



In our ongoing **Marketing ActionPLAN** series we focus on the AE personal positioning by isolating the AE's intrinsic "self evaluation" ability of "**A**ttitude" and "**E**nergy" from prospecting to closing in "TEAM" environment, where the "**M-E**" is a vital part of **TEAM!** So ask yourself ...

- [yes] [need work] Do you make a positive professional appearance, or will you be remembered as a Remember Earl rep?
- [yes] [need work] Is eye contact important to you, or does your eyes drift around the room?
- [yes] [need work] Listening skills ...do you hear the client's needs, or are you merely waiting to present your package
- [yes] [need work] Are you focused enough on the client to understand their "key" needs?
- [yes] [need work] Have you learned how to eliminate distractions and keep the focus on your presentation.
- [yes] [need work] Can you see through the one-on-one meeting pressure to see the "buying" signals?
- [yes] [need work] Are you confident enough to overcome "price" objections
- [yes] [need work] Do you know the client and your cluster product well enough to be "quick on your feet" and offer a recognizable reply within :10-seconds
- [yes] [need work] Are you dynamically "persuasive" in one-on-one presentations?
- [yes] [need work] Are you able to use your full voice range as a "selling" asset; such as enthusiasm , pacing, and inflection.
- [yes] [need work] Are you an "idea" salesperson, or comfortable to merely trying to copy others success?
- [yes] [need work] If you do not write the copy can you recognize scripts that sell for the client, not just fill an avail.
- [yes] [need work] Can you "hear" a spec spot that "rings" the cash register for the client?
- [yes] [need work] Are you quick at evaluating promotional ideas, positioning statement etc
- [yes] [need work] Do you listen to the client close enough to address the advertiser's concerns ...especially early in the presentation/
- [yes] [need work] Do you pay close attention early in the call to set the mood, or are you focused only on your "spot" pitch?
- [yes] [need work] Do you offer "achievable" ideas to "ring" the client's cash register?
- [yes] [need work] Are you able to "read" the advertisers body language, or are you focused only on your "package."
- [yes] [need work] Are you able to convince the advertiser to see proposal benefits through your eyes.
- [yes] [need work] Are you able to make the advertiser feel good about the decision to buy
- [yes] [need work] Can you easily adjust to client interruptions during presentation and focus on the benefit you are offering?
- [yes] [need work] During a one-on-one sales call are you able to quickly recognize what is important to the client.
- [yes] [need work] Are you confident in you ability to convince the advertiser of the "need" to advertise on Radio!
- [yes] [need work] Does your "artistic" eye see potential "flaws" in supportive collateral material
- [yes] [need work] Are you able to see the "close" signs though the sales pitch questions?



[yes] [need work] Do you understand your "cluster" benefits well enough deliver a MUST include in a marketing plan presentation.

[yes] [need work] Do you approach clients with the assumption that you only have to make the pitch to get the money\$? If so ...RETHINK EVERYTHING!



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