



The decision makers, agency or direct, only care about one thing ... the **PRICE IS RIGHT**. They cannot wait to use those FIVE horrendous words, “**your price is too high**.” They take pride in being able to control the offering and reduce the seller (you) to a defenseless, quivering body of Jell-O. Right on cue, the AE telegraphs their: **Fear factor** ...not lying in a coffin filled with snakes, but the challenge that they are not prepared to answer. Enter the 3Ps, Planning, Perseverance, then Price.

PLANNING

When you hear, “...your price is too high,” the real selling begins. To this point, you have only been presenting with your fingers crossed. Even if you knocked their socks off, guess what, you will still hear those five words. Your presentation is being judged against what they know they will accept. They are ready for ...**LETS MAKE A DEAL** ...at their price.



Ok, what if the numbers are a bit out of range. If you cannot justify the price before you walk out of your office, reevaluate it. The last thing you want to do should be the first thing you can modify. Closing DOLLAR\$ must be justifiable, not just the numbers you hope to achieve. If you go in the client door with a bogus, smoke-and-mirrors offering, you will lose that days opportunity, and hurt tomorrows. You must have the confidence that comes from being dependably on target!

PERSEVERANCE

Do not be afraid to keep knocking on the door until you get the deal! The client will likely respect your effort on their behalf; yet will quickly weary of merely putting a new face on the same offering. Make it new, fresh, full of sizzle, even if some of the elements are the same. Boilerplate packages are quickly scene for what they are. Be prepared to foresee obstacles, and more importantly, how your reply will benefit the advertisers specific need.

I am sure you have heard this hundreds of times, yet often continue to break the first rule of partnership building; never “read” from the presentation collateral. Sell what is on the page by answering the obvious questions before they can be raised. This may be your 17th different advertiser, but it is the first for that client. Give them your “BEST,” not a bored, half-hearted offering. Make it fresh every time.

Never fall into the trap of comparing price, you vs. your competitor. This does not mean the client prefers them, but looking for how low you will go. When this occurs, offer “new” benefits not previously presented, but never just repeat what they have already heard. Truth is, the price difference may not be an obstacle, but the advertiser is looking for assurance that the campaign will be beneficial. Confirming their concern from a new perspective will aid you in moving forward; merely readdressing the offering will keep the focus on price.

Don't be naive to expect a close the first or second meeting. The first is to explore needs, the second to offer opportunity against those needs. This is where the “sellers / closers” begin to shine, even if it takes three or four meetings.

The best way to answer tomorrows “value” questioning is exceptional service everyday.

PRICE

The only way to satisfy “price” is to low-ball the inventory, right? NO! Selling below value only limits higher priced business within the daypart. Achieving sellout because of under-valued spots is a budget killer. When reevaluating price, don't simply toss in free spots within another daypart. This telegraphs that you recognize the added daypart as worthless. However, PRICE IS JUST A NUMBER. Arriving at an acceptable agreement is often defined by how the challenge is approached.

If the client is really pushing, it does not mean that they will turn you down if you do not lower the price; it often means that they enjoy bargaining. This is where your “negotiating” begins by demonstrating how the offering is on target.

If needed, show how moving a couple spots within the package to a different daypart will answer their need and deliver all the benefits ...or even improve the value.

Sprinkling in a couple short-term sponsorship positions can be attractive, especially when you take the high road explaining the extended value. However, you must be aware of the seven-day sponsorships available and never use the high value units, but the units that are often not sold. An added benefit is that you sound more successful on the air to other clients and agencies, while showcasing ownership opportunities.

The NEVERS

- Offer fixed positions.
- Promise a long-term sponsorship.
- Give a “Live” read as a cave-in point.
- Promise a better deal on something else.
- Undersell a sister station.
- Post spots against target promised.
- Add spots in the daypart offered, doing so confirms that your offering was over priced.

When all else fails, use the, “...let me run it past my manager.” You have now shifted the accountability to the GSM. This empowers you to get beyond the obstacle and sustain a cooperative relationship for the future. However, to often the AE uses this option much too early in the process. This is an absolute last resort, and NEVER conducted over the telephone from the advertisers office.

DEAL OR NO DEAL

If the advertiser is unrelenting and unreasonably low, make sure you do not have round heels by bending over-backwards too far. At some point, you must recognize that a close is not going happen where the advertiser, station, and you benefit. Walking away gives you time to approach other, more likely clients. Departing with style sets the groundwork for your next offering.



THOUGHT FOR THE DAY

If you are only able to match your competitors price, they have more control of your earning power than you do!

COMING: Price: Predictable, Pitiful, or Perfect?

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GLASS MEDIA



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