

PROPOSALS

7 STEPS TO SELLING SUCCESS SERIES

RAB LIVE PRESENTATION
JUL. 10 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 proposal.

7 STEPS

7 Steps to
Selling Success

7

Close

6

Presentation

5

Proposal

4

CNA

3

Research

2

Appointments

1

Prospect

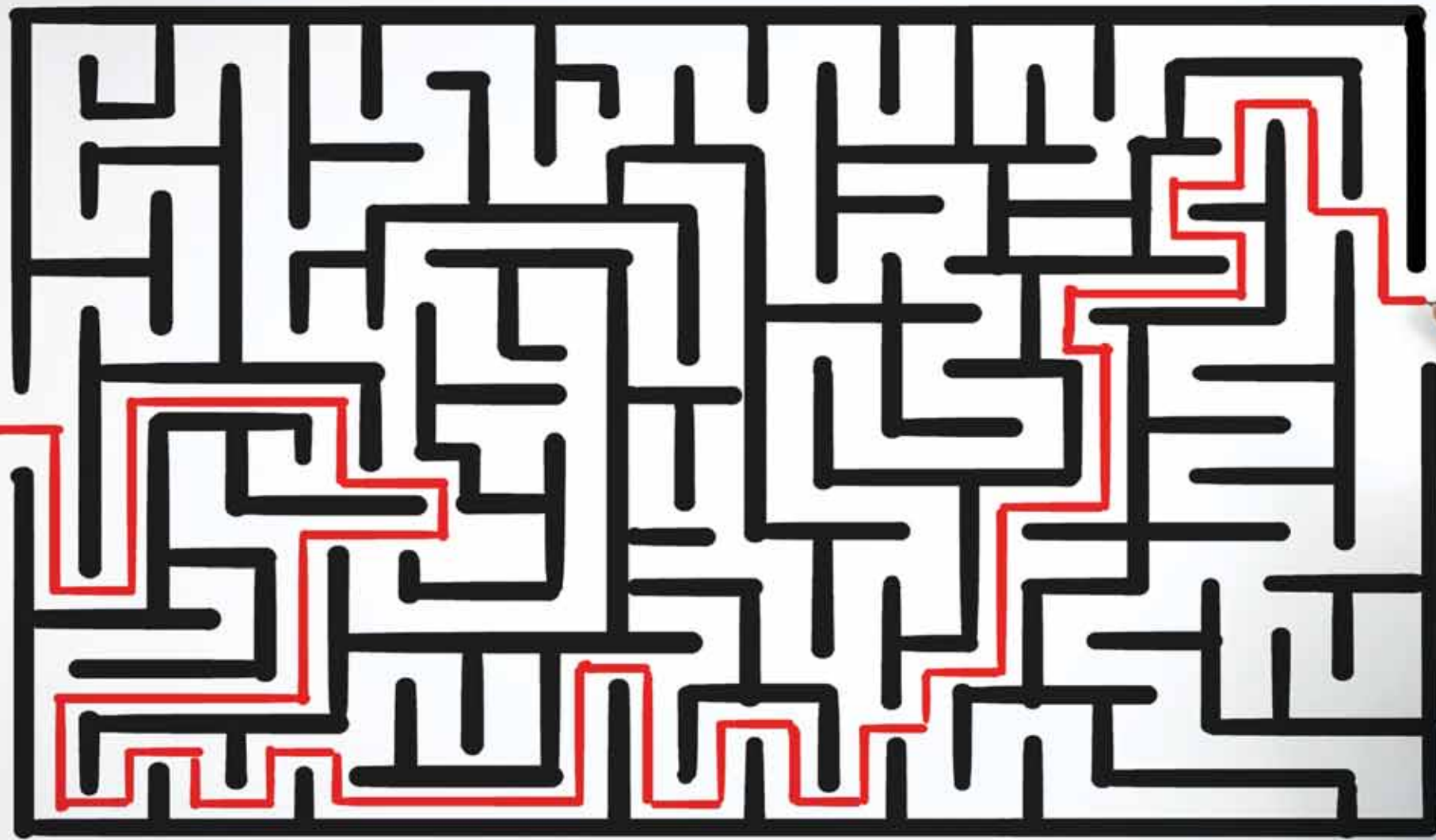


“You’re not making
sales

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



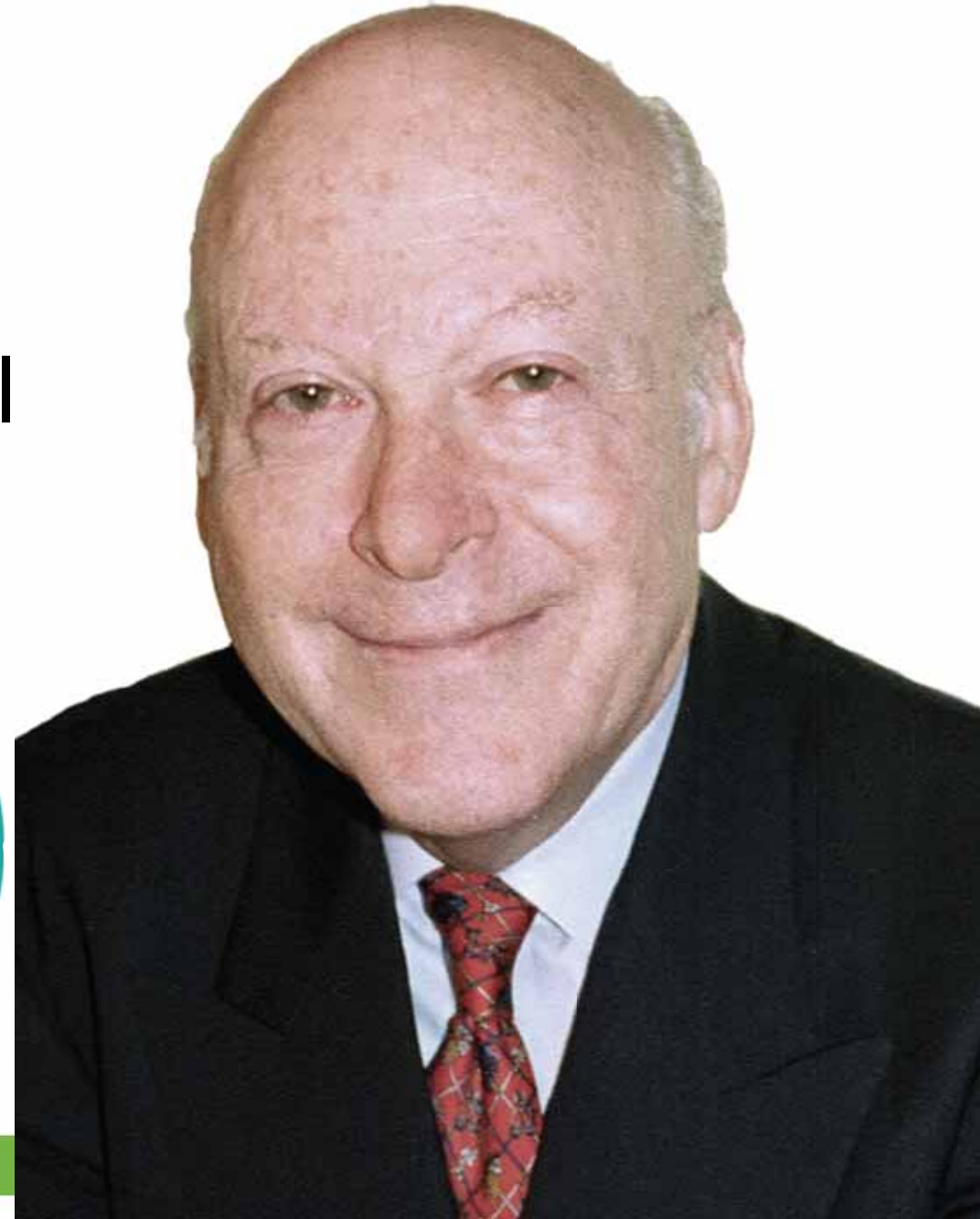
EMOTION



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

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

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

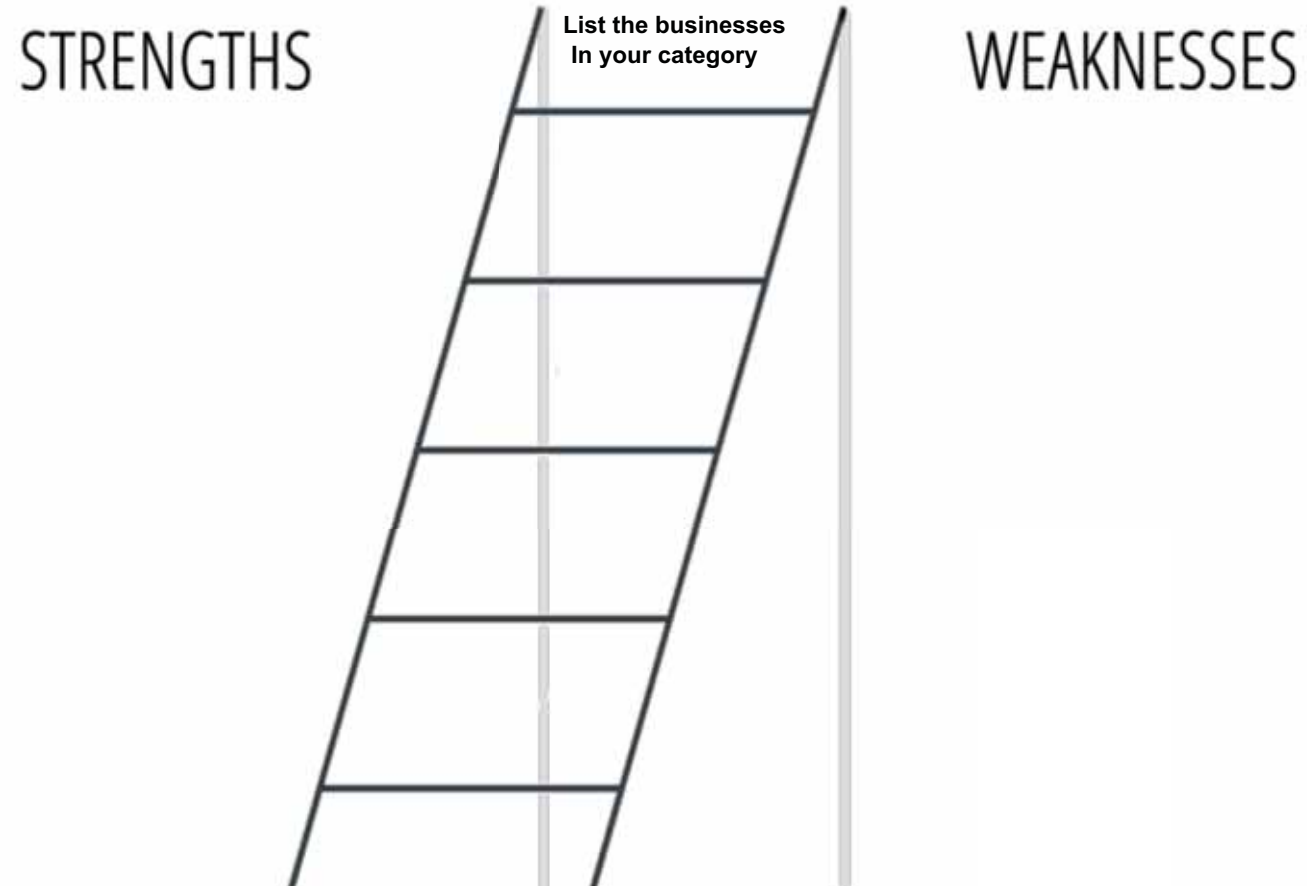
- ✓ Staff longevity
- ✓ Staff knowledge
- ✓ Superior facility
- ✓ Huge selection

Challenges

- ✓ Location
- ✓ Name awareness
- ✓ Price perception

The Competition

THE POSITIONING LADDER





Industry/Consumer

[Home](#) / [Prospecting](#)

Favorite
Add to MY RAB menu

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

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
Sex:			Age:		
Male	50.1%	47.8%	18-24	18.9%	21.8%
Female	49.9%	52.2%	25-34	19.2%	21.3%
HH Income:			35-44	19.1%	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%
\$50-74,000	9.8%	8.3%	65+	12.2%	13.6%
\$25-49,999	7.5%	5.9%	Region:		
\$10-24,999	7.5%	7.0%	Northeast	16.2%	24.0%
Under \$10K	11.6%	13.9%	Midwest	19.6%	20.0%
Race:			South	44.1%	35.3%
White	55.4%	54.4%	West	20.1%	20.7%
Black	24.7%	29.6%	Marital:		
Other	19.9%	16.0%	Single	34.9%	38.0%
Hispanic origin	19.7%	15.6%	Married	49.4%	45.6%
			Sep/Wid/Div	15.7%	16.4%

(Source: GRNMR, 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
Sex:			Age:		
Male	47.7%	46.4%	18-24	10.6%	11.0%
Female	52.3%	53.6%	25-34	15.8%	15.7%
HH Income:			35-44	19.2%	19.8%
\$100,000+	47.1%	49.0%	45-54	17.9%	18.0%
\$75-99,999	18.6%	18.5%	55-64	18.6%	18.6%
\$50-74,999	10.0%	10.0%	65+	17.9%	16.9%
\$25-49,999	6.7%	5.6%	Region:		
\$10-24,999	6.0%	5.5%	Northeast	21.6%	23.4%
Under \$10K	4.8%	4.7%	Midwest	19.8%	15.9%

Competitive Media



[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

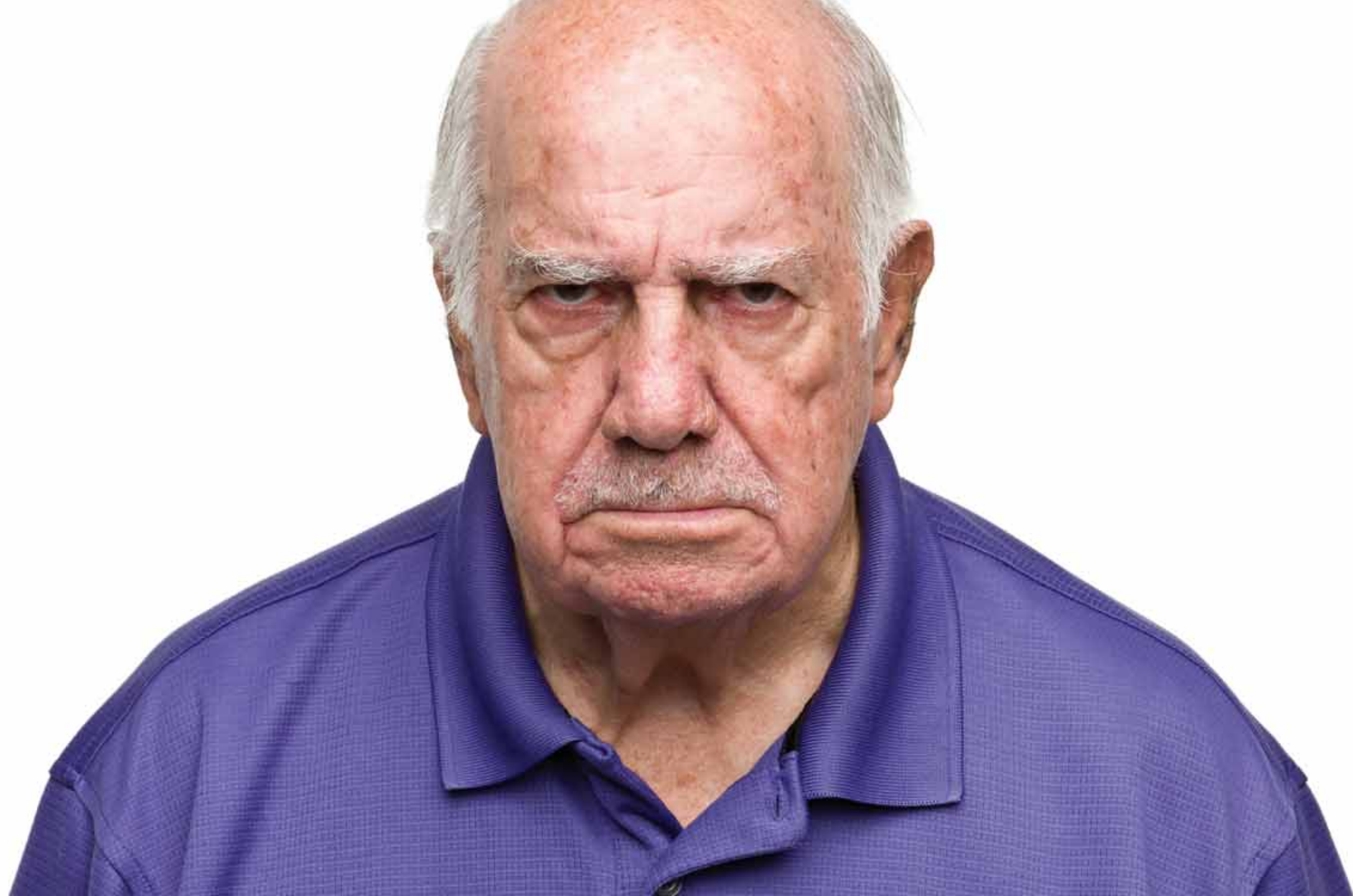
- [Digital Audio / Satellite Radio](#)
- [Direct Mail](#)
- [Internet / Mobile / Social Media](#)
- [Local Search \(Digital / Print\)](#)
- [Newspaper](#)
- [Out of Home](#)
- [Television / Video](#)



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

RAB

[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

[CREATIVE](#) ▾

[TRAINING](#) ▾

[STAFF](#) ▾

[MY RAB](#) ▾

[DASHBOARD](#)



 **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

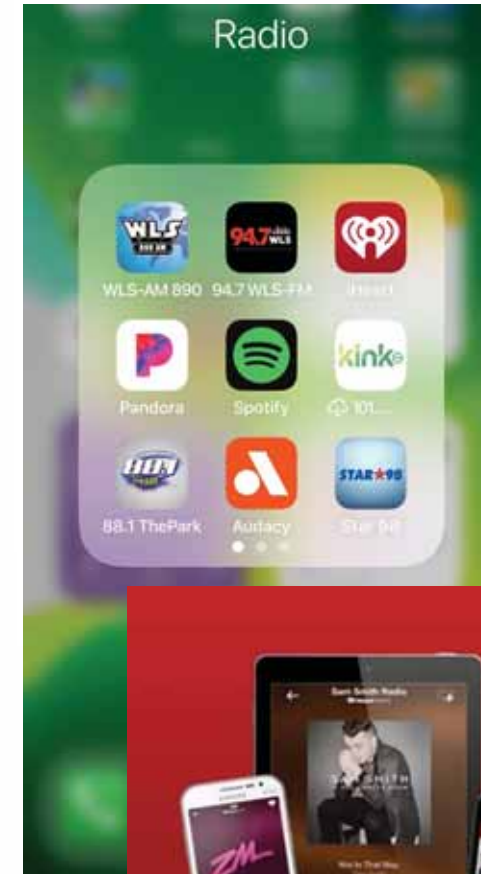
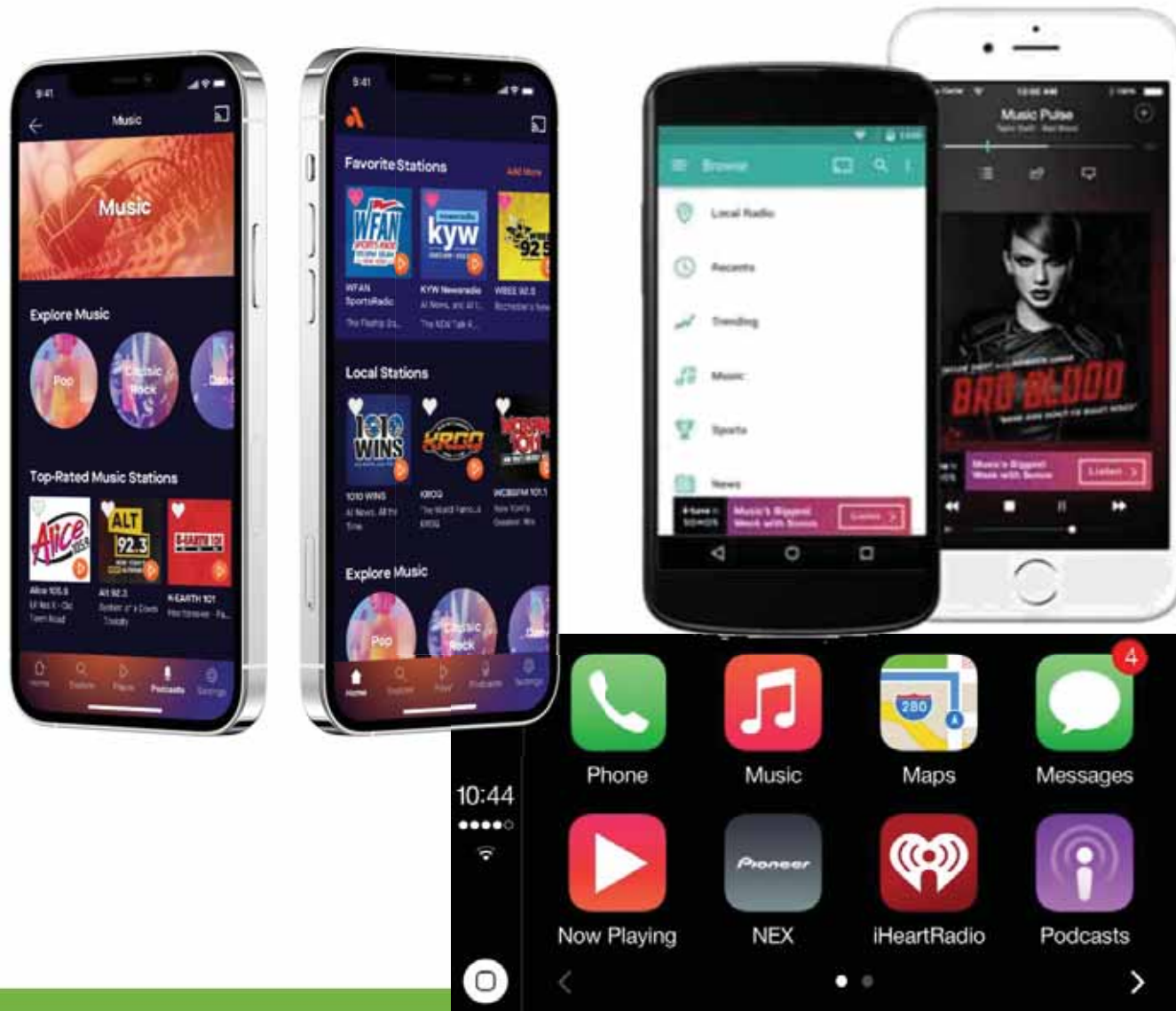
more than...
owned digital music – 53%
podcasts – 38%
online audio – 37%
CD player – 29%
SiriusXM – 20%

% 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

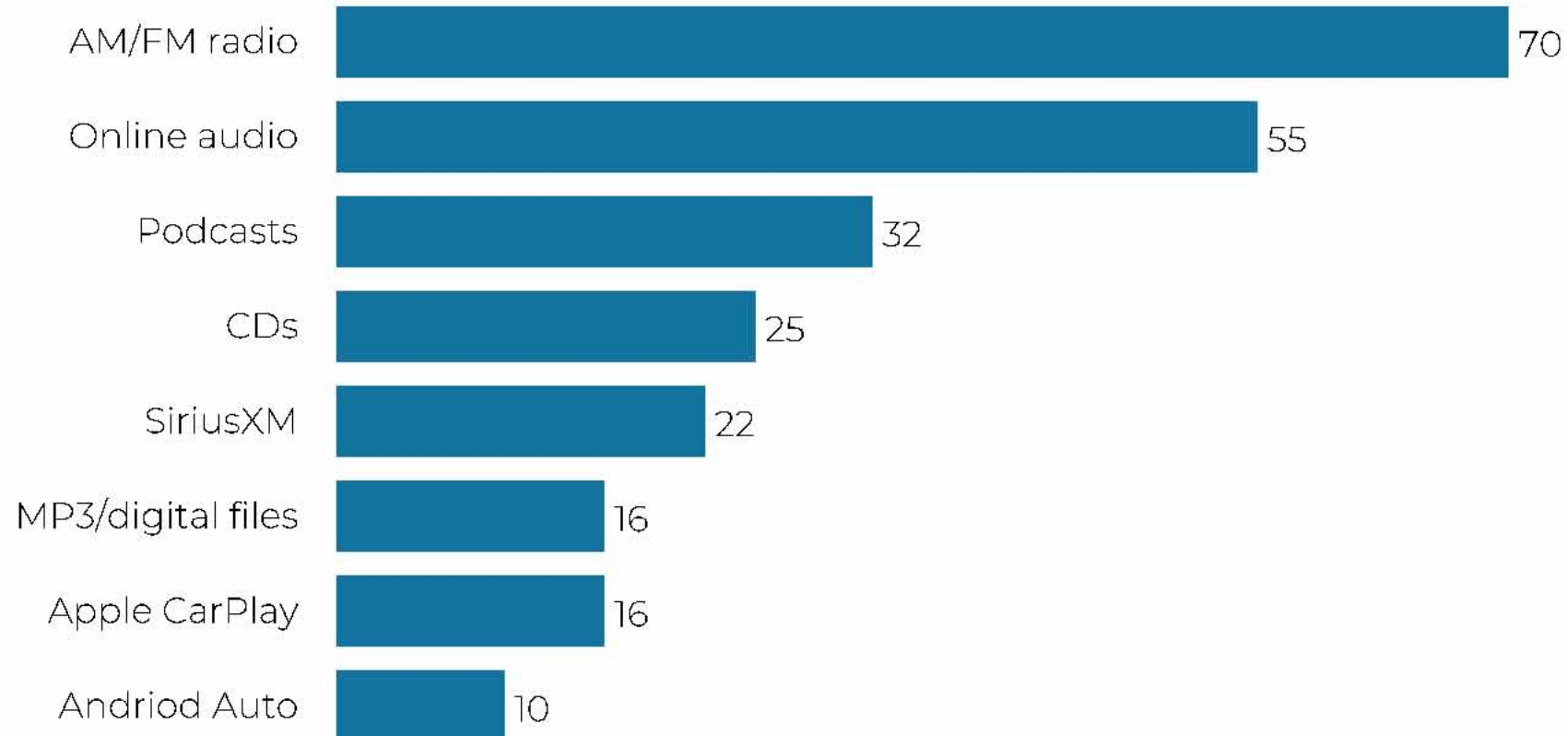
RAB

Radio has become a “Tech Geek”

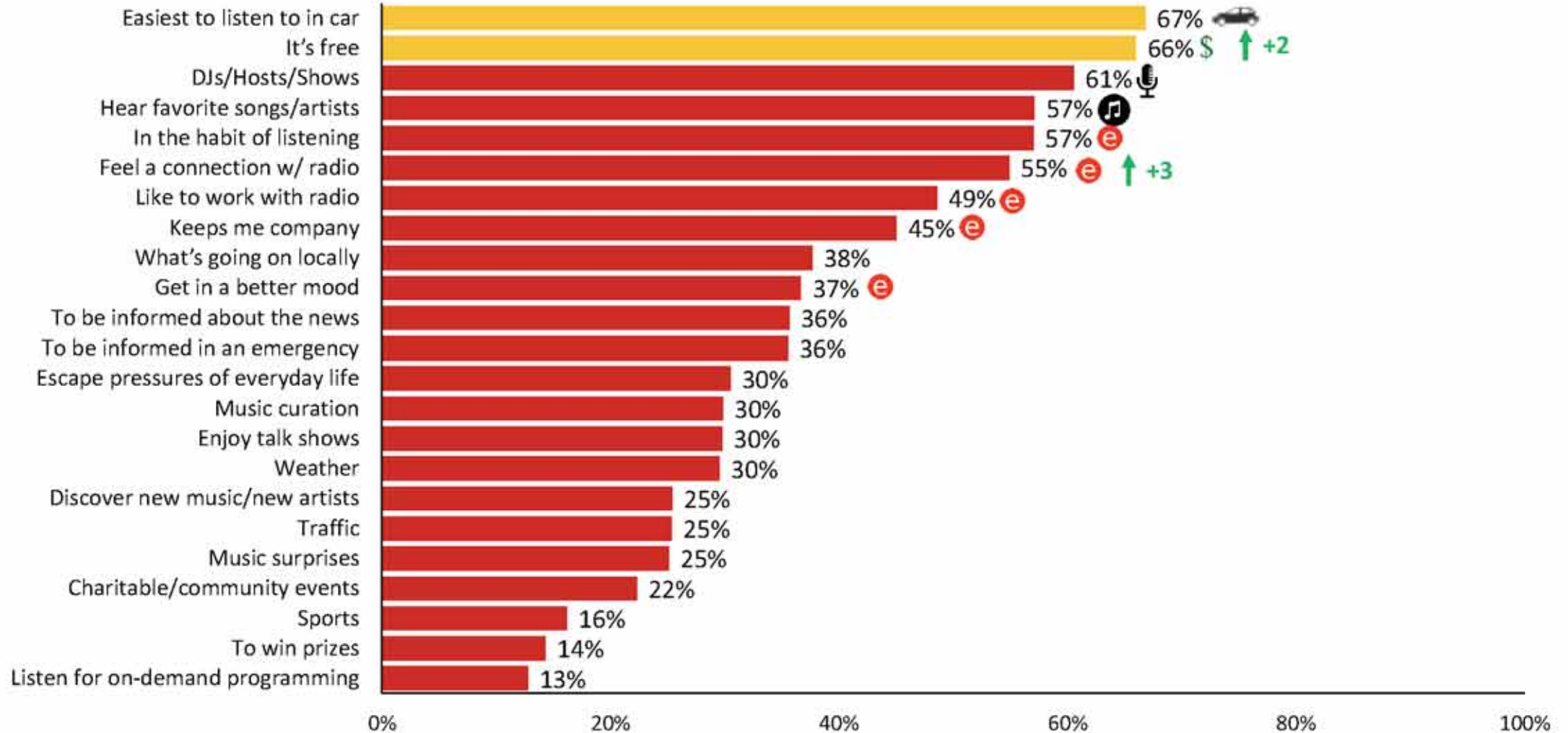


Audio Sources Currently Ever Used in Car

Base: U.S. 18+ Who Has Driven/Ridden In Car Last Month; 85%
% CURRENTLY USE AUDIO SOURCE IN PRIMARY CAR



Why AM/FM Radio? Two-Thirds Say It's Easiest To Listen To In the Car and It's FREE



Among those who listen to AM/FM radio, % who say this is a main reason they listen

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