

Have you been in a situation where a vendor made a great one-on-one presentation only to destroy your impression with a “leave behind” that looked like he/she was not interested enough to spend more than a couple minutes throwing it together for YOU.



**Like a good puzzle** -- if not high tech -- your sales kit needs to be at least “good” tech.

The sales kit is your opportunity to be in front of your client longer than a personal visit. It must be well orchestrated, visibly professional, and well written to compel a reason to keep it -- hopefully nearby -- or forward to the hands of the right people. Too often the AE is so intent on the money page that they lose sight of the total sales benefit that does not end when they walk out of the clients door.

Yes, you can rely on template inserts, but they must be high quality; you are not selling the carnival-bearded lady. Ok, maybe that sounds like a few radio stations, just do not be one of them.

Look at the presentations you have prepared for tomorrow. *I am hoping you do not plan to just throw something together from the one-sheet rack as you go out the door.*

- Does it make your station/cluster look like a “Fist Cabin” opportunity, or look like a primate tossed it together?
- Are you proud that it will create a good personal statement about you?
- Is it over written and contain unnecessary language that creates nearly full pages that are cumbersome to read.

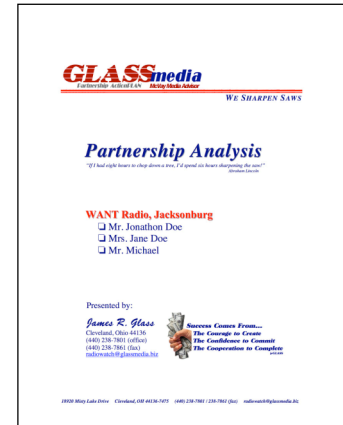
The answers to these questions are easy; 1) Make it look first class or do not leave it, 2) If you honestly admit that it is embarrassing, do not leave it, 3) If it is over written, do not leave it.

Yes, as an AE, the look and feel of the sales kit is generally dictated by the company, so what can you do? Control the things you can:

- Use identical letterhead for every page.
- Keep the number of pages to a minimum by getting to the point and “saying it simple.”
- Keep writing to short one or two line sentences, or better yet use quick bullet points.
- Avoid confusing industry words for client direct presentations. If intended for agencies be judicious in not over using industry buzz words.
- Never simply go to the copy machine to insert faded poor quality pages. If it is important digitize the material and print it on matching letterhead.
- Always leave the professional “glossy” package with the client, even if you need to make a special stop.
- Avoid using eMAIL unless it looks as good as the hard copy. PDF files are good for this.
- **NEVER** fax a presentation.
- Make sure you maximize “white” space between sentences, bullet points, the top, bottom and left and right margins. It must “look” quick and comfortable to read.
- Do not over produce pages with unnecessary clip art, or photos, unless it supports or advances the message.
- Stay with one font throughout the presentation. You can enhance points using BOLD, italic, or underlines.
- Use one color and font size throughout each page. For additional highlights increase font size by only a couple sizes. Huge font for emphasis can actually distract the reader from other important points.
- Top, bottom, left and right margins should match on each page, with the lone exception of the cover page.

**What should be in the sales kit? This is the easy part:**

- The first page should include an enlarged logo and indicate that the presentation was prepared specifically for the client. Conclude with your name, phone number, and email address, and possibly a slogan. This page should be clear of other cluttering text and artistically presented on the page. This is the one page where it is suggested the use of larger font sizes.
- Include a station profile of format and “stand out” programs or personality photos. Keep each short with plenty of white space.
- Add Positive press articles.
- A very simple listener profile is recommended. Excel graphs work nicely.
- Quickly explain how radio advertising can aid in the clients marketing plan. A little extra effort here with data regarding the client’s business can be helpful. If a print user, explain how the two mediums enhance each other.
- Use client testimonials if with the same or related business.
- Include a coverage map only if it does not over, understate signal strength, or can place you in a position of explaining why a specific area is not covered.
- Do not include written material that is critical of competition or other media.
- If you do not have a company provided Sales Kit cover, Office Depot, OfficeMAX, and Staples offer a vast selection of presentation covers; some even include a slot for your business card.
- NEVER include the MONEY\$ page until you personally hand it to the client at the conclusion of your one-on-one meeting.



One other observation, make the client comfortable by telegraphing that your priority is to ring his cash register, and realistically only presenting for a portion of the budget to demonstrate your power. This is the first step to building trust, and revenue.

A professional sales kit is a tremendous aid in getting the pieces of your business plan to fit together!



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