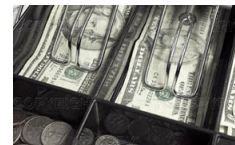


THE ADVERTISER UNDERSTANDS ONE THING:



You know when approaching each presentation that the prospect has total understanding of “their” business plan. Having the answer to the next two challenges will demonstrate how well you are prepared: 1) the prospect is not a previous radio user and may not understand the short, medium, or long term benefits of radio; 2) as a repeat radio user, the advertiser is focused on a previous experience, and how it related to “their” expectation. What if that experience was: ...**GOOD** ... **BAD** ...or, just plain **UGLY**.

Assuming the client understands radio advertising -- even if a “repeat” customer -- is CASH Killer Two. Shying away from discussing their former experience is CASH Killer Three. Accepting what you “**assume**” as fact is CASH Killer Four. The next declaration, by itself, is CASH Killer Five ...if you let it.

Inevitably, the word “**recession**” will enter the conversation as an excuse to reduce, or eliminate advertising. However, like assumption the word hungers for more facts. Challenge 3); is recession a state of mind, or a proclamation of reality for this specific advertiser? Are they worried about what they hear rather than what they experience. **It is important to listen closely as the client explains their anxiety**. They will give you the signals of how to respond; I.E., fewer customers, less dollars per customer, more of lookers and fewer buyers. Your objective is to move them from nervousness to confidence. Illustrate how to make **MONEY\$** while their competitors run in fear.



It is here where the “casper-milk-toast” AE is a CASH Killer One. Stammering, or lack of confidence, will slam and lock the door. Responding with comprehensive options will keep the door open. Your proposal deals in facts compared to the assumptions of the economists who apply “recession” globally; from automakers to toothbrush manufacturers. Identifying a recession is a political “safe harbor” that allows the economist to accept “hunches” as more accurate than data. This, in light of the probability that the think-tank economist often have never been in the trenches and “sold” anything in their lives, or, if they did, it was decades ago. This is especially true during any Presidential campaign.

Do not allow sort-term political bickering be CASH Killer Six. Start by being prepared to confidently address concern by explaining that radio ...

- Is an investment in a stable cashflow
- Lays the foundation for continuous businesss
- Builds store traffic
- Will attract new customers
- Encourages repeat customers
- Enhances shopper loyalty
- Grows the competitive position
- Delivers as stand alone, or with other media
- Keeps the business top-of-mind

CAUTION: selling the previous concepts will be lost in a heartbeat if you...

- Dodge the “why I should advertise” question
- Don’t tell me your goal is to help my business grow
- Don’t talk to me after a sale until you have something else to sell
- Wait for me to call when an error occurs
- Avoid fixing problems immediately

- Do not listen
- Never admit you were wrong
- Don't do what you promise
- Avoid quickly responding to my questions
- Waste my time
- Give me "words" not value
- Sound uninterested
- Present your opportunity in an unsure manner
- Take my order even if you know it will not work
- Don't make your proposal "personal"
- Don't bring me an aircheck/spec example
- Do not give success stories
- Tell me gossip about your competitors

Do not try to tell the advertiser there is no recession. If they are convinced, they will shut you out. However, the business secure in their ability to unearth DOLLAR\$ is the operator who advertises NOW to insure tomorrows ringing cash register. They do not mind that a dollar might be a bit tattered. They understand that not advertising is allowing the economist's apprehension dictate their cashflow. They want "partners" who make them comfortable, not just another Herb Tarlek selling jingles!



James R. Glass
GLASS MEDIA



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