

# 7 STEPS

to  
Selling Success



Jeff Schmidt  
SVP/Professional  
Development  
Radio Advertising Bureau

## Appointments

# The Four Stages of Learning a New Skill...



You don't know  
what you don't  
know  
(Unconscious incompetence)



You know  
what you  
don't know

(Conscious incompetence)



# You know what you know

(Conscious Competence)

You've forgotten what  
you  
know and you just do it  
(Unconscious Competence)



Pushy      Slimy      Aggressive  
Bothersome      Selfish  
Cut Throat      Rude  
Sleazy      Shady      Abrasive  
Commission      Hungry



Pushy      Slimy      Aggressive  
Bothersome      Selfish  
Cut Throat      Rude  
Sleazy      Shady      Abrasive  
Commission      Hungry

# Welcome to Sales!



What do you mean *consulting*?

# Giving expert advice



You can be a salesperson or  
a business person who  
happens to sell.

Ideas sell better  
than salespeople do.



**JEFF THULL**

*Author of Mastering the Complex Sale*

# Exceptional SELLING

**HOW THE BEST  
CONNECT AND WIN  
IN HIGH STAKES SALES**

*"I am a Jeff Thull fan . . . Jeff's book has something profound  
to teach each of us—starting with me!"*

*—Don Peters, author of 20-Second Business Excellence in a Disruptive Age*

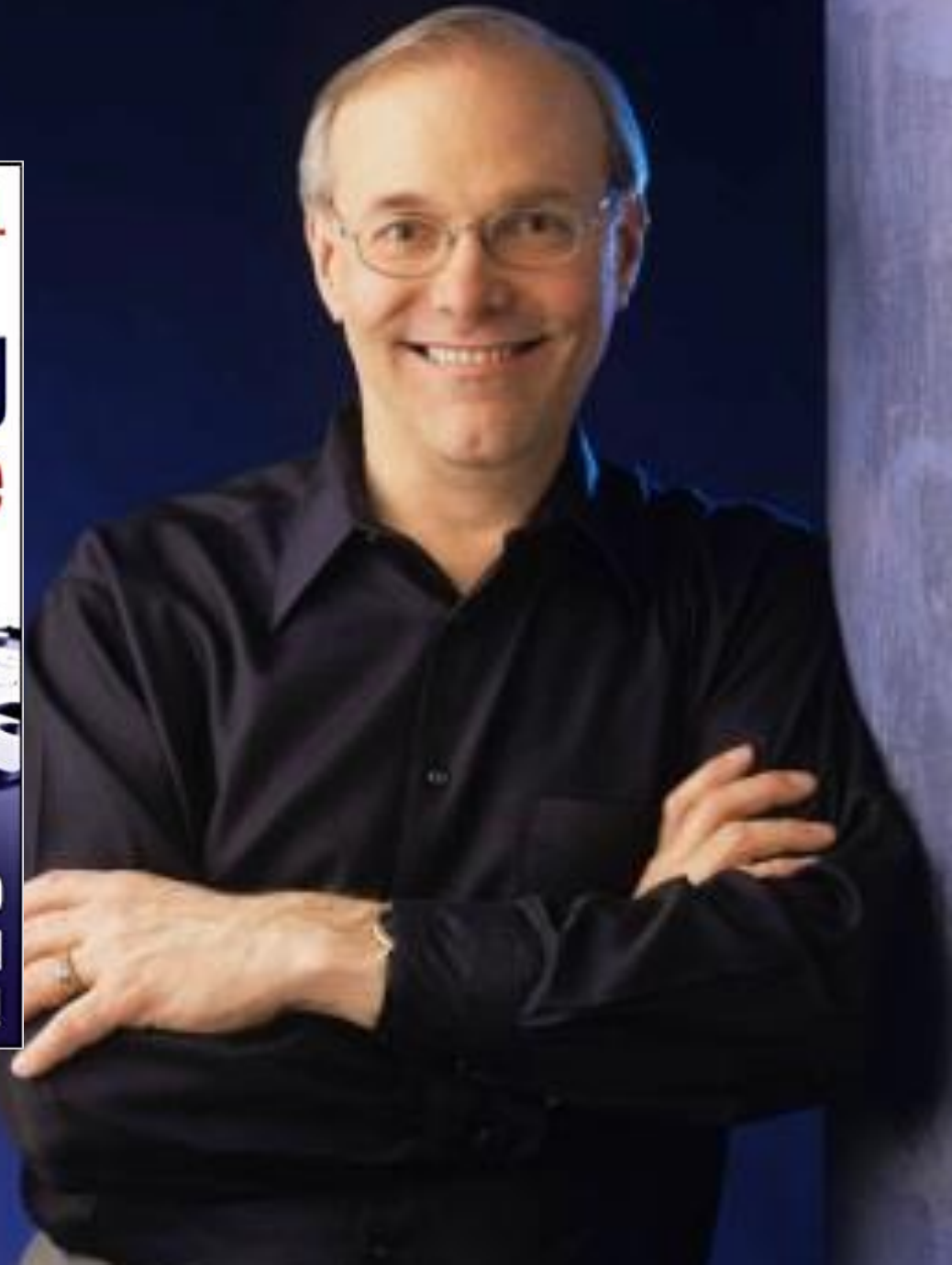
Newly Revised  
and Updated!

**JEFF THULL**

# Mastering THE Complex Sale SECOND EDITION



**HOW TO  
COMPETE AND WIN  
WHEN THE STAKES ARE HIGH!**



# Era 1: Persuade



13

EFFECTIVE  
METHODS  
FOR

# CLOSING THE SALE

BY  
J. DOUGLAS EDWARDS

BizarreRecords.com



[www.rab.com](http://www.rab.com)

**RAB**

# Era 2: Solve problems

# Era 3: Become a source of business advantage





1 ANNVA  
2 ANNVA  
3 PRO  
4 C





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

# 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

WHAT'S YOUR  
PROBLEM?

Phil Fisher



# Four Types of Sellers

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

# 7 STEPS

7

**Close**

6

**Presentation**

5

**Proposal**

4

**CNA**

3

**Research**

2

**Appointments**

1

**Prospect**



# 7 STEPS

## Prospecting

## Appointments

## Research

## CNA

## Proposal

## Presentation

## Close

## Attitude

### 1 Commercial Visitor

### 2 Product Peddler

### 3 Consultative Seller

### 4 Sustaining Resource

"Just checking in" "Stopping by" "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
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 Preventers
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
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
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
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"
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 here
"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!





**2% of Sellers!**







CUSTOMER

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





















You have a choice...

Sell products, or create  
solutions that solve  
problems.







# The Three Secrets (traits) of Selling Success

- Empathy
- Expertise
- Problem solving skills

When you're known for being a  
problem solver, people come  
to you for help.



# The rules of advertising.



People do **NOT** buy products or services.

They buy what the product or service does for them.

People DO NOT respond to ads

# People respond to needs



**Concept:** Triggering Events  
start the buying process.





Advertising plants  
seeds.

Triggering events  
make the seeds  
sprout.

# THE CONSUMER BUYING CYCLE



- ◉ Discover Needs
- ◉ Evaluate Options
- ◉ Resolve Doubts
- ◉ Buy



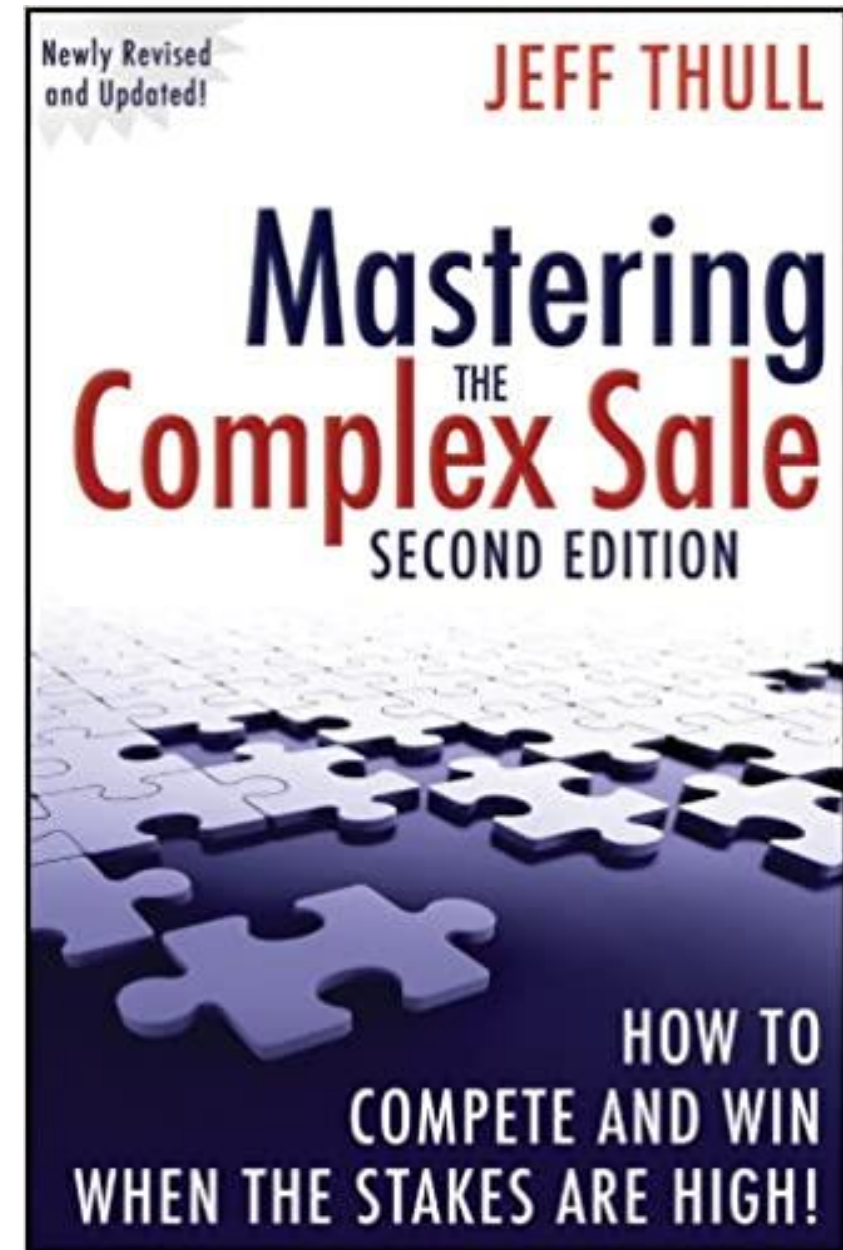
The purpose of advertising is to help your clients become known before they are needed.



How Pastor/Dr. Sheldon Nix  
defines branding:

Your brand is what people  
think of you when they  
think of you.

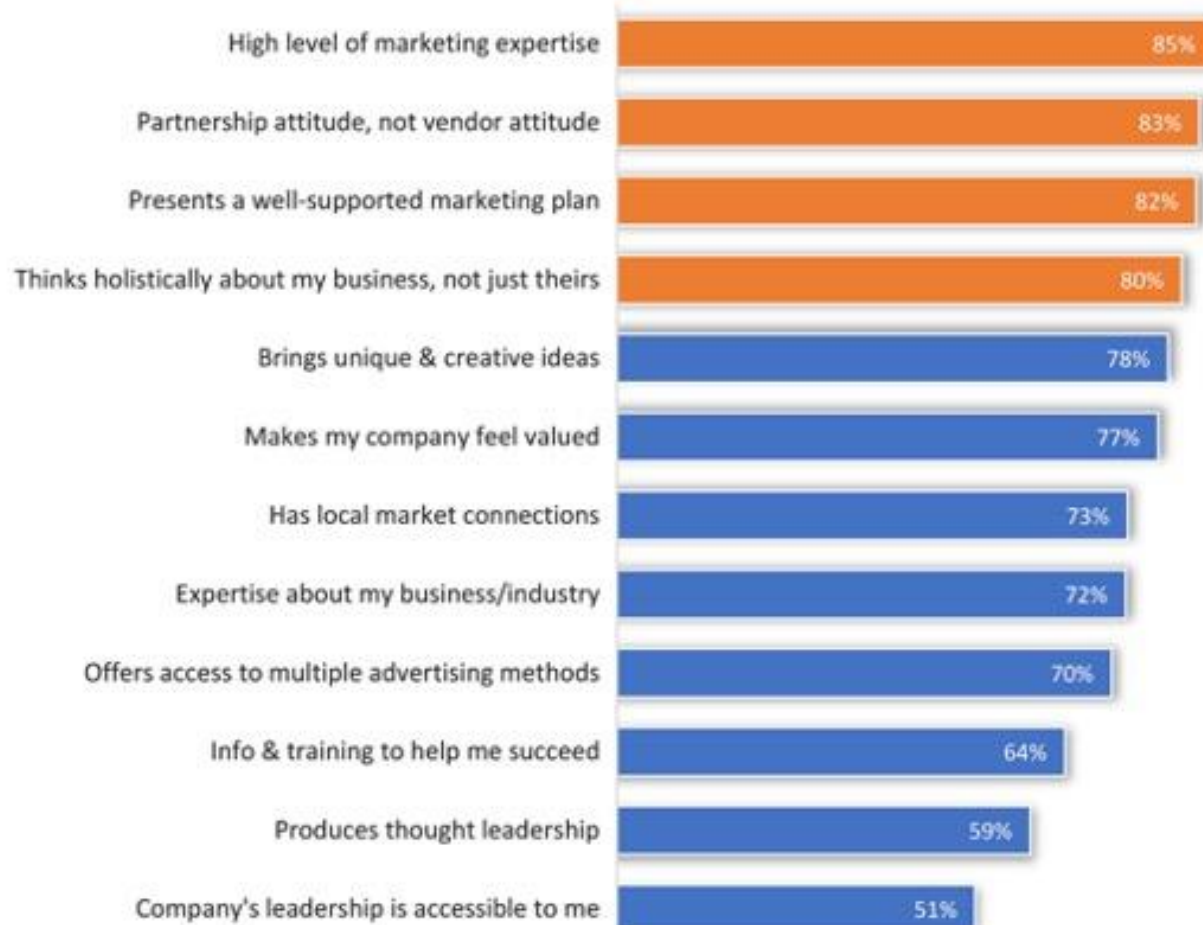
Be a source of business intelligence and information with your prospects and customers.





# 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](https://BorrellAssociates.com)





# 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 Takeo 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 costs are particularly painful, he said. Honda's soft sales in Florida and sales along the East Coast and in the Midwest, he said, are offset by record

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, % change 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 &gt; 44

### american Funeral Director

www.americanfuneraldirector.com

April 2013

the **Willy Wonka**  
of Funeral Service  
funeralOne's CEO aims to innovate

### Fine Wood Working power tool

#### Router skills

Mastering the table saw

Better bandsawing

Milling lumber

Precision jigs

ON THE COVER  
A Thomas Publications

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#### Hall of Fame makes changes to become more inclusive



#### LATEST NEWS

Supreme Court allows debit card retail fees to stand

Palliser names de Silva national accounts manager for Canada

Malaysia International Furniture Fair sells out for March

Leggett & Platt's CPG hires William Healy as e-commerce manager

Easyhome acquiring dozens of locations of The Cash Store

Conn's launches national philanthropy program

Clear Destination launches Ship To Home delivery software

Rug producers place big bets on colorful intros at Vegas Market

#### 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.

#### BLOGS PHOTOS

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

PAGE 2

### Meatless menus



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

BY LISA JENNINGS

The number of U.S. adults who eat vegetarian meals has increased steadily since 2005, according to a new survey by the Vegetarian Resource Project. The survey found that 10 percent of U.S. adults eat vegetarian meals, up from 8 percent in 2005. The survey also found that 10 percent of U.S. adults eat vegetarian meals, up from 8 percent in 2005. The survey also found that 10 percent of U.S. adults eat vegetarian meals, up from 8 percent in 2005.

With names like The Veggie Grill, Native Foods, and Daily Do, veggie restaurants are growing in the number of locations. "Restaurants are seeing more interest in vegetarian food, and this is a good thing," says a representative for the Vegetarian Resource Project.

Following a 2006 survey by the Vegetarian Resource Project, the survey found that 10 percent of U.S. adults eat vegetarian meals, up from 8 percent in 2005.





## Meet the Expert Panel

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

[View](#)

## Research & Analysis

[www.dealermarketing.com](http://www.dealermarketing.com)

Filter By: CUSTOMER JOURNEY DEALERSHIP BUSINESS



### Connected Television Represents A Great Disruptive Opportunity...

MARKETING

INFORMATION TECHNOLOGY

By John Sternal — May 10, 2022



### Inventory Trends

SERVICE &amp; 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



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### LATEST RESTAURANT PRESS RELEASES



#### Newk's Eatery Celebrates Summer Red, White & BBQ Campaign

Popular fast-casual restaurant to give away back-to-school catering event and offer new menu items and Summer Cup, June 15-Aug....

June 15, 2022 · ·

June 15, 2022 · ·

powered by MailMunch

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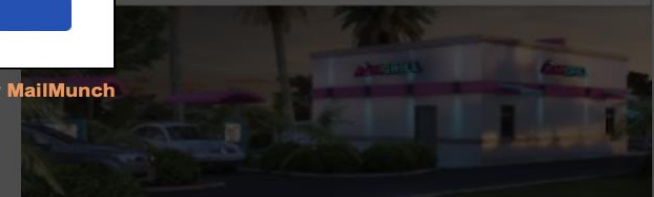
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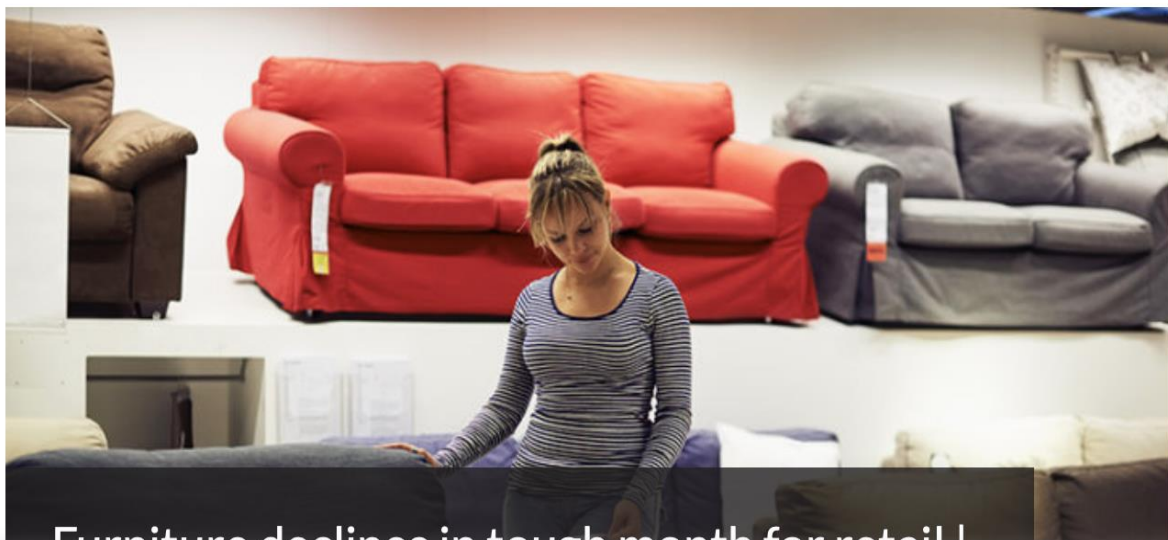
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Issues

myWalgreens

FREE 1-2 day shipping when you fill a prescription

Fill now



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

CRITICAL EVALUATION | LABOR MARKET DATA



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

BACKGROUND INVESTIGATIONS | EMPLOYMENT LAW

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

2022 Hiring Insights Report

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

3%

GoodTime

The Hiring Outlook for TA? New Report

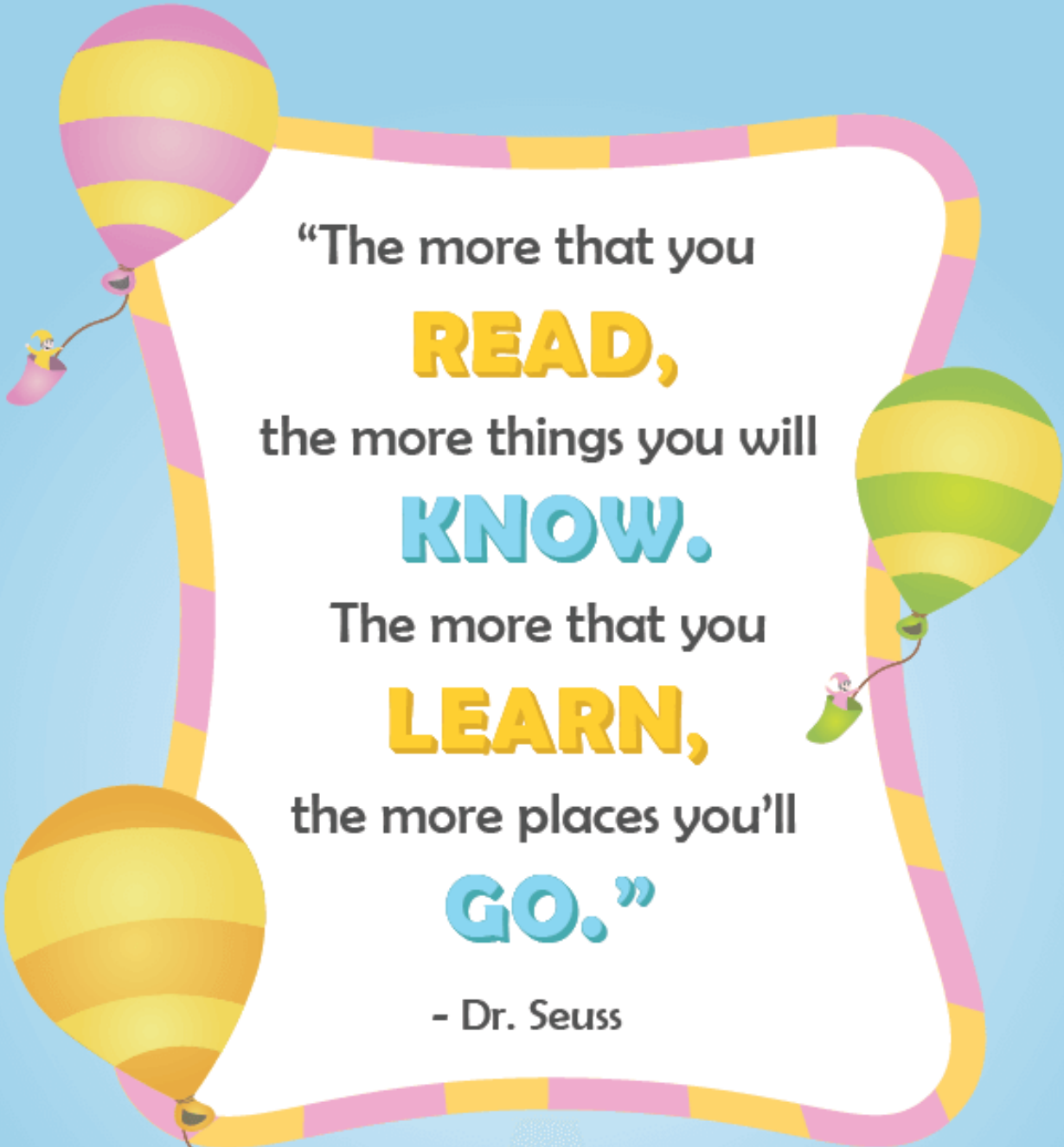


DHS Previews Big Changes to New Form I-9



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**

# Solution A: Use Common Sense



1. Create a profile of your station's listeners.
2. Create a list of prospects whose customers best match your station's listeners.



## Solution B: Research



Do Your Homework!

1. Local qualitative data
2. National qualitative data

Consumer Buyer Profiles, Prospecting Report, Top Business Trends,  
Instant Backgrounds, Co-op funding, The Pitch, Radio Sales Today...



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Don't miss these upcoming RAB Live Presentations. Register and get on the list. Click below.



## 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

Upcoming >

RAB LIVE PRESENTATION

# RADIO WORKS

FOR AUTOMOTIVE

APRIL 17 AT 12PM CT

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TOUR DASHBOARD





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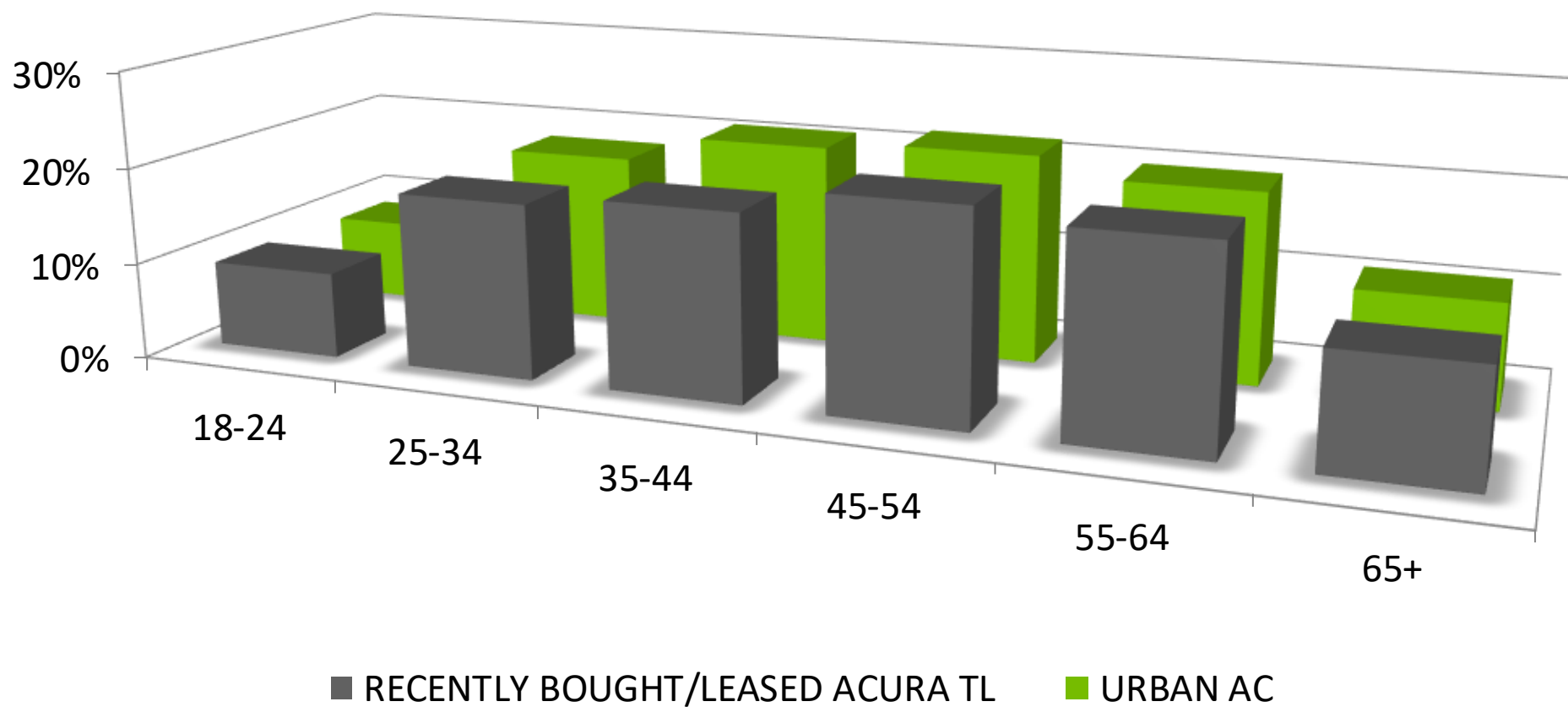
1-800-232-3131 [WWW.RAB.COM](http://WWW.RAB.COM)

GfK MRI GOLD DIGGER™

## CONSUMER PROSPECTING REPORT

Mine your station's unique audience to deliver prime  
consumers of advertisers' products / services

## URBAN AC DELIVERS THE MARKET FOR ACURA TL

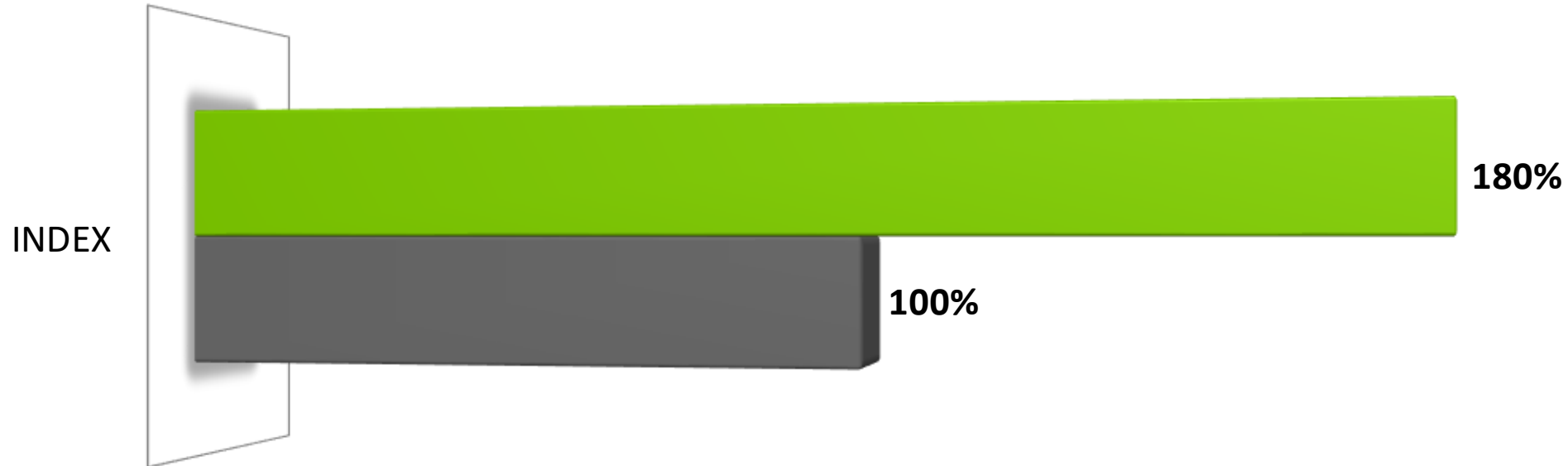




## Urban AC Format Indexes High for Users of Tire Care Products

***THE URBAN AC LISTENING AUDIENCE IS 80% MORE LIKELY TO HAVE PURCHASED TIRE CARE PRODUCTS IN THE PAST YEAR THAN THE U.S. POPULATION IN GENERAL***

■ URBAN AC ■ U.S. A18+



Source: GfK MRI Doublebase 2019

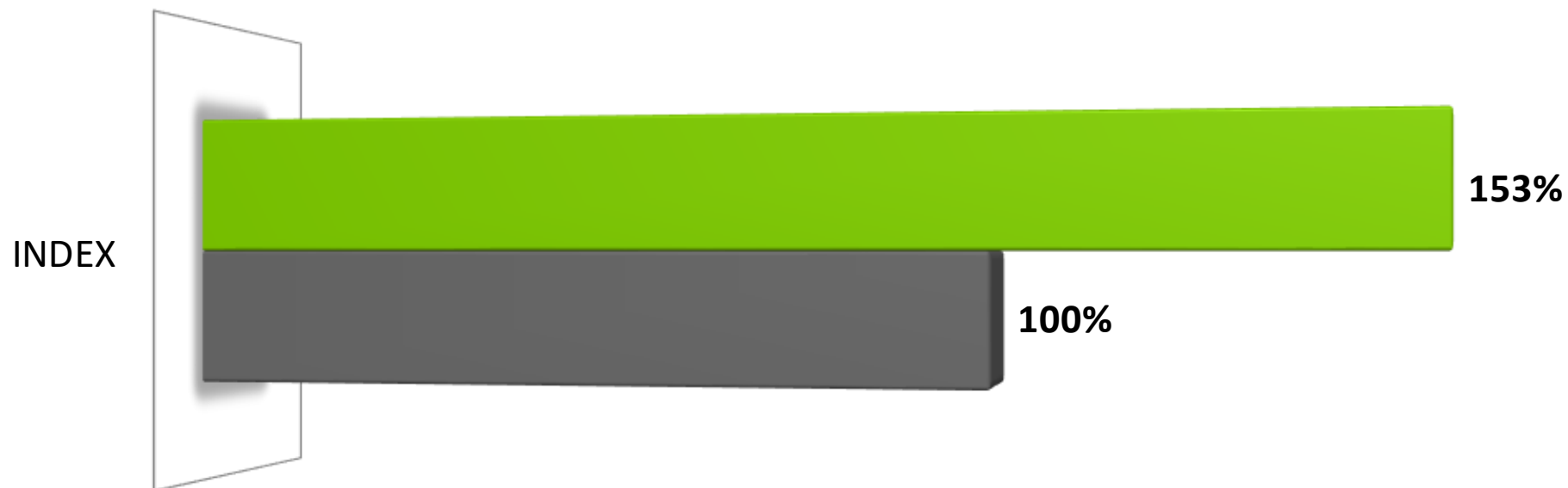




## Hot AC Format Indexes High for Day Spa Clients

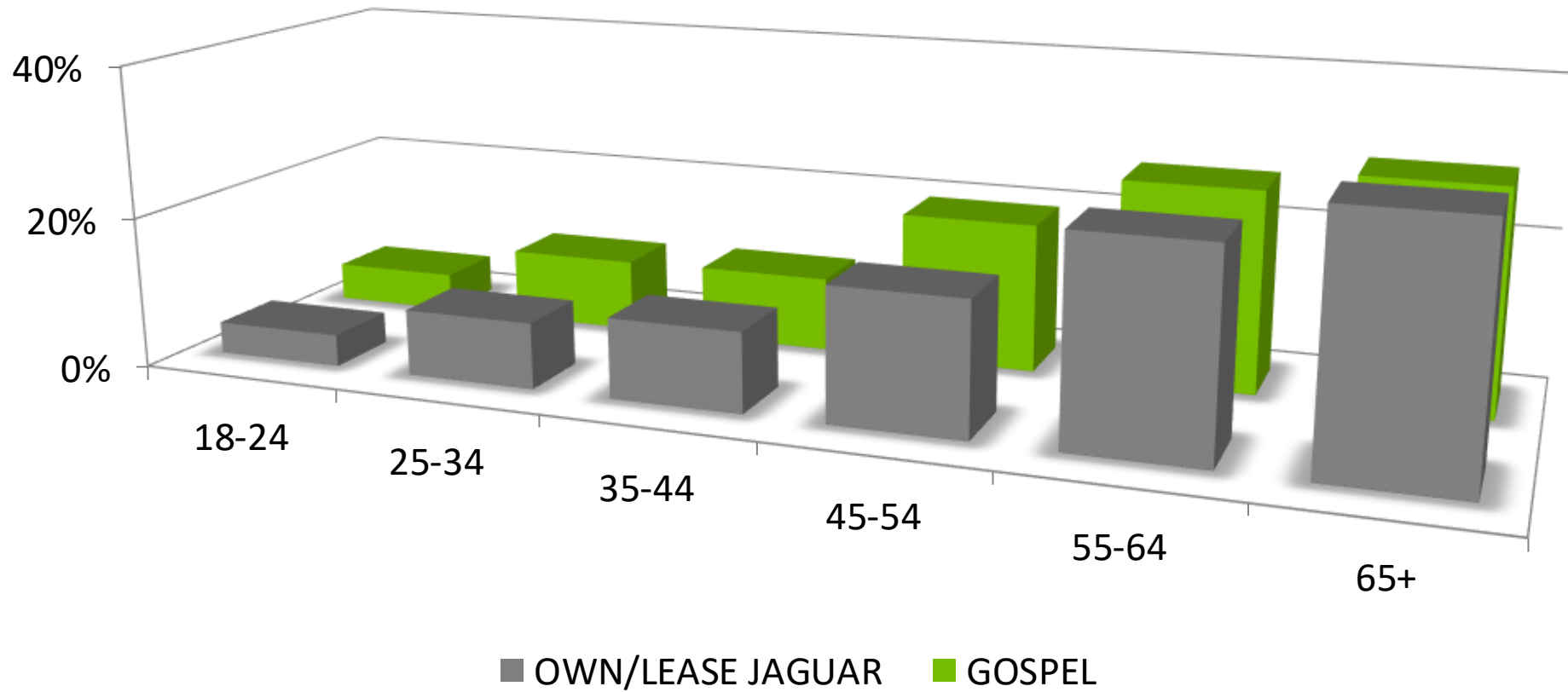
*THE HOT AC AUDIENCE IS 53% MORE LIKELY TO HAVE VISITED A DAY SPA IN THE LAST 6 MONTHS THAN THE U.S. POPULATION IN GENERAL*

■ HOT AC ■ U.S. A18+



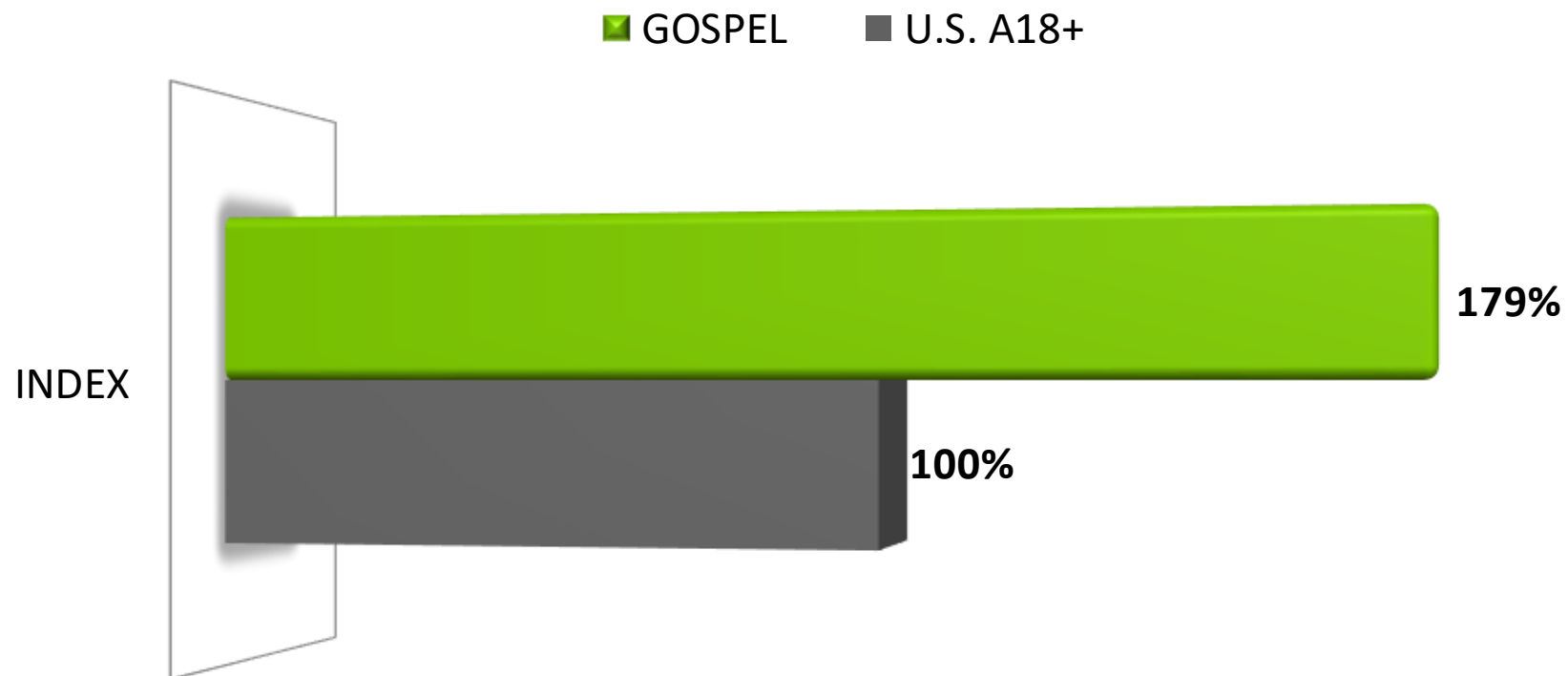


## GOSPEL DELIVERS THE MARKET FOR JAGUAR



# Gospel Radio Indexes High For Cleaning Services

*THE GOSPEL AUDIENCE IS 79% MORE LIKELY TO HAVE USED A PROFESSIONAL FURNITURE CLEANING SERVICE IN THE PAST YEAR THAN THE U.S. POPULATION IN GENERAL*







## CHR Format Indexes High for Gamers

*THE CHR AUDIENCE HOUSEHOLD IS 50% MORE LIKELY TO OWN A  
HANDHELD VIDEO GAME SYSTEM THAN THE U.S. POPULATION IN  
GENERAL*

■ CHR ■ U.S. A18+



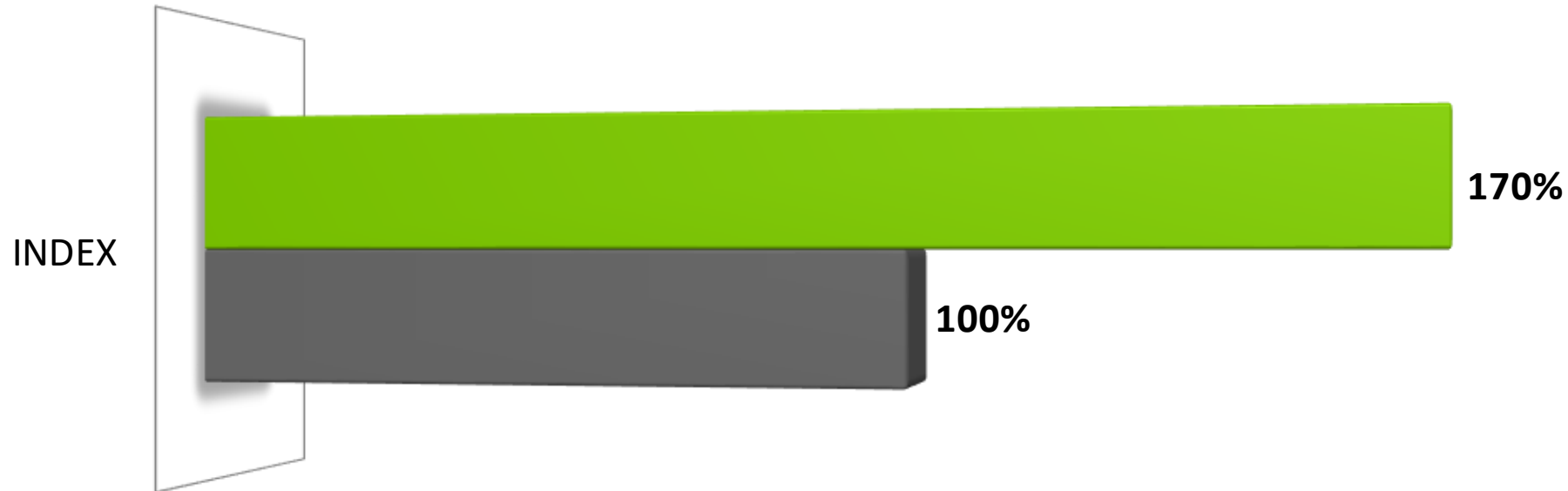
Source: GfK MRI Doublebase 2019



## Urban Format Indexes High for Movie Goers

*THE URBAN FORMAT AUDIENCE IS 70% MORE LIKELY TO HAVE ATTENDED THE MOVIES ONCE A WEEK OR MORE THAN THE U.S. POPULATION IN GENERAL*

■ URBAN ■ U.S. A18+



Source: GfK MRI Doublebase 2019

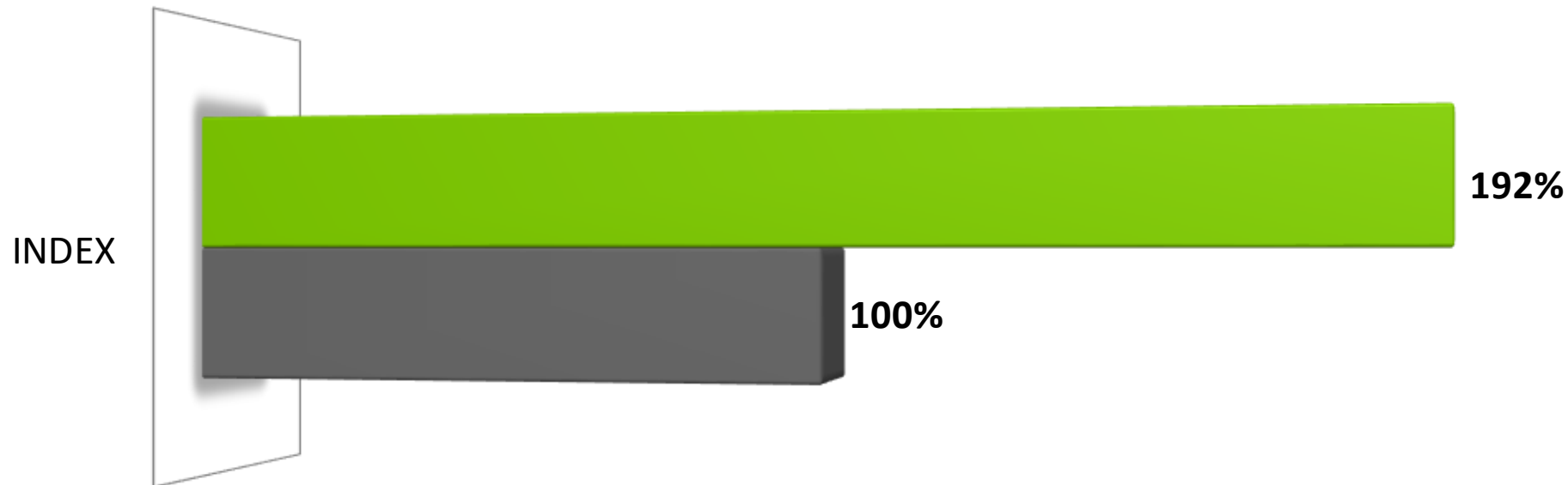
[www.rab.com](http://www.rab.com)

**RAB**

## Country Format great for ATV/UTV Owners

*THE COUNTRY FORMAT AUDIENCE IS 92% MORE LIKELY TO OWN ANY ATV/UTV  
THAN THE U.S. POPULATION IN GENERAL*

■ COUNTRY ■ U.S. A18+





# The Pitch Catalogue

Select a category below to see the The Pitch profiles in that category.

## Automotive

Categories include car dealers, leasing, parts, manufacturers and more.

## Beverages

Categories include soft drinks, beer, sports drink and more.

## Beauty

Categories include makeup brands, beauty supply stores, hair salons and more.

## Education

Categories include public and private education, colleges and universities, tutoring services and more.

## Entertainment

Categories include movie theaters, stage music shows and more.

## Financial

Categories include banking, taxes, investments, real estate and more.

## Health Care

Categories include doctors, dentists, hospitals, clinics and more.

## Home Improvement

Categories include builders, home improvement stores, landscapers, gardeners, handymen and more.

## Miscellaneous

Categories include non-profits

## Pets

Categories include pets, pet stores,

## Political

Categories include politics, political

## Professional Services

# RAB PROSPECTING REPORT

**RAB**<sup>®</sup>



# RAB PROSPECTING REPORT

## RAB INSTANT BACKGROUND REPORTS: March 25<sup>th</sup>, 2024 – March 31<sup>st</sup>, 2024

Category	Rank by # Views	RAB Observations
4th of July/Independence Day	1	Preparing for the 4 <sup>th</sup> of July holiday
Auto Dealers	2	Sales on new and used cars
HVAC (Heating/Air Conditioning)	3	Upgrading central air for spring
Moving and Storage	4	Targeting professional moving services
Accountants/Tax Services	5	Assisting with tax preparation

Source: RAB.com, Instant Backgrounds, Top 5 Page Views (Weekly)

# RAB

## RAB PROSPECTING REPORT

### **RAB THE PITCH:** March 25<sup>th</sup>, 2024 – March 31<sup>st</sup>, 2024

Advertiser Category	Rank by # Views	RAB Observations
<a href="#">Lawn &amp; Garden</a>	1	Targeting lawn and garden retail stores for the spring season
<a href="#">Auto Dealers</a>	2	Prospecting local auto shops
<a href="#">Moving and Storage</a>	3	Understanding the moving and storage industry
<a href="#">Political</a>	4	Preparing for the upcoming election
<a href="#">Auto Insurance</a>	5	Insights on the auto insurance industry

Source: RAB.com, The Pitch, Top 5 Page Views (Weekly)





# RAB PROSPECTING REPORT

## RAB CO-OP CATEGORIES: March 25<sup>th</sup>, 2024 – March 31<sup>st</sup>, 2024

Advertiser Category	% Searched	RAB Observations
Automobiles & Trucks	5	Automobile & truck sales
Hardware	2	Offering new tools for building
Boating, Accessories & Supplies	2	Providing supplies and accessories for boating
Heating, Air Conditioning & Plumbing	1	Upgrading heating and central air systems
Motorcycles & Snowmobiles	1	Sales on motorized vehicles

Source: RAB.com, Co-op, Page Views (Weekly)

# Top Business Trends 2023

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	8.4	8.3	8.2	25.0	8.3	8.3	8.3	24.9	8.4	8.4	8.5	25.3	8.4	8.2	8.2	24.8
Appliance Stores	7.9	7.5	8.6	24.0	7.7	8.4	8.6	24.8	8.2	9.1	8.3	25.5	8.4	8.9	8.5	25.8
Auto Dealers (New)	7.6	7.5	8.8	24.0	8.4	8.9	8.8	26.1	8.6	9.0	8.5	26.2	8.1	7.6	8.1	23.8
Auto Dealers (Used)	7.4	8.3	10.2	26.0	9.0	9.2	8.6	26.8	8.4	9.1	8.3	25.7	7.8	7.1	6.6	21.5
Auto Parts, Acc.&Tire Stores	7.5	7.4	8.6	23.5	8.3	8.9	9.0	26.2	8.6	9.2	8.6	26.5	8.2	7.9	7.7	23.8
Beer, Wine, Liquor Stores	7.1	7.1	7.9	22.1	7.9	8.6	8.6	25.1	8.7	8.3	8.2	25.2	8.2	8.6	10.9	27.6
Book Stores	11.0	6.7	7.1	24.8	6.9	7.8	7.0	21.7	7.0	10.5	8.7	26.2	7.0	7.4	13.0	27.4
Building Supply Stores	7.1	6.8	8.3	22.3	8.4	9.9	9.2	27.5	8.5	9.0	8.1	25.5	8.7	8.2	7.8	24.7
Consumer Electronic Stores	8.0	7.4	8.2	23.6	7.2	7.9	7.9	23.0	7.8	8.3	8.3	24.4	8.0	9.4	11.5	28.9
Department Stores	5.9	6.9	7.5	20.4	7.6	8.3	7.5	23.4	7.1	7.2	7.1	21.4	8.3	10.6	16.1	34.9
Discount Stores	7.2	7.1	8.0	22.2	7.9	8.1	7.8	23.8	8.1	8.9	7.7	24.7	8.2	9.2	11.9	29.3
Drug Stores	8.2	7.7	8.6	24.4	8.1	8.7	8.6	25.4	8.3	8.8	8.5	25.6	8.2	7.9	8.5	24.6
Electronic Shopping & Mail-Order Houses	7.7	7.3	8.2	23.2	8.0	8.6	8.2	24.8	8.4	8.6	8.1	25.1	7.9	9.1	9.9	26.9
Family Clothing Stores	6.0	6.2	7.9	20.0	7.9	8.3	8.0	24.2	8.5	8.9	7.8	25.2	8.2	9.7	12.7	30.5
Food and Beverage Stores	8.1	7.6	8.3	23.9	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.3	8.4	9.1	25.9
Fuel Dealers	12.2	10.8	10.4	33.4	6.6	5.9	5.6	18.1	4.6	5.7	6.1	16.5	9.4	10.0	12.6	32.0
Furniture Stores	8.0	7.8	8.8	24.6	7.6	8.1	8.4	24.1	8.2	8.5	8.4	25.0	8.7	8.9	8.7	26.3
Gasoline Stations	7.5	7.1	8.2	22.8	8.0	8.5	8.4	24.9	8.5	9.1	8.7	26.3	9.4	8.6	7.9	26.0
Gift, Novelty & Souvenir Stores	5.7	5.9	7.1	18.7	7.1	8.1	8.4	23.7	9.3	8.2	8.7	26.2	12.5	7.7	11.2	31.5
Grocery Stores	8.2	7.6	8.3	24.1	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.4	8.4	8.9	25.7
Hardware Stores	6.9	6.6	8.3	21.8	8.5	9.8	9.5	27.8	8.6	8.9	8.1	25.7	8.2	8.0	8.5	24.7
Health/Personal Care Stores	8.1	7.7	8.6	24.4	8.1	8.7	8.6	25.4	8.2	8.7	8.5	25.4	8.0	8.0	8.8	24.8
Hobby/Toy/Game Stores	7.1	6.8	7.6	21.4	6.8	7.1	7.1	21.0	7.0	7.5	8.1	22.6	8.6	12.7	13.7	34.9
Home Furnishings	8.0	7.7	6.8	22.5	3.6	5.7	7.9	17.2	8.6	9.5	9.2	27.3	8.9	9.7	10.6	58.4
Jewelry Stores	10.2	9.9	5.7	25.8	1.8	4.4	8.4	14.6	9.5	9.9	10.0	29.4	9.9	9.6	10.6	60.2
Limited Service Eating Places	7.7	7.5	8.7	23.8	8.5	8.9	8.9	26.4	9.0	8.9	8.5	26.5	8.0	7.5	7.9	23.4
Men's Wear Stores	11.6	11.9	10.6	34.1	9.3	3.9	7.6	20.8	10.2	9.5	10.1	29.8	9.9	10.6	15.0	71.0
Motor Vehicle and Parts Dealers	7.5	7.6	9.0	24.1	8.5	9.1	8.9	26.5	8.6	9.0	8.5	26.2	8.0	7.5	7.8	23.3
Office Supply Stores	9.3	7.6	8.7	25.7	7.6	7.9	7.5	23.1	8.0	10.5	8.2	26.7	7.9	7.3	9.3	24.5
Paint & Wallpaper Stores	6.8	7.0	8.7	22.5	8.2	9.8	9.6	27.6	8.8	9.7	8.7	27.2	8.7	7.4	6.6	22.8
Full-Service Restaurants	7.6	7.6	8.7	23.9	8.2	9.0	8.8	26.0	8.7	8.9	7.9	25.5	8.0	7.8	8.8	49.2
Shoe Stores	5.9	6.7	8.4	20.9	7.9	8.3	7.8	24.0	8.6	10.6	7.8	27.1	7.9	8.7	11.4	28.0
Sporting Goods Stores	6.3	6.4	8.2	20.9	8.2	8.5	9.0	25.7	8.9	9.3	7.7	25.9	7.7	8.2	11.5	27.5
Supermarkets	8.2	7.6	8.3	24.2	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.3	8.4	8.9	25.7
Used Merchandise Stores	8.3	8.0	8.9	25.2	9.3	8.5	7.9	25.7	8.1	8.2	8.3	24.6	8.0	8.6	7.9	24.5
Warehouse Clubs/Superstores	7.7	7.3	7.8	22.8	8.2	8.5	8.4	25.1	8.5	8.6	8.2	25.3	8.5	8.6	9.8	26.8
Women's Wear Stores	6.2	6.8	8.4	21.4	8.3	9.1	7.8	25.1	8.0	8.1	7.9	24.0	8.3	9.6	11.5	29.4

## RAB Member Response

**Hotline:** 800.232.3131

**Email:** member\_response@rab.com

**Web:** [www.rab.com](http://www.rab.com)

## READING THIS CHART:

Numbers are monthly percentages of each category's yearly business.

"HOT" months (8.6% or more of annual sales) are in **RED**.

Average months (8.0% - 8.5%) are in **BLUE**.

Below average months (under 8%) are in **BLACK**.

These trends are based on national three-year industry averages to minimize such variables as moveable holidays, inflation or recession, product shortages, and so forth. Actual local or regional curves may differ due to climate, market variation, etc.

Note: Full data for categories highlighted in **yellow** was not available for 2023 at the time of this report.

Source: [Data from the U.S. Department of Commerce](https://data.commerce.gov) as of November 2023.

# 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

## RAB Instant Background - Auto Dealers

[Print This Instant Background](#)

### Consumer Insights

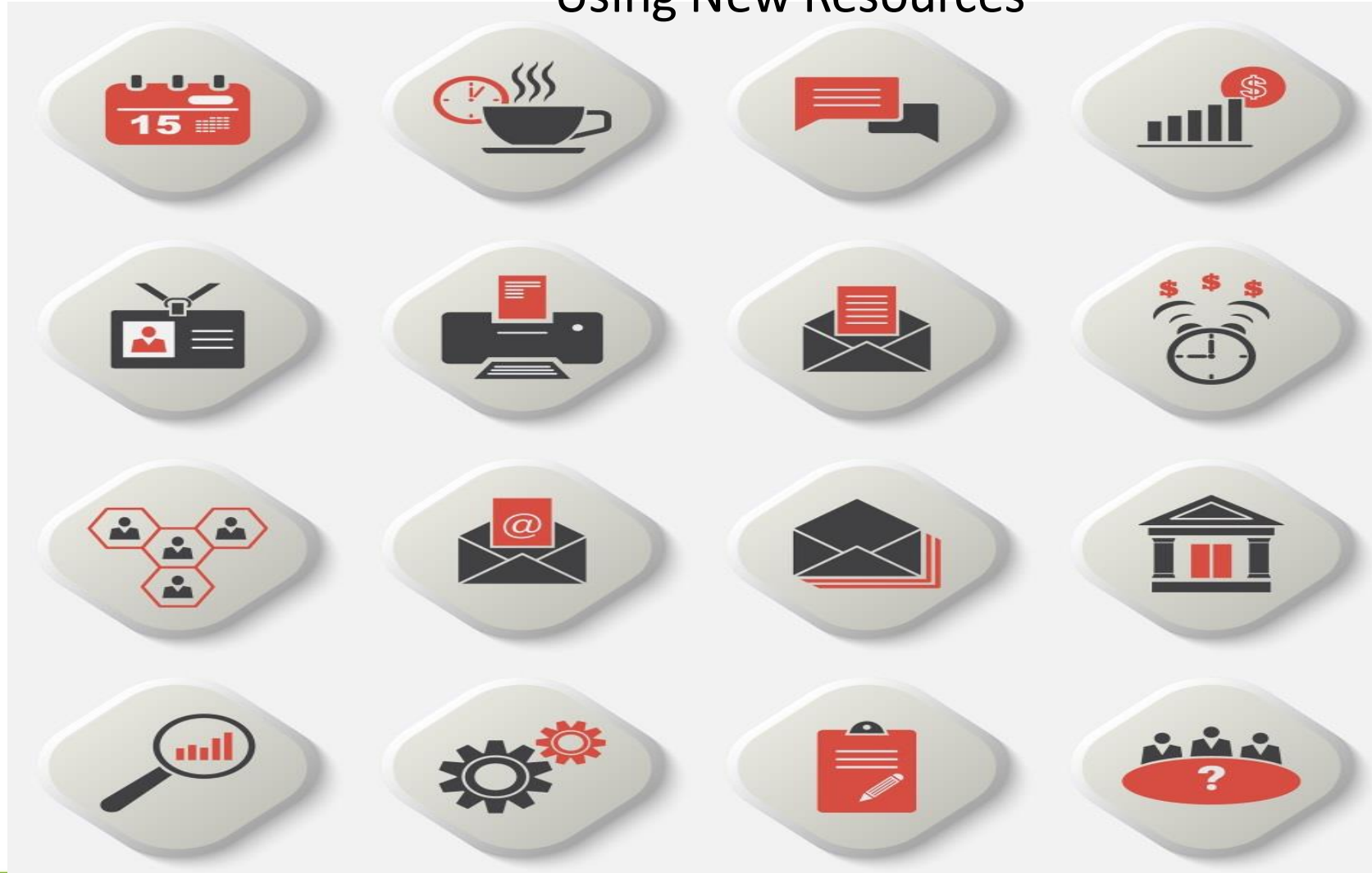
#### Who Buys

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	47.1%	49.3%	18-24	15.8%	18.6%
Female	52.9%	50.7%	25-34	18.7%	19.6%
<b>HH Income:</b>			35-44	17.5%	17.1%
\$100,000+	35.6%	32.9%	45-54	18.6%	15.5%
\$75-99,999	12.0%	13.9%	55-64	15.9%	13.5%
\$60-74,000	9.5%	6.6%	65+	13.5%	15.7%
\$50-59,999	6.9%	6.7%	<b>Region:</b>		
\$40-49,999	7.4%	6.7%	Northeast	16.5%	22.5%
\$30-39,999	7.2%	10.0%	Midwest	17.4%	21.7%
\$20-29,999	8.2%	9.1%	South	43.3%	34.8%
Under \$20K	13.2%	14.1%	West	22.8%	21.0%
<b>Race:</b>			<b>Marital:</b>		
White	59.8%	54.0%	Single	33.2%	37.5%
Black	19.6%	23.7%	Married	52.3%	47.6%
Other	20.6%	22.3%	Sep/Wid/Div	14.5%	14.9%
Hispanic origin	20.6%	18.7%			

# Getting More Appointments

Using New Resources







# Why is getting an appointment so hard?

SMBs on average are called on by 37 media reps per month.

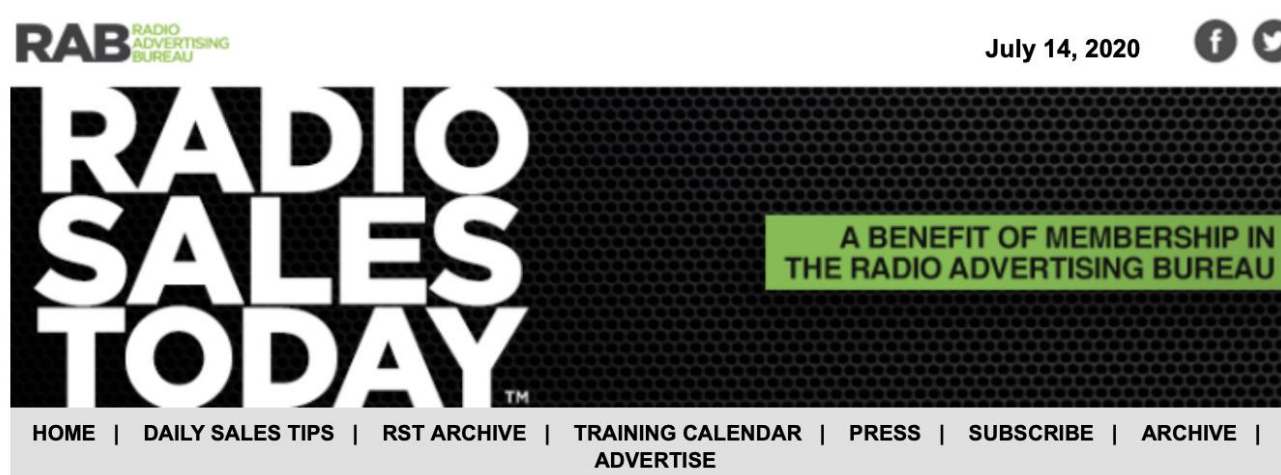
Source: Borrell Associates





To get an appointment in today's environment  
you must be perceived as both **different** and  
**better**.

# Getting More Appointments



## DAILY SALES TIP



*Jeff Schmidt, RAB*

### Shift Happens

It seems every day we talk about a new shift required to stay safe, to open businesses or to help our clients. Nothing is the same as it used to be and going forward, “**shift happens.**” One of the shifts that is occurring now is the messaging necessary to resonate with potential customers.

Last week, RAB hosted a live presentation: ***Your Changing Audience.*** [Nicole Bergen](#), Founder, Elevate and [Andrew Finlayson](#), EVP, SmithGeiger, shared some great new research on what consumers are thinking and how they plan on behaving as the world moves through COVID-19. RAB members can watch the on-demand version of the presentation and download the slide deck by visiting our Business Unusual/Open For Business section [here](#).



# 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

## Sample Client Meeting Planner

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.

Date: \_\_\_\_\_

Attending: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Purpose of Call (why are we going):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What business value are we bringing?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Why is the client better off for having met with me?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Preparatory items:

- ☐ Check news for info about company in RAB Articles on Demand
- ☐ Check news for info about company on Google
- ☐ Check latest RAB Instant Background on the industry
- ☐ Download annual report if available
- ☐ Research people in meeting – Google search, LinkedIn, other social media
- ☐ What do we observe about their current marketing efforts?
- ☐ Visit location

### Professional, informed questions to ask:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. What are your metrics for a marketing / advertising success?
8. If I can meet your need to (restate), what will you do?
9. Is there anyone else we need to consult at your company before moving forward?
10. Let me review my notes with our marketing team. I am available to meet with you again \_\_\_\_\_. Will that work for you?

### In case of stalls:

1. Where on a scale of 1-10 would you rate your interest in our advertising?
2. What might increase your interest to a 10? (This identifies real objections and allows you to begin addressing them.)

### Our Strengths:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Possible obstacles:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**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.

# 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

# Getting The Appointment

The process:

Who you are: "Hello, my name is \_\_\_\_\_"

How long will this take: \_\_\_\_\_

Valid Business Reason: "I'm calling because ..."

Purpose of the call: "I'd like to schedule a brief meeting with you..."

Ask for the appointment: How's Wednesday at 2:15?



# Getting The Appointment

What can you do for the client?

Hi, this is \_\_\_\_ I've only got a minute. I'm calling because I noticed some negative reviews of your business on Yelp.com and I can help you counter them. I'd like to schedule a brief meeting with you to discuss. How's Wednesday at 2:15?

# Getting The Appointment

How do you “get around” the Gatekeeper?  
You don't.



Build a relationship with  
the first person you  
encounter...

# Getting The Appointment

## Send a Pre-Call Letter

- Who you are
- Who you're with
- VBR
- Purpose & benefits
- When you will call



August 9, 2016

Ray Setzer  
Avery Air Conditioning  
10326 Brockbank Dr.  
Dallas, TX 75229

**1234 Main Street**

My name is Jim Smith. I'm a Retail Marketing Specialist with Becker Media. I specialize in helping local retail businesses increase their sales and strengthen their brands in the Dallas – Ft. Worth area. I'll be calling you next Tuesday morning to arrange a meeting to determine how I may be of benefit to you and your air-conditioning company.

Sincerely,

*Jim Smith*

# 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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jschmidt@rab.com | 972-753-6765

- ☐ **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.
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# 7 STEPS to Selling Success

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

[Jschmidt@rab.com](mailto:Jschmidt@rab.com)