

# Radio Sales

## Getting The Appointment

Previously, we discussed getting an appointment with the potential client. If they won't give you their time, they certainly won't give you their money. You have to sell them on the value of the appointment. You have to convince them you can help them make more money, or at least give them an idea for doing so. You don't just call up and say "I wanna come talk to you about your advertising", because that won't work. They're also less likely to give you an appointment if they don't already know you. So make it a point to get to know them, whether it be through the chamber, the Rotary Club, your church, or even going into their business, introducing yourself and buying something. Once you've made that initial contact, you might approach them with "I was in your store the other day and I had a great idea that might help you." Or, "I saw some great information on increasing sales at furniture stores and wanted to chat with you about how we might help you do that." There are a myriad number of ways to approach them, but any approach you use should come down to helping them. Saying you want to come talk to them about advertising or about the radio station is a total waste of time. They don't want to buy any advertising and they don't care about the radio station. What they care about is themselves. You can either pitch them the appointment on the phone, or better yet face-to-face, but you have to sell them on the appointment before you'll ever sell them any advertising.

A sample Appointment Script is attached. Feel free to personalize it, but don't deviate from it drastically. Doing so will make it ineffective.

# **APPOINTMENT SCRIPT**

Hi, Mr./Ms. \_\_\_\_\_, my name is \_\_\_\_\_ and I'm a Business Development Specialist with \_\_\_\_\_ Radio. We're expanding our services in order to assist more businesses like yours and I'd like to set up a time to come by and talk with you about:

- 1) What we might be able to do to help you.
- 2) Your business and your marketing plans.
- 3) An advertising campaign to help increase your sales.

## **Follow-Up:**

Our station operates a little differently from most others. We don't just come in and try to sell you some radio advertising. What we do is provide marketing solutions for your problems. If you need to move certain merchandise, we can help design an ad campaign to do just that. Or if you need to increase the public's awareness of your business, we can develop a campaign for that. In order for us to help you, what I'd like to do is to come by and discuss your business and your marketing plans with you, and then determine what we can do to help you in developing an effective advertising campaign. I don't want you to think of me as a salesman, because I'm not. I'd like to help produce results for you, not just sell you some advertising.

## **If skeptical:**

1) I'd like to come by and ask you some questions about your business and then put together an advertising proposal for you. There's no obligation, of course.

2) I'd like to come by and discuss how an effective radio advertising campaign can help increase your sales.

3) Our advertising department has helped numerous local businesses increase their sales, and I'd like to talk with you about what we can do to help you increase sales for your business.

**If no:**

- 1) Wouldn't it be worth a few minutes of your time if I could show you how we can help improve your sales?
- 2) You don't mean to tell me you have all the business you can handle, do you?
- 3) You're not interested in making more money?

**Follow-up:**

- 1) If I can show you how we can help your business, wouldn't you at least be interested in listening? It won't cost you anything for me to come by and talk with you, and I won't pressure you into buying anything.
- 2) I'm not trying to sell you anything. I'd just like to talk with you about what we can do to help increase your sales.
- 3) I'd just like to talk with you about your business and what we can do to help you make more money. Radio advertising has been very effective for many businesses in our area, and we'd like the opportunity to talk with you about what we can do for you.

**If yes:**

Is (day) ok with you? How about (day) or (day)?

- 1) I have several appointments that morning, but I could come by later in the afternoon. How does (time) sound?
- 2) I have quite a few appointments that afternoon, but I can make it that morning. How about (time)?

**After they agree on a time:**

"OK, that's great! Thank you for your time and I'll look forward to seeing you on (day) at (time)."

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