

### DRINK YOUR OWN KOOL-AID:

Don't propose any radio station you won't listen to yourself. I don't know how many times I've walked into a radio station and not be able to hear at least one of their frequencies boom through the building? And how times have I been inside a radio sales manager's car and he's listening to a CD, maybe the competition, but worse he's listening to Satellite Radio and expecting people to buy.

I attended a press conference once the focus being a station which had been broadcasting the same format for over 40 years. The GM of the station was asked by a journalist if the station would be using TV to tell the market about the change – his response? "No advertising doesn't work!"

He doesn't work in commercial radio any more.

### DON'T BECOME A WALKING

**MEDIA KIT:** Don't become a walking brochure; sell through effective questions to understand your client needs.

### ACCEPT WHO YOU ARE:

Ask yourself what it takes to be an effective sales person you can possibly be; Mr Marketing Solutions Provider.

### BE DILIGENT:

After every sales meeting send a personalized diagnosis and a proposed answer via the use of radio.

### ASK QUESTIONS:

Always be asking - never leave a meeting without asking for an order.

### GET REAL:

Always maintain solid eye contact.

### ASK IF YOU DID A GREAT JOB:

Ask for referrals and testimonials in the letter accompanying every invoice.

### BE PROFESSIONAL:

At the end of every appointment put a date in your diary with your client for the next appointment even if it's for a service call.

### BE SMART:

Avoid talking price too early - sell first, detail the value your radio station or group offers.

### BELIEVE:

Be confident - be convinced and proud that your station does and will add value to a prospect's business.

### THE TRUTH IS GOOD ENOUGH:

Be realistic and honest about what your station will achieve – the truth pushes everything down before it.

### BE YOURSELF:

Be yourself, be yourself, be yourself, be yourself!

### ALWAYS BE LOOKING:

Buying cycles are generally 40% longer in tough economic times - make sure that you have enough in the 'funnel' to counteract this. Everything is about prospecting and productivity.

### DO WHAT YOU SAY YOU'LL DO:

Call after completing every piece of business to check satisfaction and to gain more referrals.

### DON'T BE DESPERATE:

Don't be desperate - be there to help. People can smell desperation a mile away. Even if you practice hiding it – people will say "no" to you and sometimes not even know why.

### DON'T CHASE THE WIND:

Don't chase every opportunity - thoroughly qualify everyone before your appointment. You never know you may even cancel the appointment – time is money.