

Radio Sales

Everything Is About Sales

Few people realize that everything in life is about sales. When you were a kid and you wanted a cookie, you had to “sell” mom on giving you one. When you wanted a date in high school, you had to “sell” yourself to your potential date. When you got your first job, you had to “sell” yourself to your prospective employer. Yet many people consider “sales” a dirty word. Boy, are they wrong! A good sales person is worth their weight in gold and a good sales person has virtually unlimited earning potential in radio. As Jeffrey Gitomer says in “The Sales Bible”, “Somewhere between diapers and getting our business card printed, we forget how tenacious we need to be to make that sale.”

One of the chapters of “The Sales Bible” is entitled “You've been selling since you were a kid!” That chapter is reproduced below:

How many no's are you willing to take before you give up the sale? Remember when you were seven years old, in line with your mother at the supermarket, and asked, "Mom, can I have this candy bar?" That was a closing question if there ever was one.

"No," she replies. You, the master salesman, ignore the first no and respond, -Please, can I have the candy bar?" Morn is a hit put off by now; with her mind preoccupied with the grocery tab, she says, "I said NO!" No number two is now safely out of the way, and you respond, "Aw, come on, PLEASE!"

Now the momma prospect is emphatic. "Absolutely NO," she thunders no number three. (Sometimes she will actually spell it out: N-o.) No number three is now out of the way. Time to move in for the kill. Let's try to find out what the objection is here. "Why can't I have a candy bar, Mom?" This is a classic example of a direct question going straight at the real reason for the first three no's. How did you learn these sales skills so early in life?

"Because it'll spoil your dinner," she responds, true to form. Now is your big chance. Overcome this objection (the fourth put-off), and it's in the bag (the grocery bag, that is). "No it won't, Morn. I promise to eat it after dinner," you reply in your most sincere tone.

She's on the ropes now, about to cave in, but being the true sales-reluctant prospect, she isn't going to just cave in. "Well, I don't know," she weakly states the fifth negative response. You see your opening and immediately bellow, "PLEASE!" in that endearing

kid mixture of song and whine. "OK," she says. "But don't you dare eat it until after dinner." (She has to get out of the loss gracefully, so she emphasizes the caveat "after dinner" to save face to the cashier, who is grinning.)

VICTORY! You made the sale, and it only took five no's to get it. You were prepared to go at least 10. Possibly risk a hit or two on the butt, and in some cases actually throw a fit in public. Think about that for a second. When you were seven, you were willing to risk public embarrassment, corporal punishment, and verbal abuse to make the sale.

If you're looking for the best examples of how to overcome the obstacles and objections to sales, just sit back and reminisce. The candy bar, the first date, staying out after curfew, getting the keys to the car, getting a raise in allowance, or getting off punishment to go to the dance — all sales. All were full of no's and objections. But did you hang in there against all odds? Were you willing to risk? Willing to take a beating? Did you eventually make the sale?

How much money would you be making if your closing ratio were that high today? Forget candy bars — you'd have enough cash to buy the entire grocery store.

On average it takes seven impressions, exposures, no's, or objections to get the sale. What's the secret to getting to the seventh no? Persistence.

Jeffrey Gitomer's "Sales Bible" is one of the books available in the station "library." You are strongly encouraged to read it. Better yet, go to www.amazon.com and buy your own copy. It will service you well throughout life.