

TOP 10 RAB[®] RESOURCES



Annette Malave, SVP/Insights

PROSPECTING

RADIO SALES TODAY

- Newsletter emailed Monday-Friday contains:
 - Industry related articles to educate, inform and generate prospecting ideas
 - RAB News highlights upcoming presentations, updated resources and reminders of RAB products and services
 - Daily Sales Tips that inspire and help you grow
- Mondays are RAB Takeover days that can remind you of the various products and services available to you.



TOP 10
RAB
RESOURCES

RAB PROSPECTING REPORT

Created to help identify categories for prospecting

- Summarizes advertising and prospecting activity from RAB products:
 - Instant Backgrounds
 - The Pitch
 - Co-op Directory
 - RAB Top Business Trends
 - Promotional Calendar
 - Media Monitors Spot 10 for radio, cable and TV
- Also includes “What to do” and “Thought starter” sections



- Powered by MRI-Simmons, these reports contain data that you can use as:
 - Idea starters for prospecting
 - Talking points to open a dialogue
 - Bullet points to include in a presentation
- Index highlights were your listening audience or consumer segment is “more likely” to use a product/service

RAB MIN-SIMONS GOLD DIGGER PROSPECTING TOOL FOR AAA

RAB GOLD DIGGER

(aka CONSUMER BEHAVIOR REPORT)

In-depth look into where your listening audience is strong in consumption of products/services or behaviors

- Index highlights where your listening audience or consumer segment is “more likely” to use a product/service

HH owns sailboat	100	222
Own Downhill ski boots	100	219
Radio formats: Sports	100	218
Smartwatch: personally own Garmin	100	215
Skiing Downhill, participate	100	215
Primary Motorcycle Rider: Yourself	100	214

Dave Casper, SVP/Digital Services

APPOINTMENTS

RAB Instant Backgrounds

- Flagship report from RAB, consistently in the top 5 of most used resources
- Who, what, where, when, why, and how consumers take action, purchase preferences, trends, and links
- Nearly 200 product and service categories
- Easy to use, easy to print and invaluable at every stage of the sales process

RAB Instant Background - Bridal Market		What They Buy
Print This Instant Background		According to a 2019 survey by WeddingWire, average amounts spent on the following wedding categories in 2019: venue, \$9,000; photographer, \$2,400; videographer, \$1,800; wedding planner, \$1,400; reception space, \$1,300; reception bar, \$1,200; transportation, \$1,100; wedding dress, \$1,100; groom's attire and accessories, \$400; wedding site, \$300; ceremony musician, \$200; invitations, \$100; transportation, \$1,000; flowers, \$400; rehearsal dinner, \$1,000; engagement ring, \$1,000; catering, \$6,700; officiant, \$300. (Source: WeddingWire Inc., 2019)
Consumer Insights		The production/service segmentation of the wedding services industry in 2019: Ceremony and reception services, 52.9%; food and drink services, 20.9%; attire and accessories, 14.5%; photography, 8.7%; coordination, 5.7%; flowers, 4.4%; musicians, 3.7%; and other, 3.7%. (Source: WeddingWire Inc., 2019)
Who Buys		According to the 2019 WeddingWire Report by WeddingWire, on average, couples hire 14 vendors for their wedding day. 90% hire a photographer, 80% paid for a venue for their wedding day, 80% hire a hair & makeup artist, 70% paid for a wedding dress, 70% paid for a cake, 74% paid for flowers and 70% paid for a DJ. (Source: WeddingWire Inc., 2019)
Engaged to be married		In just a few short years, the rise technology has played in the planning process has greatly evolved. Today, nearly 9 out of 10 couples create wedding websites to share information with their guests (up 15% in the last 5 years) while more than half are creating a wedding hashtag for social sharing (up nearly 10% since 2015). (Source: WeddingWire Inc., 2019)
Male		According to The Knot's Best Wedding Study, in 2019, one in three couples (29%) hired a professional planner/designer to turn their wedding inspiration into reality. Two in three couples (66%) hired a professional florist and decorator to transform their vision. Two in three (67%) couples in 2018 sourced on the expertise of professional caterers (who spent an average of \$5.4 hours on each wedding) to craft a delicious dessert for the couple to savor and share with guests. And nearly all couples relied on professional reception services (80%) and caterers (85%) to host and show their guests. (Source: The Knot, 2019)
Female		A 2019 study by The Knot found that 29 percent of respondents went for the "rehearsal," a smaller site trip instead of a full honeymoon. However, the end-of-all-honeymoon was the primary option for the majority of respondents with 57 percent of those surveyed saying they went with one trip to celebrate their new marriage. (Source: The Knot, 2019)
18-24		Round-trip for the bride alone on an engagement ring is the most popular (37%), though data has shown a rise in popularity for the end-stage (21%) up from 7% in 2017. (Source: The Knot, 2019)
25-34		A 2019 study by The Knot found the most popular engagement ring setting materials: white gold, 54%; 14k rose gold, 14%; platinum, 13%; yellow gold, 1.8% and sterling silver, 7%. The study also found the most popular center stone: round, 47%; princess-cut, 14%; oval, 14%; cushion, 9% and pear-shaped, 5%. (Source: The Knot, 2019)
35-44		The national average cost of an engagement ring in 2019 is \$5,300, although one in three proposals spend between \$1,000-\$4,000. (Source: The Knot, 2019)
45-54		According to a 2019 study by WeddingWire, the favorability of fall nuptials continues to increase, with Saturdays in autumn as the most popular wedding date choice. Nearly 40% of all weddings take place during this season. (Source: WeddingWire Inc., 2019)
55-64		A 2019 WeddingWire Headband Report showed that the majority of couples are engaged for over a year, with the average engagement lasting 14 months. (Source: WeddingWire Inc., 2019)
65+		A 2019 survey by The Knot found that most couples are still adhering to traditional honeymoon timelines, meaning they will depart for their trip up to two days after the wedding and will enjoy, on average, a honeymoon of about eight days. The most popular time for couples to depart for their honeymoons was between the months of April to the end of June, with about 30 percent of all respondents saying they engaged their trip then. (Source: The Knot, 2019)
Household income: \$100K+		Christmas Day is the most popular day to get engaged, with 7 out of the top 10 most popular days get engaged taking place in December. (Source: WeddingWire Inc., 2019)
Household income: \$75,000-\$99,999		
Household income: \$50,000-\$74,999		
Household income: \$30,000-\$49,999		
Household income: \$40,000-\$49,999		
Household income: \$30,000-\$49,999		
Household income: \$20,000-\$29,999		
Household income: Under \$20,000		
Race: White		
Race: Black/African American		
Race: Other Race/Multiple Classifications		
Hispanic, Latino or Spanish Origin		
Census Region: North East		
Census Region: South		
Census Region: Midwest		
Census Region: West		
Single		
Married		
Divorced/Separated/Widowed		
Total Radio Weekly Departure Cume: Monday - Sunday 24 Hour		
(Source: ARS Media Solutions, 2019)		
On average, who pays for the wedding: 40% couples, 40% the couple's parents and 16% other.		
(Source: WeddingWire Inc., 2019)		
The 2019 Jewelry and Engagement Study by The Knot, reveals that 67% of engaged couples are between the ages of 25-34, while 38% of proposals 29 and 27% are 35-44 years old.		

IB's for Appointments

- Create powerful, research-based valid business reasons (VBR) to help clients understand the benefits of meeting with you
 - A VBR will demonstrate to a prospect what they will gain from meeting with you
 - Not about you or the products you are selling, but specifically, how can their BUSINESS benefit

VBR for Appointments

The major market
\$99,999, 8.0% con

(Source: It

In 2022, the avera

(Source: T.

In 2022, the average age to get married among couples surveyed was 31.

(Source: The Knot, 2023)

een \$70,000 and

Share of people who shopped at a jewelry store in the past 12 months in the United States in 2022, by age: 18-29, 22%; 30-49, 21%; 50-64, 11%.

(Source: Statista Consumer Insights, 2023)

"The average age of marriage is now 31. What are you seeing in terms of demographic shifts in your customer base? We specialize in helping companies identify shifts in consumer trends and I'd like to share more of the research with you. How's Tuesday at 2:15?"

Erica Farber, President & CEO

RESEARCH

RADIO FACTS

Easy to use pull-down menu of national radio stats

- Black, Hispanic or all listeners
- Ad categories
- Top spenders

Use to support talking points, proposals and more

Available in Why Radio > Facts

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	Medium	Estimate	Audience
Select a type of report.	Choose the medium you would like.	Select an estimate.	Choose an audience type.
Please choose ▼	Please choose ▼	Please choose ▼	Please choose ▼

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

Submit

RADIO FACTS

Report Type

Select a type of report.

Please choose

Please choose

Radio Facts -----

Consumer Attitudes Towards Radio Advertising

Radio Listeners Listen and Listen and Listen

Radio Listening by Format

Radio Listening by Location

Radio Listening in the Car

Radio Listening Online

Radio's Reaches Year-Round

Reach - Daily

Reach - Weekly

----- Radio and Consumers -----

Automotive Customers

Beer and Wine

Business Owners / Workers

Causes/Organizations

Eco-Friendly Consumers

Electronics

Financial Services

Food Shoppers and Restaurant Patrons

Medium

Choose the medium you want to use.

Please choose

Estimate

Select an estimate.

Avg Daily Cume Rtg

Audience

Choose an audience type.

All

All

Black Non-Hispanic

College Graduate

Hispanic

When you are ready, click SUBMIT

RADIO FACTS

Radio Weekly Reach

Wkly Cume Rtg

Audience: All

Persons

Time Period	Audience	P 12+	P 12-17	P 18+	P 18-24	P 18-34	P 18-49	P 25-54	P 35-64	P 55+	P 65+
Work Status: Full Time Only	All	--%	--%	83.8%	74.8%	76.9%	81.0%	82.9%	86.9%	89.7%	88.6%
Household Income: \$75,000 & Over	All	80.7%	74.4%	81.3%	69.3%	72.5%	77.7%	81.2%	85.4%	85.6%	83.1%
Mon-Sun 10A-3P	All	66.9%	50.4%	68.5%	54.9%	57.8%	62.7%	66.4%	72.4%	75.3%	74.1%
Mon-Sun 3P-7P	All	65.1%	57.3%	65.9%	54.9%	58.1%	63.2%	66.9%	71.6%	67.9%	63.6%
Mon-Sun 7P-12M	All	39.3%	35.9%	39.6%	37.8%	38.0%	40.2%	41.6%	43.4%	37.6%	33.6%
Mon-Sun 12M-12M	All	81.3%	74.6%	81.9%	72.3%	75.1%	79.2%	82.2%	86.0%	84.6%	82.1%
Mon-Sun 6A-10A	All	57.8%	50.1%	58.5%	43.2%	47.8%	54.6%	59.4%	65.0%	62.1%	58.6%

MISPERCEPTIONS OF RADIO

10 Most Common Misperceptions

- Fact-based infographics that help dispel myths
- Downloadable and easy to share

Available under Sales Tools > Research



MISPERCEPTIONS OF RADIO

RADIOWORKS
www.rab.com

MISPERCEPTION IS ANYONE LISTENING?

With so many new and exciting options, AM/FM radio remains the top audio source and reaches more people every week than any other medium. Audio is in the midst of a renaissance. New digital audio platforms like podcasts, on-demand and streaming services and new and emerging technology in cars and mobile devices are driving a revolution in audio.

mradio
matters

RADIOWORKS
www.rab.com

RADIO: VIBRANT AND THRIVING

With so many new and exciting options, AM/FM radio remains the top audio source and reaches more people every week than any other medium. Audio is in the midst of a renaissance. New digital audio platforms like podcasts, on-demand and streaming services and new and emerging technology in cars and mobile devices are driving a revolution in audio.

213 MILLION PEOPLE

AMERICA'S #1 REACH MEDIUM

Radio is America's #1 reach medium, connecting more adults 18 and older than local media or TV via smartphones, tablets, PCs or apps and delivering a wide amount of content whenever and wherever listeners want it - at work, at home and on-demand. Regardless of where it is technology, radio remains the top source for music discovery and the most used audio source in cars.

REACHES 1.5 BILLION PEOPLE	REACHES 1.5 BILLION PEOPLE	REACHES 1.5 BILLION PEOPLE	REACHES 1.5 BILLION PEOPLE
81%	81%	84%	80%

15,000+
Local Everywhere
with over 15,000 local radio stations, radio touches every corner of the nation.

77%
All listeners would say a brand recommended by their favorite radio personality.

**RADIO IS PERSONAL
RADIO CONNECTS**

Listeners have a unique connection with their radio station because of their favorite radio personality. They engage with the radio station personalities on air, online and across social media. As social media influencers, radio personalities speak to the local events and occurrences of listener's daily life.

RADIOWORKS
www.rab.com

RADIO: LOCAL AND ENGAGING

Radio informs listeners of NEWS, traffic, weather, events - about what's going on locally.

TRAFFIC	WEATHER	NEWS	LOCAL
24%	28%	37%	37%

According to Radio Mobile Tech Survey 2022, 49% of adults attribute radio's local feel as its key advantage.

15,000+

Local Everywhere
with over 15,000 local radio stations, radio touches every corner of the nation.

Listen Everywhere
radio reaches consumers everywhere, at home, at work and in the car.

84%	83%	78%	69%
WOULD FOLLOW THEIR FAVORITE PERSONALITY IF THEY WENT TO ANOTHER SUBSTATION	WOULD BUY THEIR FAVORITE PERSONALITY'S APPAREL	WOULD TALK TO THEIR FAVORITE RADIO PERSONALITY	WOULD FOLLOW THEIR FAVORITE RADIO PERSONALITY ON SOCIAL MEDIA

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Jeff Schmidt, SVP/Professional Development

CUSTOMER NEEDS ANALYSIS

January 24, 2024 | [About](#) | [Ask RAB](#) | [Site Map](#) | [Press](#) | [Why Radio](#) | [Radio Matters](#) | [Radio on Main Street Podcast](#) | [Talent System](#) | [Radio Matters](#) | [Account Manager CRM](#)

RAB

[RADIO FACTS](#) [PLANNING/BUYING](#) [SALES TOOLS](#) [CREATIVE](#) [TRAINING](#) [LOGIN](#)

Search RAB.com [Search](#)

Login to your account

☐ Remember Login? [Login](#)

Forgot your Password ?

no worries, [click here](#) and we'll send it to you.

Hi! Please sign in.

While many of the resources on RAB.com are open to the public, a number of the more advanced sales and marketing tools require a user id and password. This will be your EMAIL ADDRESS and password of your choice. Please enter your user id and password in the boxes. When you're ready, click LOGIN.

New Users

If you don't have a personal user id and password to RAB.com, you will need the MASTER ACCOUNT credentials for your station or company. These MASTER credentials allow you to set up your own personal access to RAB.com -- a personal account that is linked to the company where you are currently employed.

- Ready to Setup Your Personal Access?**
If you have your MASTER credentials and are ready to set up your own personal access, please enter the user id and password fields to the left. Once you have a personal USERNAME and PASSWORD, you will use it every time you visit RAB.com.
- Don't Know Your Master Credentials?**
The easiest way to get the MASTER credentials is to simply ask your manager. If you still can't locate your master credentials, [CLICK HERE](#) and a member response consultant will email them to you and copy your manager.
- Still Need Help?**
RAB Member Response is open Monday-Friday from 7am-5pm CDT. Call us at 1-800-232-3131 or email member_response@rab.com.

Not a RAB.com Subscriber?

Access to the secure areas of RAB.com is limited to those radio stations and groups that are members of the Radio Advertising Bureau and companies such as advertisers, agencies, public relations organizations, investors and analysts with an interest in Radio. For more information and qualifications, please contact RAB at 1-800-232-3131.

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.



Client Needs Analysis



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?

Client Needs Analysis



Second focus area: Their client / prospect / customer

1. 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

1. 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?

Client Needs Analysis



Fourth focus area: Financial

1. 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?
 - d. What is something your current or future customers don't know about you?
 - e. Do any of the brands you carry offer co-op funding? (If not aware...)
 - f. Would you like me to research that for you? Can you provide your dealer number?

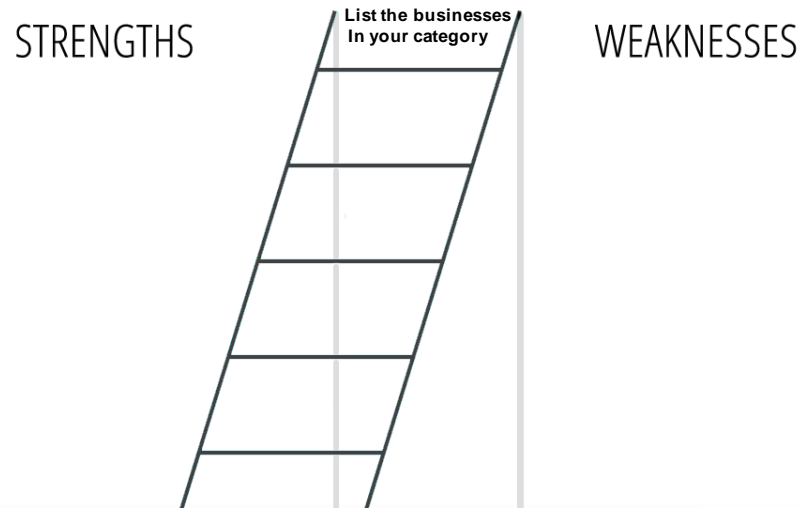
Client Needs Analysis

Advertising/Marketing:

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



THE POSITIONING LADDER





Client Needs Analysis

Force Field Analysis

Start at the bottom with the year you started in business, and then list all the things that got you to where you are today – those things that made you successful.

Then at the top, describe what the "next level" looks like for you and list all the things that are preventing you from getting there right now

Next Level	
Current (Today)	

You started in business in: _____





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?



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!

Tammy Greenberg, SVP/Business Development

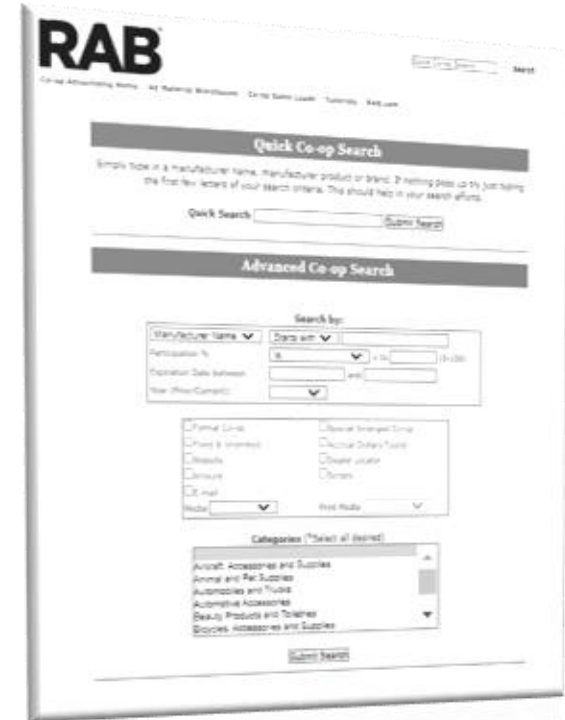
PROPOSALS AND PRESENTATIONS

RAB CO-OP DIRECTORY

- Easy access to thousands of coop plans available.
- Search by expiration date, category or manufacturer.
- Resources available for all media: Radio, Television, Digital and more.



www.rab.com
Sales Tools/Prospecting
Sales Tools/Research



Deep dives into categories

- Complementary to Instant Backgrounds
- Designed to assist in driving sales on a local, regional or national level
- Delves into the current statistics, challenges and opportunities

Go to market and close the deal

- Includes PowerPoint presentation full of ideas sellers highlight the various ways that radio can help drive traffic and sales.

Idea: Fashion Musts

Every day, radio station highlights a product or service available at Advertiser X as a "Fashion Must" along with a style tip.

Each "Fashion Must" will be broadcast throughout the day across platforms via endorsement spots, short-form units, streaming, digital placements, social media and in relevant podcasts, truly positioning the item/service as a "must."

www.rab.com

Sales Tools/Prospecting
Sales Tools/Presentations
Sales Tools/Research

INSPIRING & REWARDING AUDIO CREATIVE

Exclusively devoted to radio, the Radio Mercury Awards reward the development of effective and creative radio commercials.

- Radio Mercury Awards Live Presentation Series
- Raise the Volume: Advice From the Experts
- Radio Mercury Awards Audio Library

RADIO MERCURY AWARDS

Approximately 19,500 commercials, podcasts and innovative and integrated audio marketing campaigns have competed for over \$3.4 million in prizes.

The Radio Mercury Awards are highly respected in the ad creative community.

www.radiomercuryawards.com

INSPIRING & GUIDING AUDIO CREATIVE

Raising the Volume
www.rab.com CREATIVE

Creative Best Practices Presentation

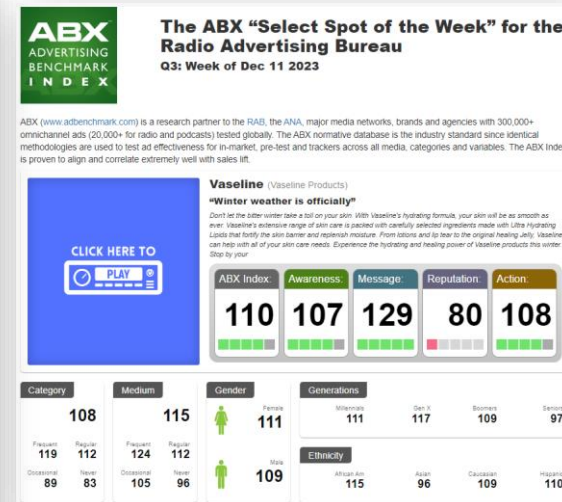
ABX Radio Creative Scorecard

Guide to a Creative Brief

Creative Resource Directory

Articles of Note:

- Matter of Fact
- Radio Matters Blog



Leah Kamon, SVP/Marketing & Communication

CLOSE/SERVICE

ACCOUNT SERVICE & ONGOING ENGAGEMENT

TOP 10
RAB
RESOURCES



Radio Matters Blog

Current news, information and insights about broadcast radio growth brought to you by RAB.



Radio on Main Street Podcast

Radio on Main Street podcast shines a spotlight on people who are creating great radio content, marketing using the power of radio, using radio's influence in their market, or innovating for radio's future.



Matter of Fact Newsletter

Keeping the advertising Community in the know about radio across platforms.

ACCOUNT SERVICE & ONGOING ENGAGEMENT

TOP 10
RAB[®]
RESOURCES



Radio Works to Drive Business Forward



December 5, 2023

Advertising, Attribution,
Audio, Audio Devices, Auto
Service, Automotive,
Behavior, Benchmark,
Brands, community, Data,
Economy, Engagement

Tapping into radio's loyal, attentive, and social audience yields a boost to the bottom line

Author: Tammy Greenberg, SVP/Business Development, RAB

The current economic environment and consumer concerns over inflation are challenging marketers and media alike to do more with less in an increasingly complicated and competitive marketplace. Add to that the

RADIO MATTERS BLOG

Current news, information and insights about broadcast radio growth brought to you by the RAB. RAB is the not-for-profit trade association representing America's broadcast radio industry with a primary objective to drive revenue growth through advocacy, training and support. We welcome sharing, dialogue and encourage conversation in our blog! To learn more about all that's happening in radio, head to [RAB.com](https://www.rab.com).

SIGN UP FOR THE FREE RADIO MATTERS BLOG

Email Address*

First Name

Last Name

* = required field

Preferred Format

- ☒ HTML
☐ Text



Search



KEEPING THE ADVERTISING COMMUNITY IN TUNE WITH RADIO.

RAB
matter
of
fact

Get Matter of Fact in your inbox each quarter ...

Subscribe Here

ACCOUNT SERVICE & ONGOING ENGAGEMENT



2023 RAB SIZZLE

RAB



2023 RAB MULTICULTURAL VIDEO

RAB

Sharing Radio's Story

- Latest Radio sizzle videos available for download & to share with your clients
 - Three variations: Long format and two shorter formats
 - Multicultural sizzle video

Brooke Williams, SVP/Membership

PROFESSIONAL DEVELOPMENT

RAB Live Presentations

Radio Works Category Presentations

- Political
- Automotive
- Plumbing/HVAC
- Legal
- Recruitment

Radio Mercury Awards-Creative Webinar Series

- March
- June
- November

7 Steps to Selling Success Webinar Series

1. Prospecting
2. Appointments
3. Research
4. Customer Needs Analysis
5. Proposals
6. Presentations/Public Speaking
7. Closing/Objection Handling

Other Professional Development Presentation Topics

- Recap of CES (*watch on demand*)
- RAB/Borrell Digital Benchmark Report
- How Radio Makes Digital More Effective
- Get More With Co-op
- How to Get It All Done- Task Management

RAB Training and Certifications

WEB

Free Live Presentations

Throughout the year we invite industry leaders along with RAB leadership to focus on timely topics that help you gain insights into the ever changing marketplace.

SE

Sales Essentials Training™

A great goal is best achieved with a good beginning. Our Sales Essentials training is the right start to a great career.

LMC

Leadership MasterClass™

The next step in leadership training designed to help propel current managers to the top of their game.

CRMC

Certified Radio Marketing Consultant™

Take your consultative sales skills to the next level.

CDMC

Certified Digital Marketing Consultant™

Advance your skills and improve your potential for success with RAB's digital certification training.

RMP

Radio Marketing Professional™

RAB's Radio Marketing Professional (RMP) course makes the best of our highly-acclaimed classroom training available to your newest Radio sellers anytime, anywhere.

RTTR

Rising Through The Ranks™

Focused leadership training for women in sales and management by radio's most successful women. It's YOUR turn to rise!