



## **WANTING TO SELL IS ALL THAT MATTERS!**

There is an old adage that says, “plan your work, work your plan ...fail to plan, plan to fail.” **This should be the #1 rule of sales.** If you are not able to manage yourself, how can you manage the benefits you have to offer your clients? Organization is not just the starting point, but mandatory for success. *Seattle or Secaucus*, where would an airline be with pilots that did not plan their routes?

**Analyze your daily routine:** Be honest and **HARD** on yourself, you know that *time expands to fill the time available*. Meeting colleagues at 5:30 will NEVER bring DOLLAR\$ to the bottom line. Fine-tuning tomorrow's presentations will! Fun, or DOLLAR\$ ...what works for you? Have you ever felt:

- I can get everything together in a couple minutes for the meeting tomorrow morning...
- I have twenty minutes after my meeting to pitch station [A] to prepare for station [B]...
- I will just change the name and use the station [A] presentation for station [B] ...
- The meeting is still two days away I have plenty of time...
- **I can always talk my way through a meeting...**
- I will explain that the format benefit is the same as...
- I can use station [B] to leverage station [A] at full rate...
- I can always bonus station [B] at no cost to close station [A]...
- I simply need to close station [A]; whatever I get from station [B] is found money...
- I cannot meet the cost-per-point, but I need the meeting to fill my schedule quota...
- This client is not likely to buy anyway...

***YES to any of the above is a sure fire path to falling short of objectives!***

**Today's clusters demand more than part-time attention or simply responding with boilerplate sales packages:** Reliable weekly revenue forecasting is absolute. Of course, *boilerplate* will always be an integral part of our business, however, the key is not to let the client in on the secret. Revenue expands with time management where **AE time** is dedicated to coupling client needs with station availability, not just fit the client into the newest package. Simply, if it does not fit -- there is no client benefit -- no matter how hard you try to justify the package! Show that it RING\$ the client's cash register, or step back and start over BEFORE your face-to-face meeting. We are not selling just “spots” but the client's ability to count the cash register at the end of the day.

**Distractions are easier -- and more fun -- than focusing on DOLLAR\$ time:** You must distinguish the difference between the “important” and the “urgent.” The important is the top 20% of your client base where 80% of the billing is generated. The urgent redirects valuable time to lesser opportunities. Focusing on the “important” will result in achieving goals. The “urgent” will steal time and DOLLAR\$ from the objective. **The AE PLAN:**

- Focus 50% of your energy on the top 20% of your billing
- Focus 30% on “seeding” new dollar\$ from the remaining 80% of your clients
- Focus 20% on new prospects

**A plan is the guideline, the schedule is the timeline:** If you are not able to present your schedule to your sales manager in advance you are not a “closer,” but merely a package presenter. **The Sales Manager TIMELINE:**

- Thursday – Define the following Monday to Friday client presentations detailing dollar\$ presented vs. closing probabilities. Also submit projections showing specific client projected dollar\$ and closing projections for the following four weeks.

- 7:30 AM, Monday through Friday – 5-minute meeting detailing the day’s meeting expectations.
- 4:30 PM, Monday through Friday – 5-minute meeting to review the day’s meeting results.

**14 Days to enhance billing:** If you do not know your schedule two weeks in advance, how can you possibly have time to convert a boilerplate concept into a “personal” presentation? Calling in the morning for an afternoon, or next day meeting, will fill your appointment quota, but not your sales goals. This allows the “urgent” to steal valuable time from the “important.”

**Mail dropping are dropped opportunities:** If you ever hope to separate yourself from the cluttered and crowded pool of AE’s from competitive clusters ...NEVER ...NEVER merely drop a presentation in the mail, or eMAIL, with a note that you will follow-up with a telephone call. If all you do is bury the client in paper they will see you as a “presentation pusher.” If you do not have a client face-to-face relationship you can easily fill your weekly contact quota, but not booked sales! Get the eye-to-eye meeting to present, sell, close, and build your personal relationship.

**What IF:** Many direct clients do not work the standard 9-to-5 routine. Are you willing to make an 8:00 PM sales call to close \$8-Grand? The successful Account Executive is not a weekday 7:30 AM to 5:30 PM responsibility, but Action and Energy to get the job done ...no matter when, where, or how!

**Office vs. Starbucks Coffee Time:** Between 9:00 AM and 4:00 PM if you are in the office, or your favorite “*hiding*” spot (Starbucks) ...you are not developing revenue. You might be able to hide from yourself, but sooner than you think, your stealth tactics will bury you!

**Wanting to sell is all that matters:** If this were true everyone would be Donald Trump. Sadly, simple desire does not deliver dollar\$. Hard work – beyond expectation – is bottom line. Are you willing to accept that:

**Responsibility and accountability should never be separated. CLOSING IS PLANNING!**

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**Success Comes From...**  
**The Courage to Create**  
**The Confidence to Commit**  
**The Cooperation to Complete**  
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