

PROFESSIONAL DEVELOPMENT

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SVP/Professional
Development
RAB

7 STEPS to Selling Success



1 ANNVA
2 ANNVA
3 PRO
4 C



“I will not ask for your business
unless I can first come up with a
plan for improving it.”

--Don Beveridge



7 STEPS

7 Steps to
Selling Success

7

Close

6

Presentation

5

Proposal

4

CNA

3

Research

2

Appointments

1

Prospect

What is an Excellent Proposal?



"Take a moment and read this book — it is one of the classic works on professional selling."

—Spencer Johnson, M.D.
author of *The One Minute Sales Person*
and *One Minute for Myself*

STRATEGIES & TECHNIQUES FOR CREATING CUSTOMERS,
NOT JUST SALES

NON- MANIPULATIVE SELLING

S E C O N D E D I T I O N
FULLY REVISED & EXPANDED

TONY ALESSANDRA, Ph.D., PHIL WEXLER
& RICK BARRERA

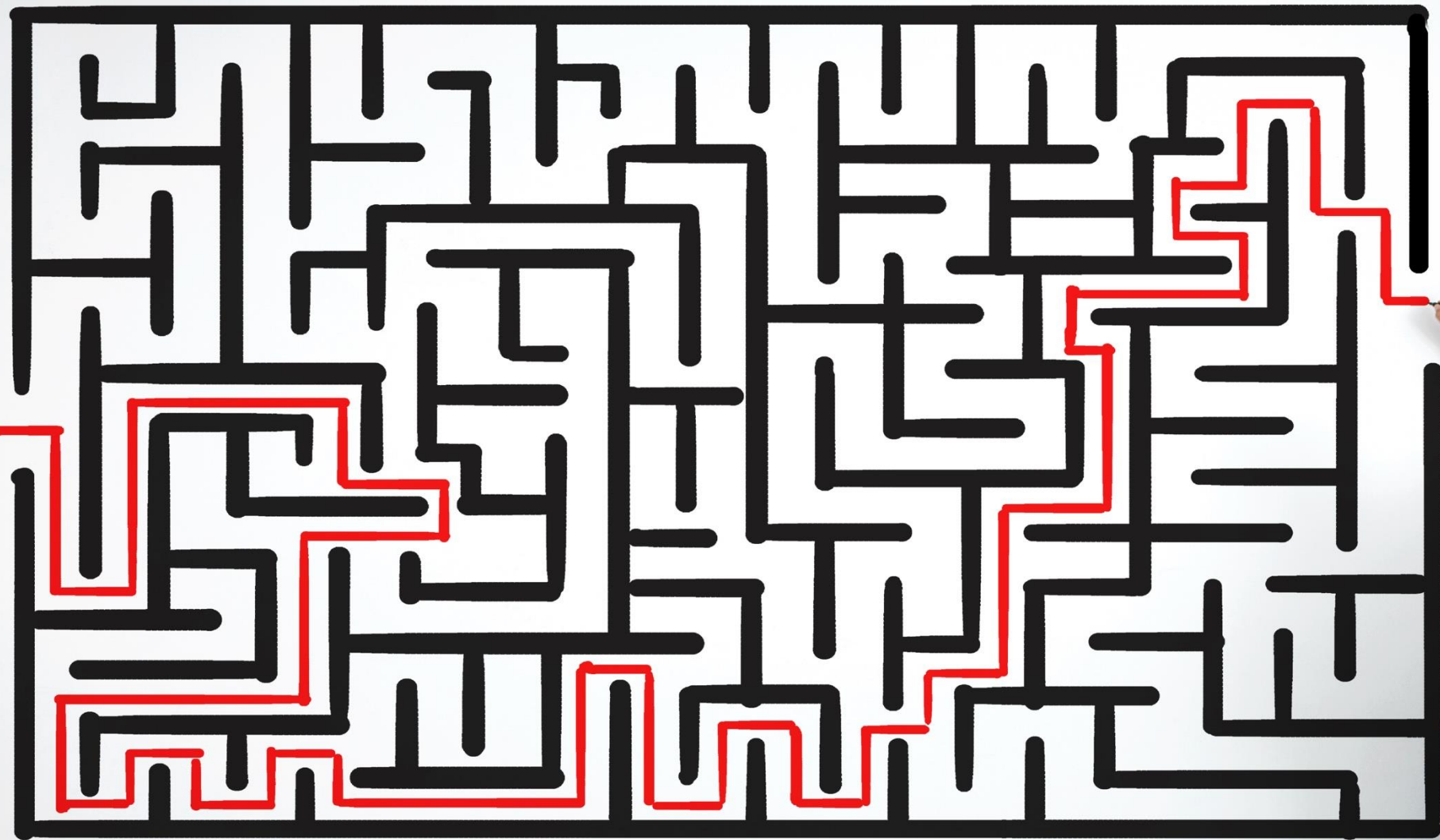


“You’re not making
sales

You’re witnessing
purchases.”

- Kevin Malone

Solution



Presentation Skills That Lead To a “Yes”



Two Keys:

- Engagement
- Agreement

Welcoming Objections and Closing



Handling Objection

- Objections are BUYING signals
- Objections are how clients indicate they are interested and give you insight into their concerns and thoughts
- Clients will handle most of their own objections if you guide them properly
- The key to handling objections is to take your time, and listen carefully

Overcoming any objection using CRAM

- Clarify
 - When a client gives you an objection, resist the temptation to immediately respond or answer and instead use a clarifying question
 - *What do you mean by that? If price is to high, compared to what?*
 - *Tell me why you feel that way? I'm not sure I understand, can you explain further?*
- Restate
 - As closely as possible you use the client's words and repeat them.
 - If you have done a great job clarifying, this is when the objection starts to sound silly or awkward and the client will likely change their position.
 - “So the reason you're not willing to move forward with my strategy at this time is because you've tried radio once and it didn't work?” (Sounds stupid doesn't it?)

Overcoming any objection using CRAM

- Answer
 - After you have clarified and restated, you may not need to even use this step the client in many cases answers for themselves. If you need this step this is where you tie specific information to THEIR concern or objection.
 - You have identified the underlying issue you can now answer it with your prepared materials. Eg. Value building for price objection, Testimonials for fear of “will it work,” etc.
- Move On
 - After you have clarified, restated, answered, you can continue to the next step in your presentation.
 - That may be another objection, could be a close, could be a scheduling issue, etc.
 - The key to being able to move on is to ask the client if they are satisfied with the answer. “Have we cleared up your concern regarding, X?”



Clarify

When a client gives you an objection, resist the temptation to immediately respond or answer and instead use a clarifying question:

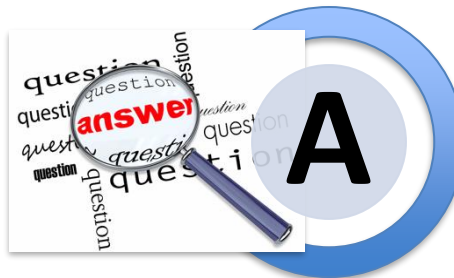
What do you mean by that? If price is too high, compared to what?
Tell me why you feel that way? I'm not sure I understand, can you explain further?



Restate

As closely as possible you use the client's words and repeat them. If you have done a great job clarifying, this is when the objection starts to sound silly or awkward and the client will likely change their position.

"So the reason you're not willing to move forward with my strategy at this time is because you've tried radio once and it didn't work?" (Sounds stupid doesn't it?)



Answer

After you have clarified and restated, you may not need to even use this step. In many cases the client answers for themselves. If you need this step this is where you tie specific information to THEIR concern or objection.

You have identified the underlying issue you can now answer it with your prepared materials. Eg. Value building for price objection, Testimonials for fear of "will it work," etc.



Move On

After you have clarified, restated, answered, you can continue to the next step in your presentation.

That may be another objection, could be a close, could be a scheduling issue, etc.

The key to being able to move on is to ask the client if they are satisfied with the answer. "Have we cleared up your concern regarding, X?"

Goals



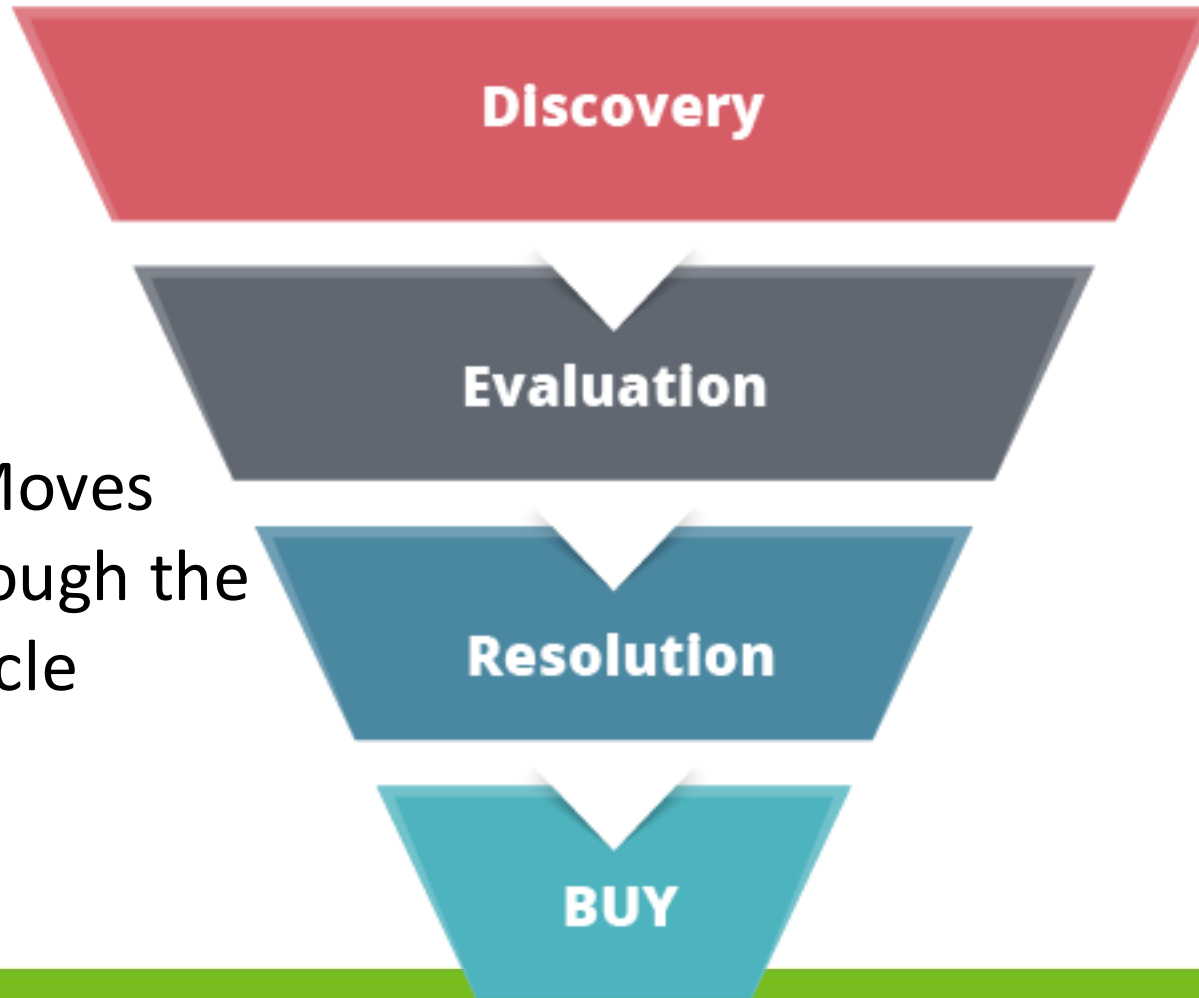
1. Get the order
2. Start the business relationship

Effective Advertising Schedules



THE CONSUMER BUYING CYCLE

Frequency Moves
Consumers Through the
Buying Cycle



◎ **Discover Needs**

◎ **Evaluate Options**

◎ **Resolve Doubts**

◎ **Buy**

Effective Advertising Schedules



Share of Media = Share of Mind



I'm Loving' It



The King of Beers



Things Go Better With...

Scheduling Suggestions

- ✓ Ask for enough to accomplish the advertising objectives
- ✓ Ask for enough to meet client expectations
- ✓ Sell long-term schedules



Radio Advertising's
Missing Ingredient:

The Optimum Effective Scheduling System

Second edition of the bestselling
book by the creators of OES
Steve Marx & Pierre Bouvard

NAB
BROADCASTERS

Radio

~~"I tried it
once...
it didn't
work"~~

Let's get
rid of Radio's
"Seven Dirty Words"
once and for all. This
book shows you how.

www.rab.com

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Let's Talk About Money

Individual Participation

This weekend I'm going to buy an expensive car...

How much will it cost me?



“Think BIG, make BIG
things happen!”

Three things about money...

- The Ride Down is easier than the ride up
- Business Dollars vs Personal Dollars
- Financial Attention Span



The ride down is easier
than the ride up.



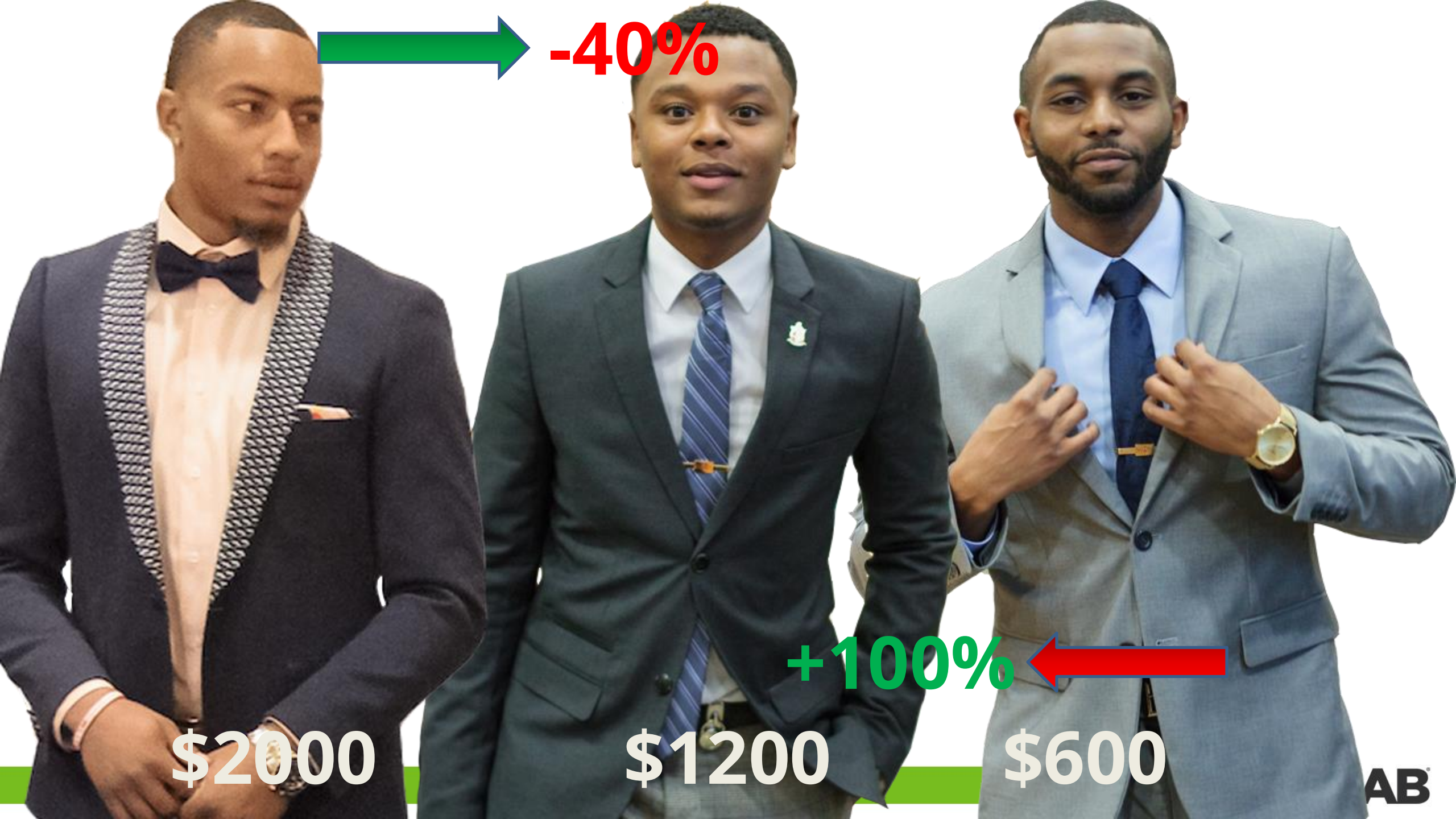
\$2000



\$1200



\$600



-40%

+100%

\$2000

\$1200

\$600

AB

Business Dollars vs. Personal Dollars









**ARE YOU IN YOUR CLIENT'S
FINANCIAL ATTENTION SPAN?**



BERGSTROM

DRIVEN TO DELIVER



BERGSTROM







HARVARD BUSINESS SCHOOL

Batten Way

“Think BIG, make BIG
things happen!”







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Don't forget to have fun!!
THANK YOU!



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