

Prospecting Tips

Working To Get A Meeting With Today's SMB's

What
business
owners want
most from
their
marketing
experts:

Return on investment

Reporting

Transparency

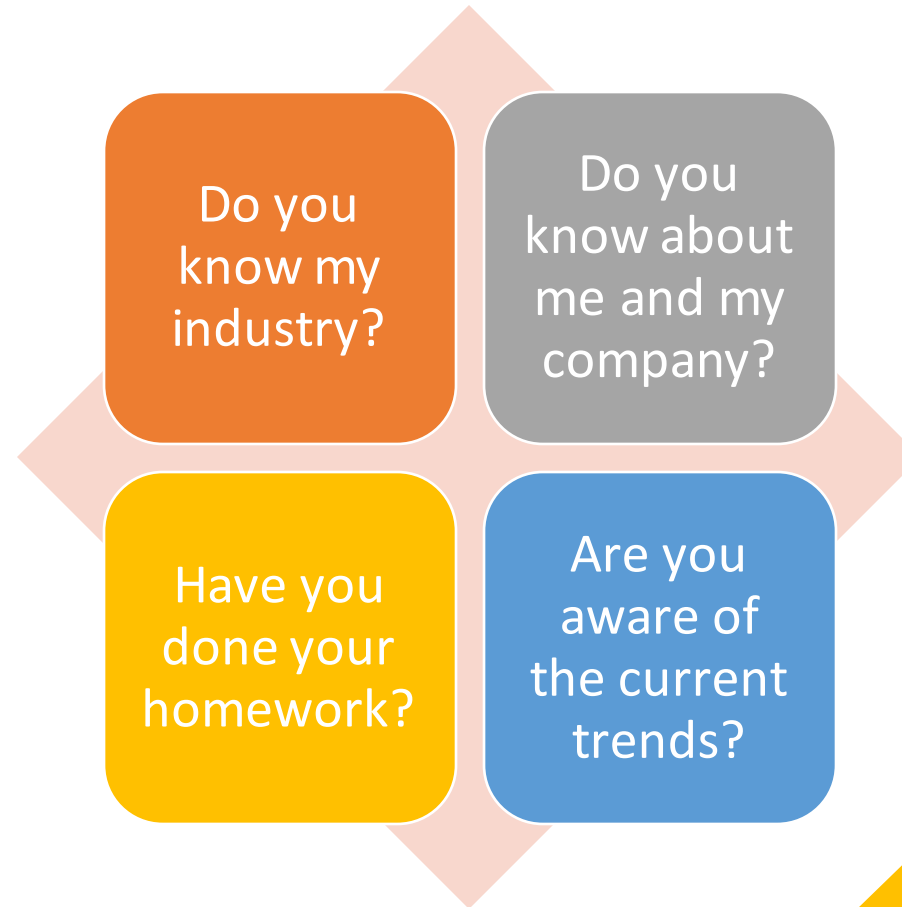
Flexibility

Proof that it's working

Responsiveness

A large yellow triangle is located in the bottom right corner of the slide, pointing towards the top right. It is partially overlaid by a grey rectangular area that contains the list of business owners' wants.

What
Business
owners are
looking for
in a media
strategist:



"If you were to buy a new type of media, what would have the greatest influence on what you chose?"

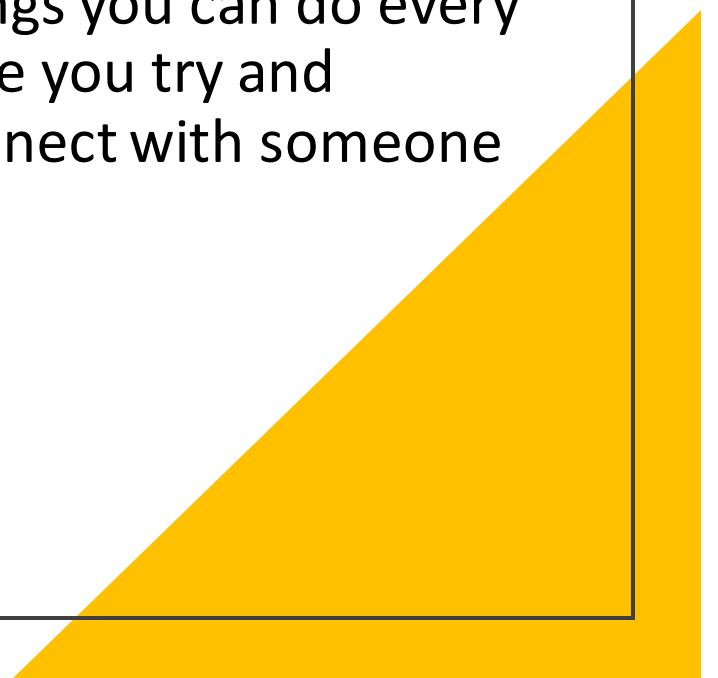
| | Radio Advertisers | All Other Advertisers |
|---|-------------------|-----------------------|
| Proof of delivery/trackable campaign metrics | 39% | 30% |
| Targeting capabilities to reach my core demos | 31% | 34% |
| A great deal/discount/trial period | 11% | 12% |
| Testimonials/case studies of other businesses like mine | 7% | 10% |
| The reputation of the company I'd buy from | 5% | 8% |
| The individual (sales rep/marketing expert) providing the service | 7% | 6% |



SOURCE: Borrell's Local Advertiser Survey, Sept-Nov. 2023; n=571 radio buyers and 1,295 non-buyers of radio.
Image by master1305 on Freepik

There is no one way to prospect

But there are basic
things you can do every
time you try and
connect with someone





Start With The Basics



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.

Gotta Do The Research...

Check out the company website
Look at ALL the social media profiles
Look up publicly available information
Look for recent news, blog posts, press releases



Look the company up

Look up the principals in the company




Check to see if you have
common connections

Check their posts, their interests,
their background



Don't Be This Guy



Be More Like This Guy




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VP, Client Engagement & Partner Development <> Experience + Content + Transformation + Innovation
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Highlights



David recently posted on LinkedIn
Leads who have posted are more engaged on LinkedIn
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Improve outreach with personalized insights
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1-month free trial. We'll send you a reminder 7 days before your trial ends.

Industry Insights



<https://www.hiri.org/> Home Improvement Research Institute

<https://www.landscapeprofessionals.org/> National Association of Landscape Professionals

<https://www.nada.org/> National Automobile Dealers Association

<https://restaurant.org/> National Restaurant Association

<https://www.financialplanningassociation.org/> National Financial Planners

Familiarize yourself with their industry trends, challenges and competitors. This knowledge will help you speak their language

Create an alert

1. Go to Google Alerts.
2. In the box at the top, enter a topic you want to follow.
3. To change your settings, click Show options. You can change: How often you get notifications. The types of sites you'll see. Your language. ...
4. Click Create Alert. You'll get emails whenever we find matching search results.

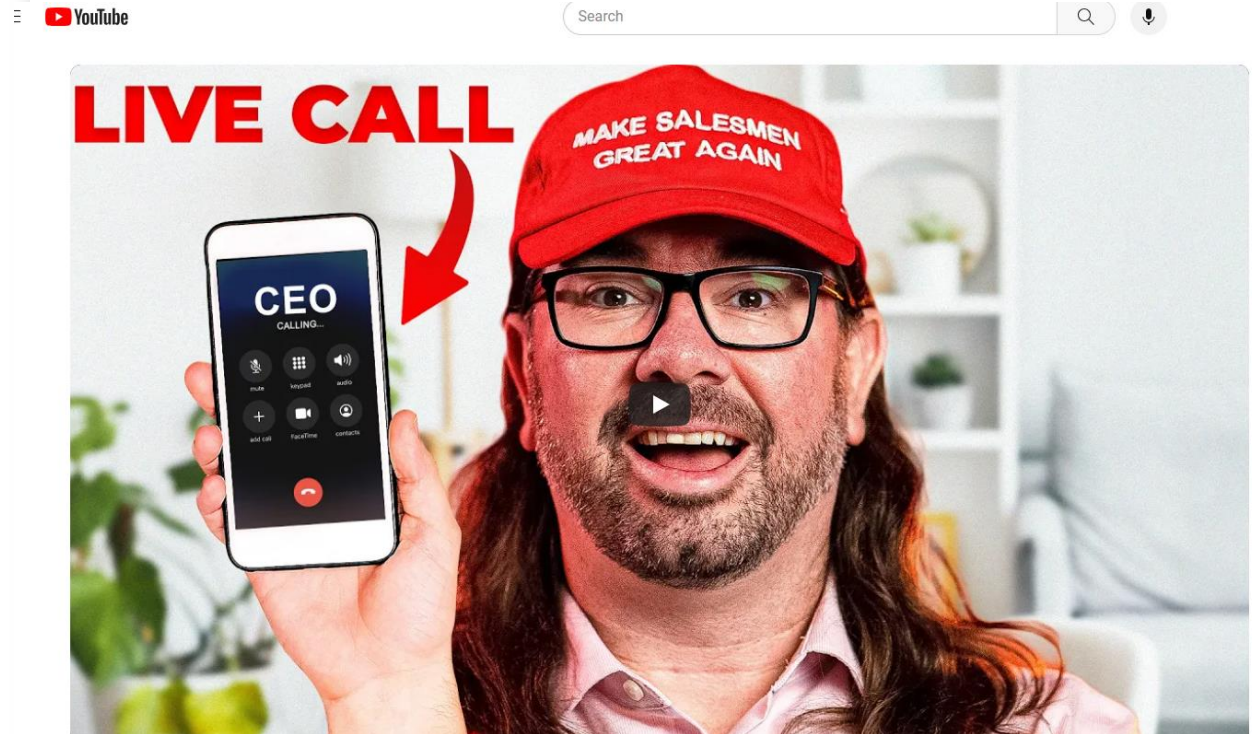
<https://www.softwareadvice.com/resources/how-to-set-up-google-alerts/>

Some I have –

- Digital Advertising
- Digital Marketing
- Programmatic Advertising
- OTT
- Salem Media



6 Steps That Will Help Get You Meetings



https://www.youtube.com/watch?v=S8yFUyD_JXU



Cold Call Sample Script #1

“I’d like to speak to the decision maker”

“Whose calling”

Jon

“What do you want”

“Well I noticed your losing business to your competitors (name them) because you’re not continuing a conversation with them after they leave your website”. I can fix that easily and inexpensively”

“Wait...what”

“That’s why I want to speak to the decision maker because I think if he or she knows that they are losing money they would want to know that.”



Cold Call Sample Script #2

“I’d like to speak to the decision maker”

“Whose calling”


Jon

“What do you want”

“Well, I noticed that so and so who I see as one of your competitors has 5x the number of Google reviews than you do. I’m sure you’re like most of us who read reviews to determine if they want to spend money with a business. Right now, you’re losing money to so and so and that’s easy to fix.

“that’s why I would like to speak to the decision maker”

Make The Right Statements!

- “
 - “Would you be interested in some additional insight into what your competition is doing/spending and how you can stay competitive in the marketplace?”
 - “People are searching for your product...”
 - “I can show you how to capture more market share.”
 - “We know when, where, and how consumers are looking for your product/service...”
 - “Our products provide the solution for each phase of the process.”
- 
- A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right. It serves as a decorative element.

Step 1: Think **quality**, not quantity!

- Will your recommendations work?
- Is it something the client needs or just something you're trying to sell?
- Do you know that it will drive results that you can measure?
- Can you rationalize the reasons behind your suggestions?

1. What does your customer care about?



Become A Website Evaluator



- Can you, without clicking to other pages, immediately tell what they have to offer/what services they provide
- Do they have an easy way to contact them at the top of the page?
 - Is the phone number clickable?
 - Do they have a contact form?
 - Do they have a live chat feature?
- Is the site easily navigable? (a good site requires no more than a couple of clicks for a user to locate what they are looking for)
- Analytics/GTM Pixel Debugger -
<https://chromewebstore.google.com/detail/analyticsgtmpixel-debugger/canpneabbfipaelecfibpmmjbdkiaolf>
 - Can you tell if they have GA4 and GTM installed?
 - Can you see if they have Facebook retargeting or display retargeting pixels?
<https://chromewebstore.google.com/detail/meta-pixel-helper/fdgfkebogiimcoedliclajpkdmockpc>

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Analytics/GTM Pixel Debugger -

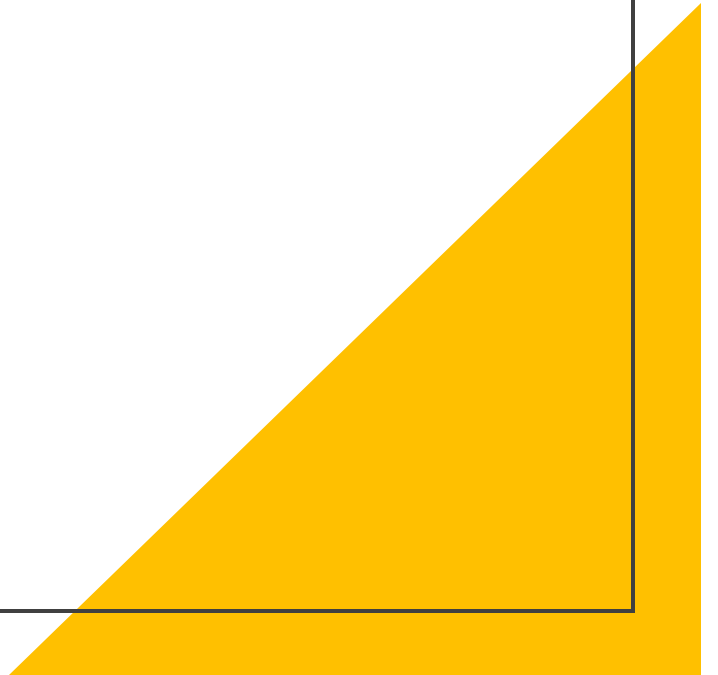
<https://chromewebstore.google.com/detail/analyticsgtmpixel-debugger/canpneabbfipaelecfibpmmjbdkiaolf>

Can you tell if they have GA4 and GTM installed?

Can you see if they have Facebook retargeting or display retargeting pixels? <https://chromewebstore.google.com/detail/meta-pixel-helper/fdgifkebogiiimcoedlicjlajpkdmockpc>



Web Site Example



Google Search Tips

Do your own organic search –

Perform 2-3 Google searches by relevant keywords for that industry and 1 search by company name. If they are not in position #1, we can help them get to the top!

- **Google them:**
 - Where do they rank?
 - Where does their competition rank?
 - Who pops up in the **paid search** section ?
 - Who pops up in the **organic section**?
 - Do the same exercise on your phone and your computer to see if there are differences
 - Is The Google Business Profile claimed?

Facebook & Social Media Tips

Search the company on Facebook and ask the following questions:

1. Do they have a page?
2. Do they post regularly? At least twice per week?
3. What is their engagement like on their posts?

– **Look at their social media :**

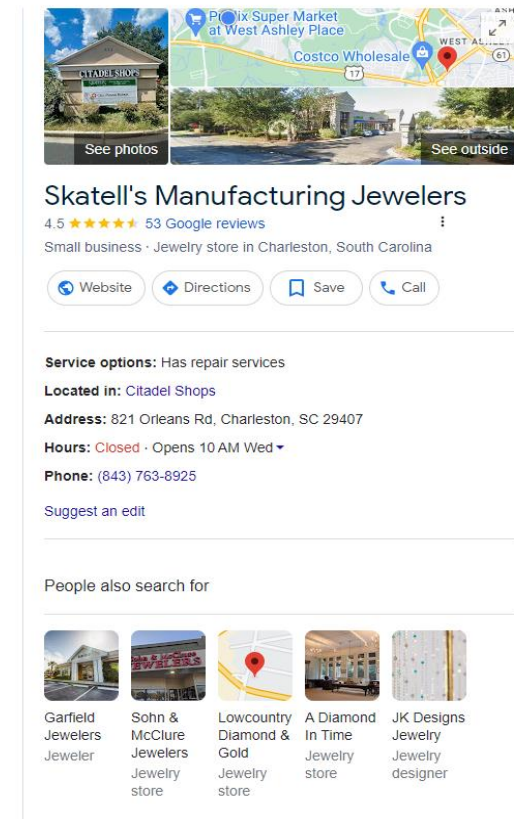
- Does their social media list their website, phone number, contact info, etc?
- Are they actively posting to their pages?
- How much engagement are they getting on their posts?
- What is the content of their posts (pushing sales? Encouraging engagement? Educational? etc.)
- Look at whether they are currently running ads (*Facebook discloses whether they are doing this if they are being run from their business page*)

How often do they post? Are they using their FB as a consistent reminder to their followers of their specials or anything that is relevant to their followers?

Online Reviews & Listings Tips

- **Look at their reviews** (particularly on Google my business, but this applies to other review sites + Facebook as well):
 - How many reviews do they have?
 - Are they good/bad?
 - Have they responded to their reviews both good/bad?
 - How recent are the reviews?
 - Bonus: do these things for their competitors as well
- **Look at their listings:**
 - Is their address correct?
 - Is their phone number correct?
 - Do they have any photos?
 - Do they have their hours of operation listed?

Google Business Profile is a critical part of a businesses listing. If theirs is not complete with these items (along with the amount and quality of the reviews, this is a great VBR conversation.



Industry Tools (cost money)

RAB – www.rab.com – the best resource for radio sales.

ZoomInfo – www.zoominfo.com – Data on contacts and other info on individuals and companies.

Ad Mall - www.admall.com – local market intelligence providing buyer personas and business insights

Vendasta – www.Vendasta.com – delivers digital solutions and provides customer audits to see their marketing needs

Borrell & Associates – www.borrellassociates.com – provides market insights through Compass reports on business categories.