

Sunny.FM 103.5



PACKERS RADIO NETWORK

WRUP
Real Classic Rock
98.3 Marquette

FOX SPORTS MARQUETTE
105.1

GOOD TIME OLDIES
am1400 **WQXO**
We Love Munising

WRUP
Real Classic Rock
92.7 Escanaba

2016 G.L.R. Sales Plan for marketing on our 11 signals and the dozen web sites;

When we do these 5, we usually close the deal, & keep it going for months/years.

#1. As sellers, we exhibit two qualities: Enthusiasm, and Grit (Smile-Ask-Learn-Grow-Provide solutions)

#2. On every call, we work through the 5 steps of the Science of Selling:

- a. We build rapport; personal & business
- b. We gather information;
find the need, ask questions, fill out the yellow sheet, fill out the green client folder
- c. We connect Benefits with Features, & set ourselves up to close the sale with our inside team;
We use the yellow sheet to create a 140 point DEMO
We work with creative making a 140 point DEMO,
We create a one pager that connects our benefits with clients needs. We then close it!
- d. Close; There usually are 3 sub-steps here; (We Ask a Trail Close – We SSIP – We Ask for the Order)
A **Trial close** & smoke out objections (**SSIP**- Don't like Station?Schedule?Idea?Price) **Close**
- e. We Measure Expectations;
We make sure we understand what they expect to happen, what station they listen too,
when they listen, & when they would like to hear the ad on the radio.

#3. We Manage our Activity:

We are Accountable through out the day, 1st four ourselves, & mgmt. as we work accounts...
We know contacting decision makers counts for a lot in G.L.R.'s sales system
7 out of 10 sales happen because I show up!
I log my client contacts via phone...It feeds back activity to management. We need that.
So as a team player, I check in, and log touches on my smart phone. EASY!

#4. Sell one serious promotion each month; a blitz, a \$2,600 one week flight, a 6 station remote pkg.

Sell a specific promo with an offer with deadline for urgency which tests our effectiveness,
It puts it on the line for the seller, the station, and the client
Done right, we all come out as believers, and your relationship turns into an annual contract

#5. We Create LEADS- So contracts turn in the annuals year after year, I'll be a New Media Player!

- a. Use the Tyie-Line app. getting that ultimate one liner promise recorded from business owner
- b. Use the Yellow Production sheet (send pic or fill-out online) get it to production for best ad
- c. Use a Tablet showing one sheeters and our dominance electronically
- d. At order, take 7 pictures of the business and submit the 7 pics with order
- e. I Blog; & I submit client blog post ideas from field to web team for client web postings
- g. Sell a \$700 Feeder Site to them, creating on-going tangible leads even at midnight.
A site or post is an easy non-threatening first call solution with clients opening doors with them inter-connecting their biz & updating their current promos online, and eventually on-air.