



In **Part II** of **Road to Selling**, we look at "sellability" ...selling personality. This is not a test, but a SELF EVALUATION of "Attitude" and "Energy" to close DOLLAR\$ in "TEAM" environment, where the "ME" is a vital part of **TEAM**! So ask yourself:

- Do you listen to the client close enough to address the concerns, especially early in the presentation
- Do you pay close attention early in the call to set the mood, or are you focused only on your "spot" pitch?
- During a one-on-one sales call are you able to quickly recognize what is important to the client.
- Do you offer "achievable" ideas to "ring" the client's cash register?
- Are you able to "read" the advertiser body language, or are you focused only on your "package."
- Are you able to encourage the advertiser to see proposal benefits through your eyes?
- Are you able to make the advertiser feel good about the decision to buy
- Can you easily adjust to client interruptions during presentation and focus on the benefit you are offering to meet their need?
- Are you confident in your ability to encourage the advertiser of the "need" to advertise on Radio!
- Does your "artistic" eye see potential "flaws" in supportive collateral material
- Are you able to see the "close" signs through the sales pitch questions?
- Do you understand your "cluster" benefits well enough to include in your marketing plan presentation.



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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