

### BE PRESENT:

Enjoy the sales process - enjoy the ride and the journey where it takes you. Learn something from every sales process

### LONG TERM:

Ensure ongoing contracts, like annual radio plans, have a review date. Increase prices gradually in line with your own service providers - maintain your bottom line.

### PRIORITY:

Focus on putting your clients first and the sales will come

### BIGGER, BETTER, LONGER:

Focus on winning bigger accounts and then keep them by consistent contact.

### WHO YOU KNOW:

Get repeat business and always get referrals - get more business from fewer clients - have rich relationships

### DRIVE TIME:

Use driving time wisely. You spend more time in your car than the average person. Spend this time wisely by listening to your stations or your competitors rather than CD's.

### SAME THING EVERYTIME:

Have a sales process and follow the sales process to achieve systematic consistency

### WHAT DO YOU LOOK LIKE?

Carry professional paperwork - make sure that the branding and message is consistent throughout

### LEARN:

Learn scripts and guidelines - you don't have to follow that but it will help you achieve consistency in your sales performance

### BE KNOWLEDGABLE:

Keep abreast of the latest news and technologies. Know your client's market - cut out articles and send article links to your clients

### BE SMART:

Keep in contact - Christmas cards, thank you cards - always keep your brand alive in your client's mind.

### DO YOU KNOW WHAT YOU'RE DOING:

Know your numbers - keep a record of calls to appointments, appointments to quote and quote to margin (sale). If your ratio is 4 appointments to a sale then you can cope with 3 successive rejections easier as statistically your next meeting will be a sale. (The productivity system in ARIA Connect will do this for you: Take a look at [www.aria-radio.com](http://www.aria-radio.com)).

### FIRST THINGS FIRST:

Let your client speak - don't tell. Let your client identify and articulate the problem before you start to prescribe the solution.

### LISTEN, EMPATHY, AND CHANNEL:

Listen effectively - see if they are using 'see', 'feel' or 'hear' phrases and correspond with their language.

### FIRST IMPRESSIONS:

Make sure that your premises and car are clean and tidy - first impressions count and good buyers will check the state of your car as you pull into their car park.