



**THE DAYS OF "FILLER-UP" HAS ALL MEDIA IN A TAILSPIN!**

Slump ...we are anxious  
Slowdown ...we are worried  
Decline ...we are alarmed  
Recession ...we are **TERRIFIED!**



**Sadly, the pump price has become the value concern of the US dollar.**

The growing evidence of a recession is impacting bottom-lines everywhere. You can either worry yourself into the ground, or decide to attack the problem, which is not the absence of dollars, but a "reduction."

**ONE AE'S RECESSION IS ANOTHER'S CASH COW. IT IS A MATTER OF MINDSET.**

Advertisers who have weathered recessions and grown their business have a keen sense of how to prosper in a recessive economy. The AE must identify the pro-active buyers from those who are scared to death because their presentation will be diametrically different. Once the talk about a recession is prevalent, people tend to see only the negative, as though there will never be an upside. If ever there was a time to be "proactive," a recession is it; demanding that you must do more planning, networking, and canvassing.

Sadly, many AE's devote limited attention to improving their sales skills. Poor technique is often hidden in a boom, or normal economy, but when the market goes south, so does the AE. A belt-tightening economy will expose a journeyman, pretender, and 9-to-5-order taker!

- When did you last read a sales article, attend a skills training session, or walk away from a weekly sales meeting with an attitude other than, "...what a waste of time!"

In a soft market, most AE's chase the easy close, which are usually the smaller accounts. It is crucial that the AE quickly identifies the time necessary for each close against the dollars collected.

As you approach every advertiser, accept that their objective is to sustain their advertising footprint while reducing expenses. The AE must quickly identify the advertiser who considers radio as an untraceable expense. This is caused by the AE who never made their advertising "tangible."

**TO BECOME AN "M-B-A" REQUIRES DEDICATION TO EACH ADVERTISER ...**

To succeed in a down economy, you must have a working knowledge of fundamental business principles, not just radio sales. Billing clients do not buy advertising ...they buy solutions. The offering must be about what the advertiser is selling, not what you are selling.



Since every advertiser is apprehensive about potential reduced dollar\$ from buying customers, the last thing they need to hear is a predictable radio "spot package" pitch! More than ever before, the advertiser is looking at diverse media campaigns for a solution. Radio must be showcased as more than a message delivery vehicle. AE's who become cross-media-savvy will command the most admiration; internet, TV, print, billboard, direct mail, etc. The days of one-sheets are gone, and so are the AE's that lived ...and died by them.

A confident mindset is required, not merely to open the door, but to help keep the door open. Never give up, visualize what success means to you, and then WORK for it. The "consultant sell" is once again alive and well.

The dominant AE will find a way to build more quality selling time into their day. 1) Focus on the key decision-makers by getting around the gatekeeper. 2) Email can be a tremendous asset when used affectively. Ten preview

concepts each Tuesday -- one easy to read page -- followed by a personal contact Thursday can be a good marketing outreach.

Don't be timid, always ask for referrals. Turn this into a benefit for the advertiser by offering a short schedule in return for a closed client.

Turn dormant accounts into opportunities. Your mindset should be that you will answer any objection that prompted them to stop buying.

Do not let emotions affect your financial future, since up and down markets are a fact-of-life. Stay focused on long-term objectives.

Tabulating daily/weekly sales contacts will expose AE work habits, but may mask the significant facts. Don't fall into the trap of assuming every sales contact is a "quality" opportunity. Phone calls are great for scheduling face-to-face dialogue, or follow-ups, but by themselves do not sell a dime. Watching you reinforce what the advertiser can see in print has been, and remains, the best closing technique.

A recession rains worry on everyone, those who own a business, as well as wage earners. The creative AE will master the ability to bring both groups together. Advertisers will continue to buy, just less. Therefore, more "personal touch" time with prospects is vital.

Never disagree with what the potential advertiser believes, but amicably listen, and be careful how you respond. Instead of saying, "...let me show you how you can still buy" -- which serves you by offering, say "...like you, we are focused on how to enhance your economic footprint in a fluctuating marketplace."

Since you and the advertiser agree to the condition of the buying and selling market, they will be more receptive to hearing your opportunities with an open mind. However, the AE must take the initiative. Waiting for the advertiser to contact you is self-defeating. Make your face-to-face offering so enticing that they are compelled to give you their precious time:

- SELL beyond radio formats and demonstrate your cluster as a complete media package, not just spots.
- Build advertising "campaigns" that guarantee exposure in more than one daypart, every-other week, for 90 days. Explain how "extended" imaging will keep their business in front of the customer.
- To answer print media, offer Internet couponing. Yes, this was radio's first failed attempt to use the Internet 5 years ago, but will be as beneficial if "you make it."

Advertisers will not stop using radio, but will give the lion's share of their budgets to the media that offers the most reassuring opportunity. The advertiser will be more selective, using past performers as a reference! This is where personal service, and one-on-one relationships, will open the door.

**Consider this: In a recessive economy, achieving last year's billing could take twice the effort this year!**

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