

CUSTOMER NEEDS ANALYSIS

7 STEPS TO SELLING SUCCESS SERIES

RAB LIVE PRESENTATION
JUN. 11 AT 12PM CT

STARTS SOON!

The "Seven Steps To Selling Success" series of live presentations helps sellers navigate the seven critical steps to making a sale. In this session, the RAB's Customer Needs Analysis System.



Jeff Schmidt
SVP/Professional
Development
RAB

7 STEPS
to
Selling Success



LIFX



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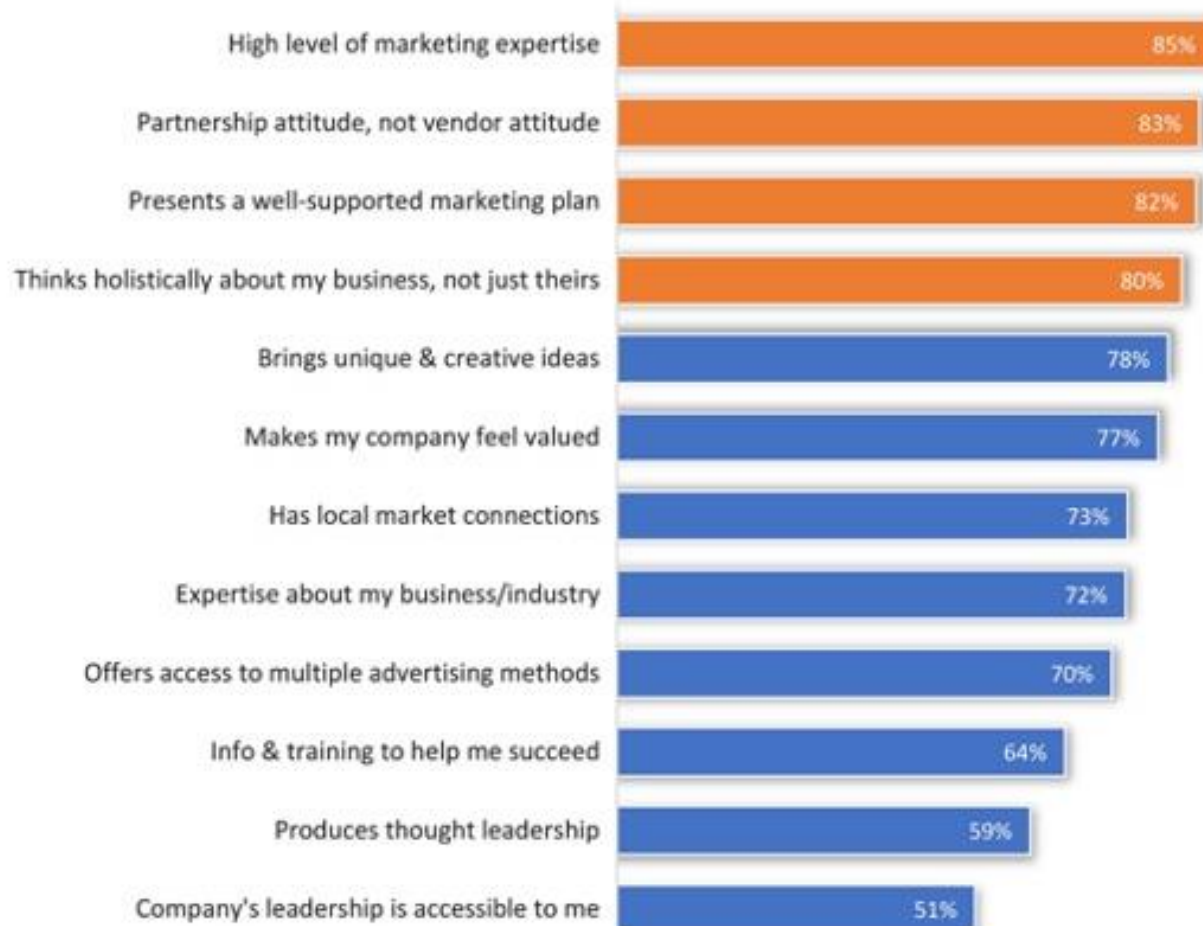




Fourth
4.

Traits That Ad Buyers Seek Most

% saying each is "very" to "extremely" important when selecting a media company



Borrell's Take

Be a marketing expert and a partner, not a vendor. That's what local businesses want today from a media company.

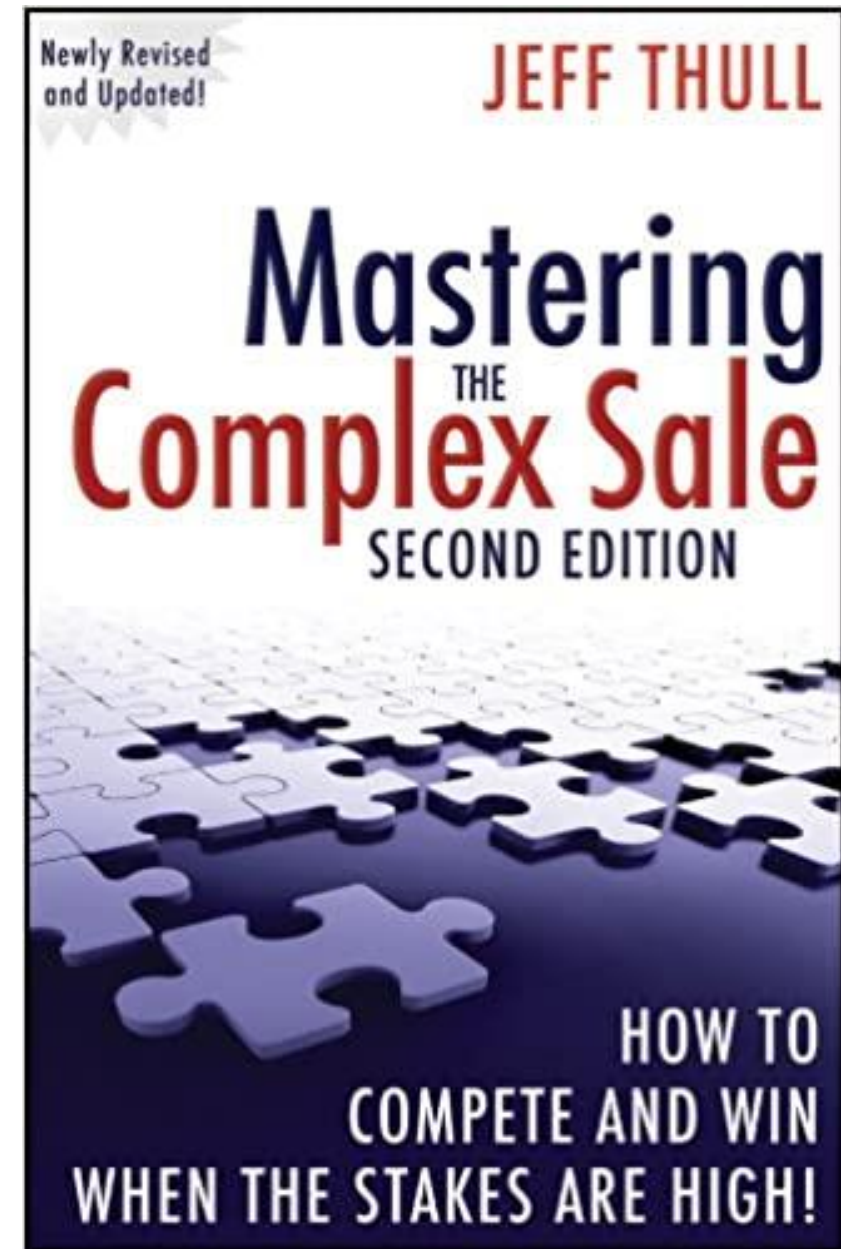
*What's **NOT** so important? Expertise about the advertiser's business, thought leadership, and a broad set of advertising offerings.*

Translated: Don't pretend to be a thought leader who knows all about my business and has everything I need. Be smart. Think about my needs. We'll work out the rest.

For more, visit BorrellAssociates.com



Be a source of business intelligence and information with your prospects and customers.



Automotive News

OCTOBER 6, 2008

\$155/YEAR; \$5/COPY

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THE GREAT COLLAPSE

Honda CEO Fukui: No recession in U.S., despite soft sales in spots

Hans Greimel
hg@crain.com

TOKYO — Recession is in the eye of the beholder. And to Honda Motor Co. CEO Takanobu Fukui, the U.S. market isn't in one.

"It is true that in states like Florida and California, the numbers are going down," Fukui said here last week. "But if you look at the U.S. as a whole, I don't think we're seeing a recession. There are still good business opportunities."

with the gloomy vision of Nissan Motor Co. CEO Carlos Ghosn. Just days earlier, Ghosn told reporters in Seoul that the U.S. auto industry is in recession, even if the overall economy is not. High material costs are particularly painful, he said.

Honda's soft sales in Florida and California are being offset by record sales along the East Coast and in the Midwest, Fukui said.

Honda because of its strength in fuel-efficient vehicles, Fukui said. In January, combined sales of Honda and Acura Division in the United States dropped 2.3 percent to 98,511. The overall market fell 4.2 percent. Incentives are slightly higher than in 2007, but Fukui said Honda doesn't plan to increase them.

Sept. 2008 sales, by automaker, as a % from Sept. 2007

Nissan
-37%Ford
-36%Chrysler
-33%Toyota
-22%

Many dealers floored by floorplan limits, costs

Donna Harris
dharris@crain.com

Suzuki seeks floorplan partner > 44

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the Willy Wonka
of Funeral Service
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Leggett & Platt's CPG hires William Healy as e-commerce manager

Easyhome acquiring dozens of locations of The Cash Store

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Clear Destination launches Ship To Home delivery software

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VEGAS MARKET VIDEOS



Follow our video coverage of the 2015 Winter Las Vegas Market to get the latest news and product trends. Start Watching! Coverage sponsored by MicroD.

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Furniture Everyday
Bill McLoughlin
January 20, 2015
Online Odyssey

While there is no debate the Internet has changed the way consumers shop, socialize and seek out information, there remain m...

NATION'S Restaurant News

JUNE 10, 2008

10/07

Meatless menus



Veggie-heavy brands see growth in sales, popularity with consumers

BY LISA JENNINGS

The number of U.S. adults who self-identify as vegetarians has steadily increased since 2002, according to a new survey by the Vegetarian Resource Project. The survey found that vegetarians are growing in number and popularity, with a growing number of vegetarians in the U.S. and abroad. The survey also found that vegetarians are more likely to be health-conscious and environmentally aware.

With names like The Veggie Grill, Native Foods, and Food 52, vegetarians are growing in number and popularity. These concepts are growing in the existing market of "meatless" restaurants, restaurants that are meatless, but not necessarily vegetarian. The survey also found that vegetarians are more likely to be health-conscious and environmentally aware.



Meet the Expert Panel

Automotive industry experts who share their knowledge & expertise to help keep dealers informed of new trends, strategies & more.

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Research & Analysis

www.dealermarketing.com

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Connected Television Represents A Great Disruptive Opportunity...

MARKETING

INFORMATION TECHNOLOGY

By John Sternal — May 10, 2022



Inventory Trends

SERVICE & PARTS

DIGITAL RETAILING

THE INDUSTRY

By Jeremy Sacco — April 14, 2022



Connected Car Helps Drive Automotive Retail Consolidation

INFORMATION TECHNOLOGY

SHOWROOM

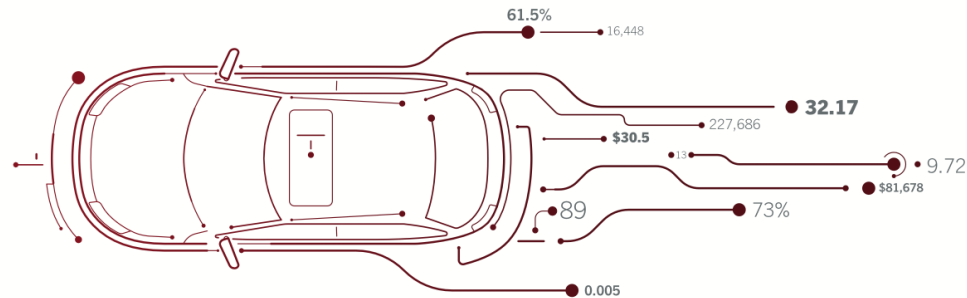
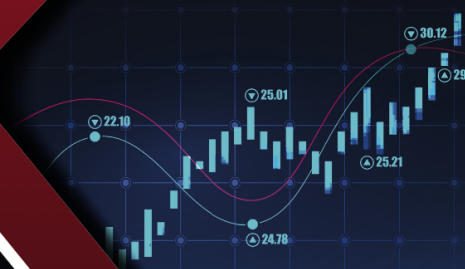
THE INDUSTRY

By Greg Ross — December 02, 2021

NADA DATA

2024

ANNUAL FINANCIAL PROFILE
OF AMERICA'S FRANCHISED
NEW-CAR DEALERSHIPS



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June 15, 2022 · ·

June 15, 2022 · ·

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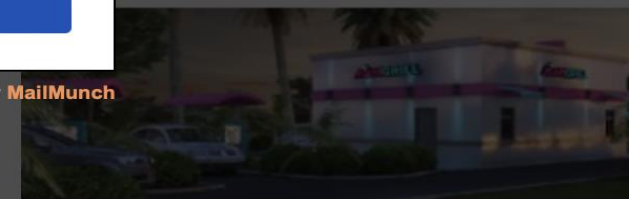
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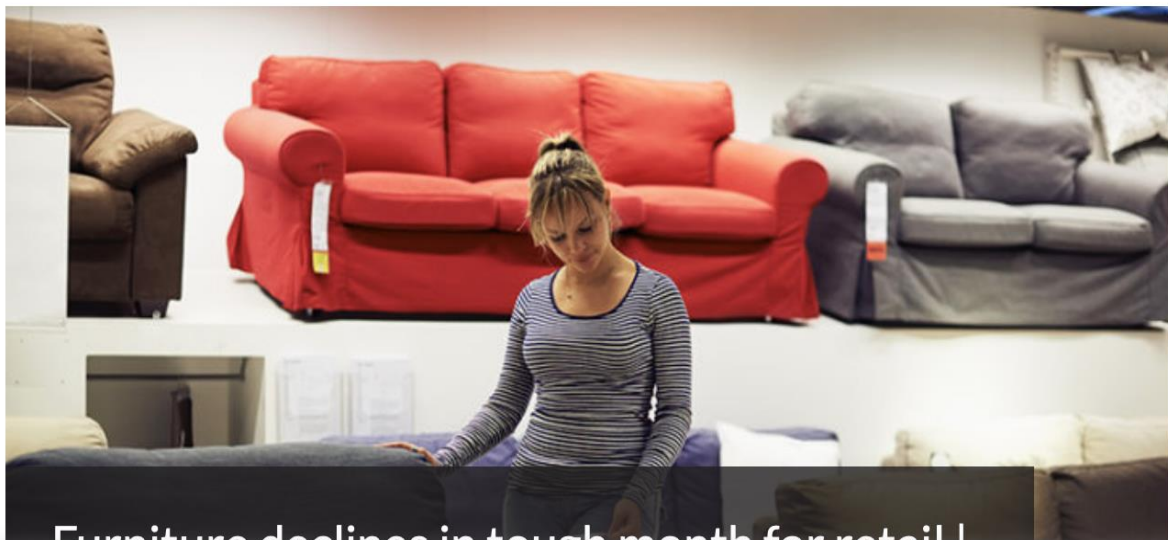
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Furniture declines in tough month for retail



Martin Furniture leans into Mexican market

KAD



Talent Acquisition



Job Market Still Growing, Showing First Signs of Cooling

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Court Rules Job Applicants Don't Have Right to Explain Accurate Background Checks Under FCRA

BACKGROUND INVESTIGATIONS | EMPLOYMENT LAW

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2022 Hiring Insights Report

HR teams expect they'll continue struggling to retain top talent and attract qualified candidates in the year ahead.

3%

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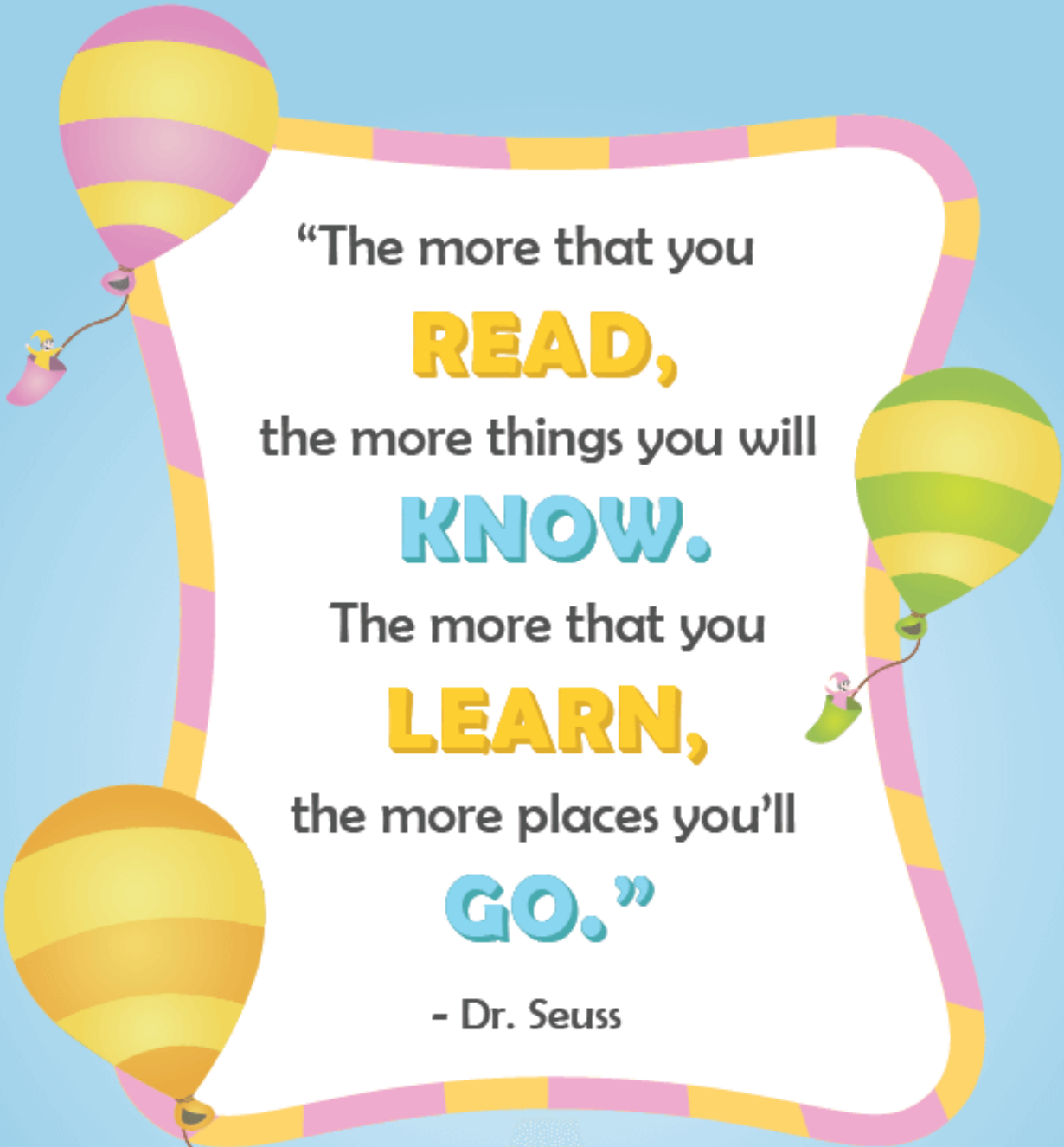
The Hiring Outlook for TA? New Report



DHS Previews Big Changes to New Form I-9



Will the Pandemic's Missing Workers Ever Return to the Labor Force?



“The more that you
READ,
the more things you will
KNOW.
The more that you
LEARN,
the more places you’ll
GO.”

- Dr. Seuss



7 STEPS

7 Steps to
Selling Success

- 7 **Close**
- 6 **Presentation**
- 5 **Proposal**
- 4 **CNA**
- 3 **Research**
- 2 **Appointments**
- 1 **Prospect**

Getting More Appointments

Using New Resources

HOMEWORK

- Learn about the prospect's industry
- Learn about the prospect's company
 - Website, Social Media, Search
- Have an Valid Business Reason (VBR)
- Walk the store
- Know the decision-maker's name
- Prepare smart questions in advance

Getting More Appointments

Using New Resources

Sample Client Meeting Planner	Preparatory items:	Our Strengths:
<p>Use this RAB sample meeting planner to prepare before seeing clients. Adapt it to each type of meeting (CNA, presentation, closing, follow-up...) and to your own stations' benefits.</p> <p>Date: _____</p> <p>Attending: _____</p> <p>_____</p> <p>_____</p> <p>Purpose of Call (why are we going):</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>What business value are we bringing?</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>Why is the client better off for having met with me?</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>Radio Advertising Bureau www.rab.com</p>	<p>Preparatory items:</p> <ul style="list-style-type: none"><input type="checkbox"/> Check news for info about company in RAB Articles on Demand<input type="checkbox"/> Check news for info about company on Google<input type="checkbox"/> Check latest RAB Instant Background on the industry<input type="checkbox"/> Download annual report if available<input type="checkbox"/> Research people in meeting – Google search, LinkedIn, other social media<input type="checkbox"/> What do we observe about their current marketing efforts?<input type="checkbox"/> Visit location <p>Professional, informed questions to ask:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p> <p>6. _____</p> <p>7. What are your metrics for a marketing / advertising success?</p> <p>8. If I can meet your need to (restate), what will you do?</p> <p>9. Is there anyone else we need to consult at your company before moving forward?</p> <p>10. Let me review my notes with our marketing team. I am available to meet with you again _____. Will that work for you?</p> <p>In case of stalls:</p> <p>1. Where on a scale of 1-10 would you rate your interest in our advertising?</p> <p>2. What might increase your interest to a 10? (This identifies real objections and allows you to begin addressing them.)</p> <p>Radio Advertising Bureau www.rab.com</p>	<p>Possible obstacles:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>Elevator pitch: Our stations' ability to provide marketing and advertising for businesses here in _____ is highly regarded. We work with companies as large as _____ and as small as _____ to help them increase sales, increase profitability, and defend market share. In our experience, some businesses view marketing solely as an expense. But as our clients will tell you, our support, service, and consulting differentiates us and provides our clients with great ROI and value.</p> <p>Radio Advertising Bureau www.rab.com</p>

Getting The Appointment

Before The Call...

1. Create a Valid Business Reason for contacting the prospect
2. Prepare your Meeting Planner
3. Hone your Elevator Speech

Research

- Learn about the **INDUSTRY**
- Learn about the **BUSINESS**
- Learn about the **INDIVIDUAL**
- Develop questions
 - Informed
 - Professional
 - Open-ended
- Headquarters or owner
- Fiscal year
- Background information
- Organizational structure
- Marketing practices
- New products / services
- Sponsorships and causes
- Walk the store

Pre-Contact Checklist

Doing Your Homework Before Reaching Out

- ☐ **Read their LinkedIn profile** Review education, background, and experience.
- ☐ **Subscribe to their Twitter/LinkedIn/Facebook feeds** Favorite, and follow.
- ☐ **Gather RAB Research** Instant Backgrounds, Gold Digger & The Pitch, etc.
- ☐ **Visit their company website** review content. Subscribe to RSS feeds or blogs to stay current. Is there something happening inside the company? (a promotion a new product, a new initiative)? These kinds of triggering events are important to know about. They also serve as good reasons to contact your prospect or customer.
- ☐ **Visit competitors websites** review content. Look for strengths, weaknesses, opportunities, and threats. How are they better/worse than your prospect?
- ☐ **Sign up for Google alerts on the business.** Track news on the most important businesses you're working with. Respond quickly with ideas and support as you are alerted.
- ☐ **Check the website of a trade association** for the categories you are calling on. Nearly all categories have trade associations. These sites can provide valuable information regarding the issues and trends affecting your prospects business. This allows you to focus your discussion on their problems.
- ☐ **Find a trade magazine for your prospect's business** Read the cover stories. Read the publisher's column. Discover what their industry "problems" are. Learn the "experts" opinions as to how to solve those industry problems.
- ☐ **Get to know people in the company besides your primary contact.** Ask sales people about the business flow. Make friends with the receptionist or assistants. Learn about company initiatives and directives.
- ☐ **Read SEC Filings of public companies & non-profits. (10-k / I-990)**
The documents contain wealth of information about the business; challenges, opportunities. They also provide insight on structure, financials, and objectives.

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☐ **Check out trade associations** for the categories you are calling on. Nearly all categories have trade associations. These sites can provide





800-232-3131
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The Customer-Centric Client Needs Analysis



Our goal is to understand them.
Find The Pain

Client Needs Analysis

Buyers are more likely to deal with salespeople who best understand the buyer's needs instead of the seller's own products or services.

More sales are lost by doing a poor job in the needs analysis stage of the sale than for any other single reason.



Why do people come to you?



This form should be used to document your conversation, not direct it. It is divided into key areas to help you uncover client needs and opportunities for you to solve problems. Find the pain and solve the problem. Remember that the C.N.A. is a process and not an event. Every engagement with a client is an opportunity to uncover more needs and work to deliver solutions for those needs.

First focus area: Your client / prospect / customer

1. What's your story?
 - a. How did you get into this business, anyway?
 - b. Why do you do this, besides the money?
 - c. You are successful. What's your secret or what are the things you did to get here?
 - d. What's the next level for you?
 - e. What's preventing you from being there?
 - f. If we were to ask your customers to describe you with one word or one sentence, what would that be?
 - g. Are there any misconceptions about your business?
 - h. What's one thing you wish people knew about you?
 - i. Are you currently fully staffed? (If not, how short are you?)
 - j. What is not being fully staffed costing you?
 - k. How are you finding new staff members?

Second focus area: Their client / prospect / customer

2. Your customers and potential customers – what's their story?
 - a. Why do they do business with you?
 - b. Do your customers engage with you on social media?
 - c. What similar product categories do your customers regularly use?
 - d. Who is your ideal customer? Think of one specific person and describe them.
 - e. If you could create the ideal customer that is currently not shopping from you, how would you describe them?

Third focus area: Competitors

3. If people aren't buying from you, who are they buying from?
 - a. What are your competitor's strengths?
 - b. What are your competitors known for? (Use one phrase to describe them)
 - c. What are your competitor's weaknesses/vulnerabilities?
 - d. What is something your competitor does that drives you crazy?

Fourth focus area: Financial

4. How many people shop here in an average week?
 - a. What percentage of them buy from you?
 - b. When they buy, on average how much do they spend?
 - c. How often do they buy from you again?
 - e. What is something your current or future customers don't know about you?
 - f. Do any of the brands you carry offer co-op funding? (If not aware...)
 - g. Would you like me to research that for you? Can you provide your dealer number?

Client Needs Analysis



First focus area: Your client / prospect / customer

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Client Needs Analysis



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Client Needs Analysis



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Inventory Analysis:

What is your goal for the turn-rate of your inventory?

Do you have any inventory that needs to be moved now?

How do you evaluate what products/services to offer?

How often does that change?

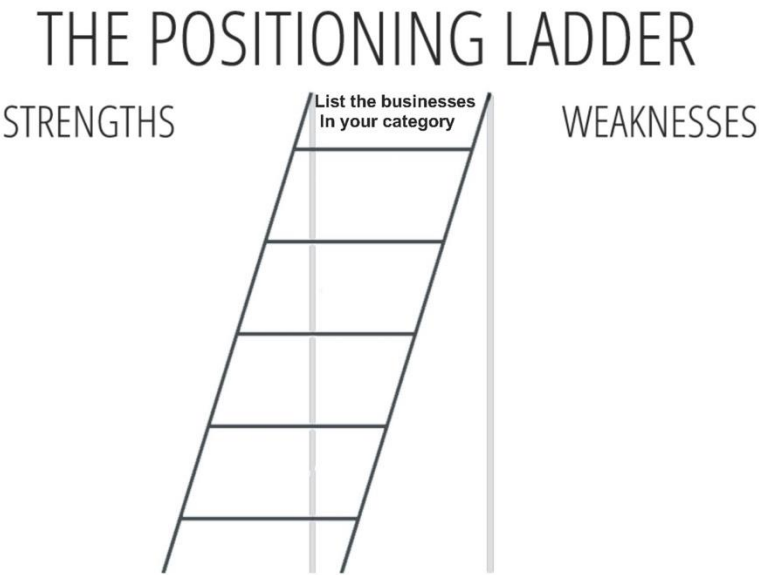
Profit Centers: (Primary areas that drive revenue for your business)

Profit Center	% of Sales	Margin	% of advertising

What keeps you up at night?

Advertising/Marketing:

Mindshare = Market share. Who has the dominant position in your category in the market?
Where are you on the ladder?



Promotions/Sales/Event Calendar:

January	February	March	April	May	June
July	August	September	October	November	December

What has been your best promotion/sales event to date?

Why?

PROFESSIONAL

What are the reasons to advertise your business? (Check all that apply.)

- ☐ Sell something right now
- ☐ Increase name awareness
- ☐ Change / enhance image
- ☐ Align with a purpose or cause
- ☐ Find new customers
- ☐ Get people talking
- ☐ Beat / keep up with competitors
- ☐ Drive social media engagement
- ☐ Take advantage of digital advertising
- ☐ Create / solidify my brand position
- ☐ Promote new merchandise/services
- ☐ Build employee / company morale
- ☐ Having a sale
- ☐ Educate potential customers
- ☐ Clear up misconceptions
- ☐ Move old inventory

Circle the top three

Advertising Balance Sheet

Strengths of current plan?	Opportunities to improve the current plan?

Marketing/Advertising:

How have you marketed / advertised your business so far?

What form of advertising has provided you with the best results?

What is your overarching strategy when you purchase advertising?

What do you count on from your advertising representatives?

What is your digital strategy and presence?

What is the goal of your website?

What do you want people to do once they get there?

Is there a section of your website you wish more people would visit?

Why aren't they visiting it now?

How are users currently finding your website?

Next Level

Current (Today)

You started in business in:

CNA RESEARCH PROSPECTS

PROMPT: CHAT GPT:

My media company reaches females 30-42 years old in XXX City. Can you provide me with three locally owned companies who would benefit from advertising to my audience?

CNA RESEARCH PROSPECTS

PROMPT: CHAT GPT:

Tell me everything you can (business), owners, passions, history, why you think they are a good fit

CNA RESEARCH PROSPECTS

PROMPT: CHAT GPT:

What are the current challenges facing this business?

Additional CNA Research Prep

PROMPT: CHAT GPT:

So they booked the appointment, can you give me 5 productive questions that I can ask to further identify pain points and identify possible marketing strategies to deploy? This is a customer needs analysis meeting.

Client Needs Analysis

very important question

Final Question:

Of all the things we discussed today, what's the **ONE THING** – that lingering issue, that if we could solve it, we would be heroes in your eyes?





Listen!





Timing is everything



Client Needs Analysis

Remember...

1. The one asking questions controls the conversation
2. Keep the client's wall down with questions
3. DO NOT START SELLING!



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7 STEPS TO SELLING SUCCESS SERIES

RAB LIVE PRESENTATION
JUN. 11 AT 12PM CT

The "Seven Steps To Selling Success" series of live presentations helps sellers navigate the seven critical steps to making a sale. In this session, the RAB's Customer Needs Analysis System

7 STEPS to Selling Success

Don't forget to have fun!!

THANK YOU!



Jeff Schmidt
SVP/Professional
Development
Radio Advertising Bureau