

### GET SERIOUS:

Map out your customer experience and have feedback points along the entire path of your service delivery.

### LOOK AT YOUR PRODUCTION EVERYDAY:

Monitor your sales pipeline and cash flow daily. ([www.aria-radio.com](http://www.aria-radio.com))

### PRICE IS NOT A BUSINESS MODEL:

Never, ever make price your Unique Selling Point.

### ARE YOU TRULY INTERESTED?

Never launch straight into your sales pitch at an appointment - build rapport and be interested in them, their business and what they are looking to achieve through advertising with your station.

### DID YOU DROP YOUR PANTS TODAY?

Never negotiate too early and never negotiate on price - always try to persuade to reach agreement without varying your rate. Add value - don't cheapen yourself.

### LEARN TO CONQUER FEAR

Often when we are challenged with a fearful situation we will procrastinate over taking action and even worse, sometimes we will talk ourselves out of moving forward through the opportunity completely.

Occasionally we will even justify our inability to deal with the truth set before us, by internally arguing that this person, place or, thing just isn't worth it in the first instance - learn to conquer your fear.

### NEVER:

Never promise anything that you might not be able to deliver.

### THE TRUTH SWEEPS ALL BEFORE IT:

Offer 100% transparency.

### LEARN TO RECOGNIZE WHEN PEOPLE ARE READY TO BUY:

A customer might indicate they're ready by asking questions about the product or the buying process: "How long would it take to get the ad to air?" "Is the production of my ad free?" or "Can my kids be in the ad?" Other good signs include complaints about your radio competitors.

### AND WHY NOT?

Offer 24/7 contact to your clients.

### VALUE:

Offer incentives and freebies that add value to your client's advertising.

### BE NICE:

People buy from people that they'd like to buy from over price.

### PERSEVERANCE:

Persevere - always keep going but more importantly make every call as fresh as your first.

### SUGGEST SPECIFIC TERMS:

Rather than asking whether your prospect wants to buy, suggest a specific buying scenario and then ask if your customer agrees to it. For example, "We can get you to air on Tuesday for \$10,000. Do you want us to do that?" addresses three separate questions: the number of ads and frequency, the full price of the campaign, and the specific time the ads will go to air.