RAB's Media Facts Section provide an overview of key media categories competing with radio for advertising dollars. Each report provides a look at the state of the industry today for major media options, including:

- How consumers are using the medium - facts and figures
- Challenges and opportunities each faces in the changing media environment
- Terminology used in buy/sell transactions
- Links to trade association and research service Web sites where you can find more in-depth information on the medium
- Lists of positives and negatives for consideration by those considering placing their messages on the medium
- Suggestions for how combining radio with the medium for enhanced advertising impact/ROI

## Media Facts Reports

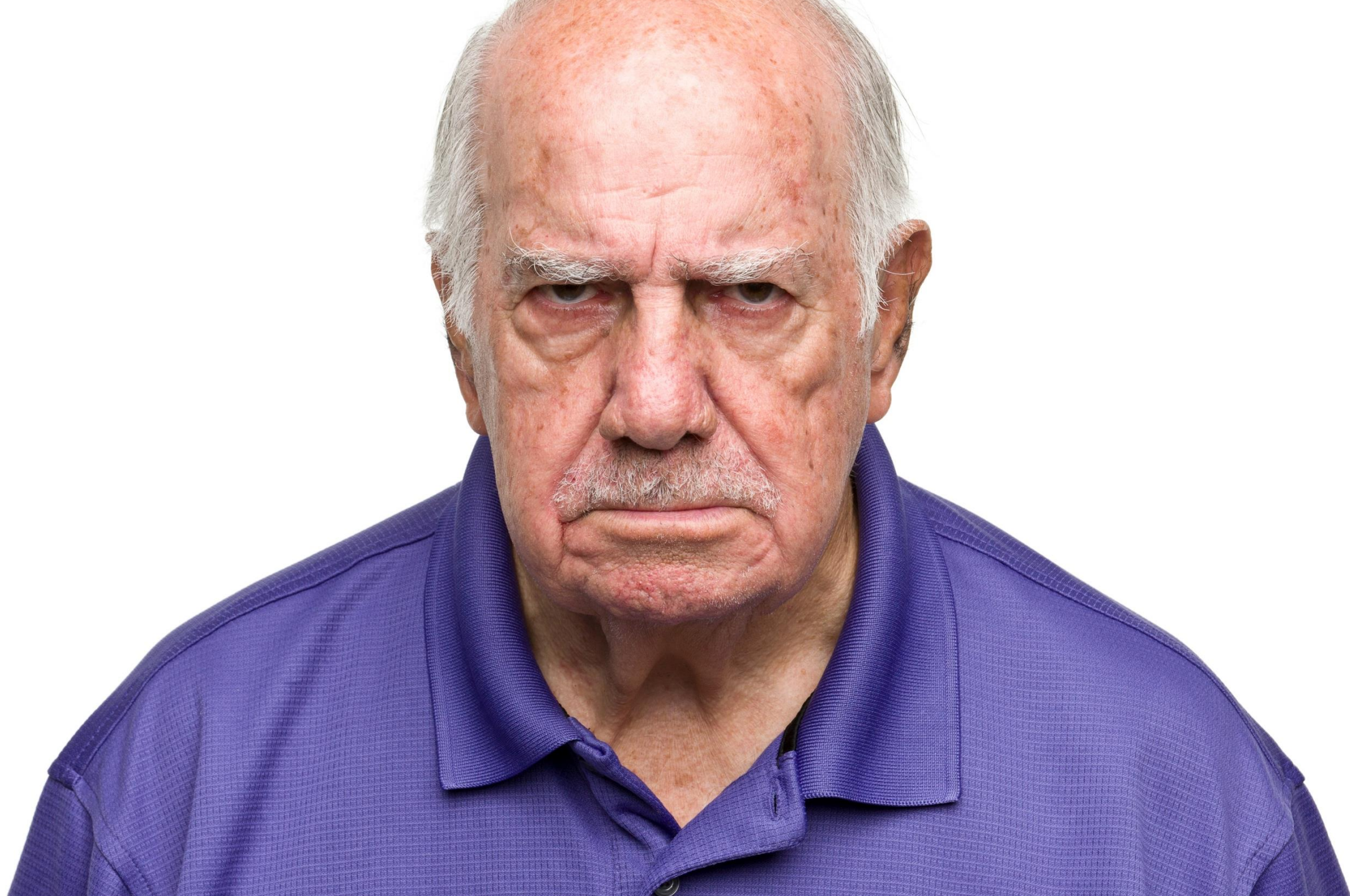
- [Digital Audio / Satellite Radio](#)
- [Direct Mail](#)
- [Internet / Mobile / Social Media](#)
- [Local Search \(Digital / Print\)](#)
- [Newspaper](#)
- [Out of Home](#)
- [Television / Video](#)



## Making the Case for the Power of Radio

Engagement Labs study commissioned by RAB conveys and underscores radio's unparalleled potential as a driver of brand discussions for advertisers. The study further explores how radio driven brand conversations impact and influence behavior, social issues and purchase intent for a range of category verticals.

[READ MORE](#)



## RADIO FACTS

Use the drop downs below to create a **custom profile** of radio listening or [click here](#) to download the **10 Reasons to Advertise**.

### Report Type

Select a type of report.

Please choose

### Medium

Choose the medium you would like.

Please choose

### Estimate

Select an estimate.

Please choose

### Audience

Choose an audience type.

Please choose

When you are ready, click SUBMIT to create your report.

Submit



73%

% STATE RADIO IS AUDIO  
SOURCE USED IN-CAR

Infinite Dial 2023



231,602,000

PEOPLE 12+ LISTENING EACH  
WEEK

RADAR 159, Dec. 2023 (C) Nielsen Audio, M-Su 24-  
Hour Cume Est.



10.8

HOURS LISTENING EACH WEEK

RADAR 159, Dec. 2023 (C) Nielsen Audio, M-Su 24-  
Hour Cume Est. P12+



91%

% REACHED EACH MONTH  
(P18+) -- RADIO IS AMERICA'S #1  
REACH MEDIUM

Nielsen Audio Today June 2023

# Why Radio

## TOOLS

These tools are designed to help you understand and use radio effectively. Click below to begin.



### WHY RADIO SLIDE DECK

A complete PowerPoint presentation illustrating radio's effectiveness

Why Radio - All | Black | Hispanic



### FAQ'S

Answers to some of the most commonly asked questions about radio



### RADIO MATTERS

Radio Matters is an overarching Radio Advertising Bureau initiative that showcases the strengths of radio in meaningful and impactful ways



### 10 REASONS TO ADVERTISE

Targeting, immediacy, ubiquity and more.  
Here are 10 reasons why radio advertising works



[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

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 **RADIOWORKS**  
for Multicultural Marketing

[DOWNLOAD THE VIDEO NOW](#)

Welcome! Would you like a quick tour?

[TOUR RAB.COM](#)

[TOUR DASHBOARD](#)

New on RAB.com

Check out new sales tools,  
resources, and our staff picks on  
RAB.com







**radio is a top  
in-car device**

**73%**

**AM/FM radio while in car**

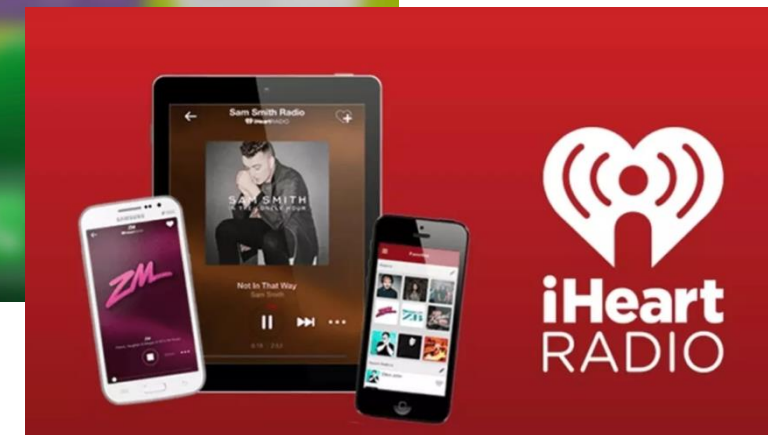
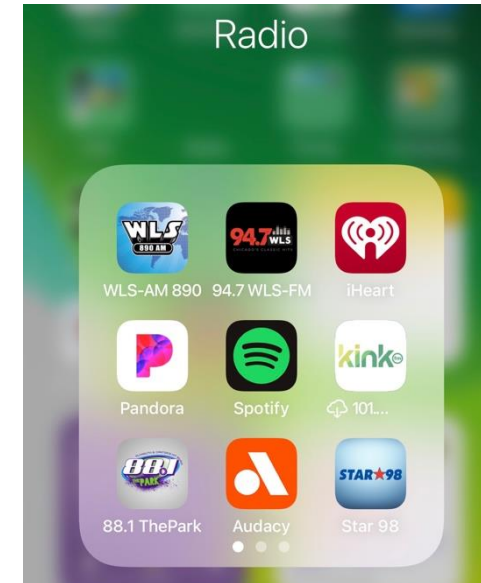
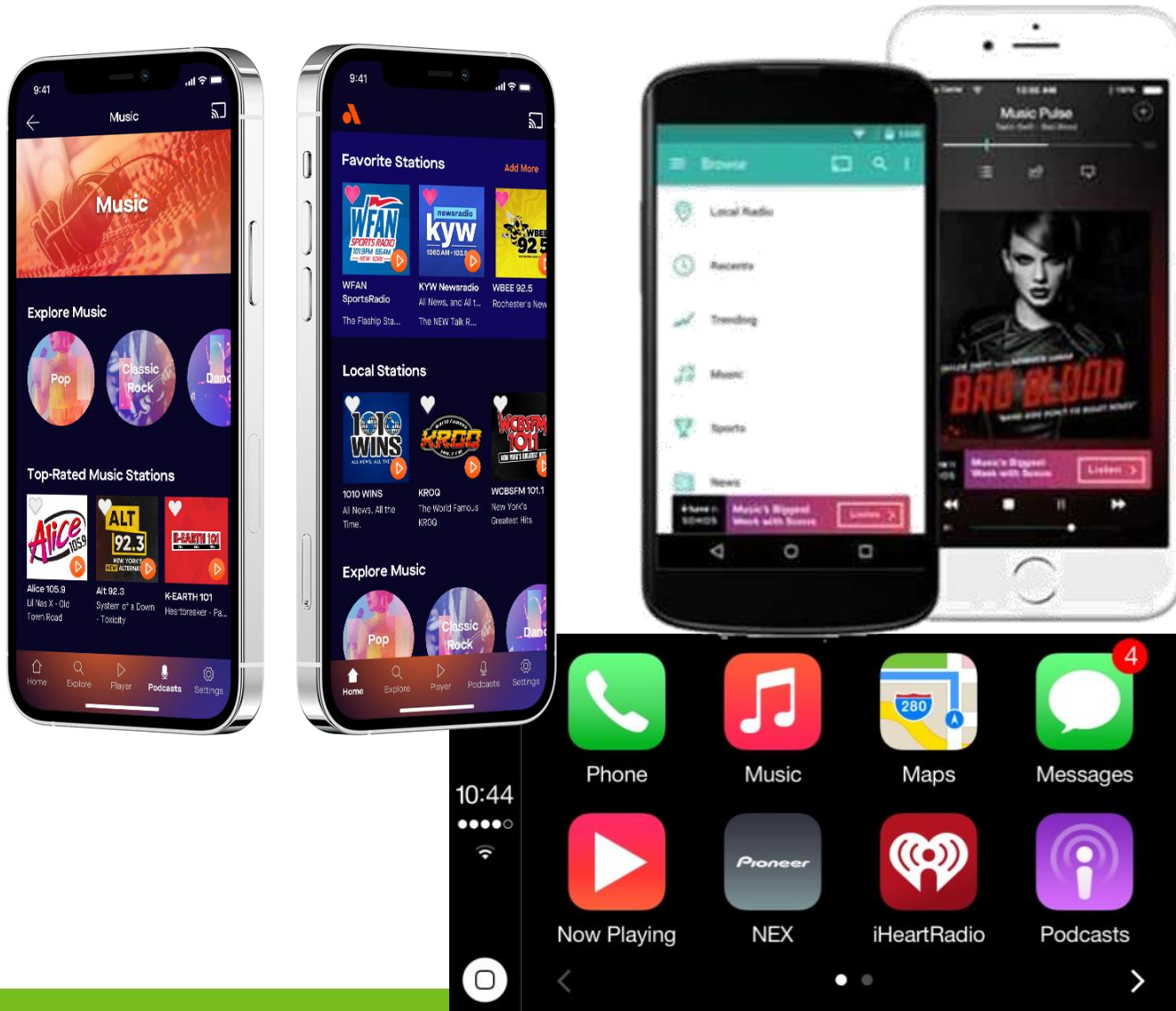
more than...  
owned digital music – 53%  
podcasts – 38%  
online audio – 37%  
CD player – 29%  
SiriusXM – 20%

% currently ever used in car last month

Source: The Infinite Dial 2023—Edison Research / Wondery/ART19, Adults 18+, driven or ridden in a car in the past month

**RAB**

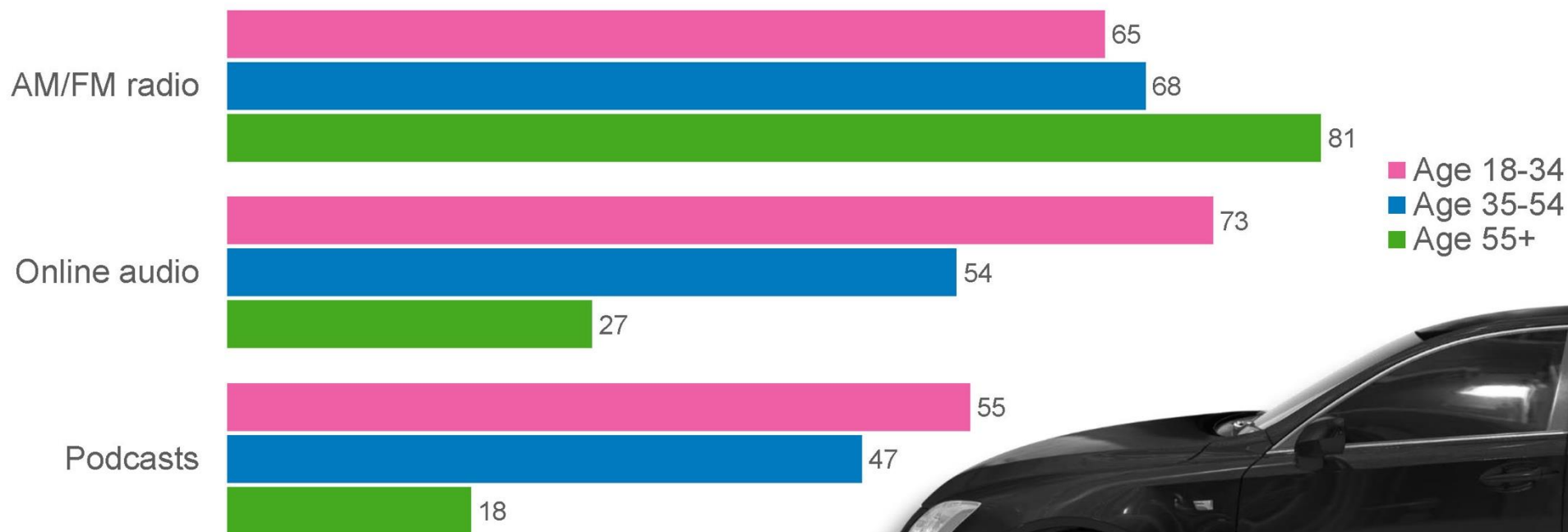
# Radio has become a “Tech Geek”



# Audio Sources Currently Used in Car

BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH

% CURRENTLY USE AUDIO SOURCE IN PRIMARY CAR



# Strategy



**WE NEED TO:**

- **REACH**
- **TARGET**
- **ENGAGE**



**THINK BIG...**

**GET UNCOMFORTABLE**

**IMAGINE THE IMPOSSIBLE**

# Tactical Execution Schedule Page

# Making The Magic Happen

- 672 Commercials per month
- 5 Rotating banner ads
- 12 Facebook page mentions
- 4 Sampling events per year

# Investment

The products, systems, and services detailed on this proposal are available to (Client) through Date (5 business days) For an investment of \$22,000 per month.





800-232-3131  
MemberResponse@Rab.com