

Radio Sales

The CNA

How would you feel if you went to the doctor with a pain in your right elbow and the doctor said “I’m having a special on appendectomies this month, only \$250. Let’s get you scheduled for one right away?” You’d probably run like hell. And you’d probably report him to the medical licensing board for malpractice. This is known as “prescription without diagnosis” and no competent medical professional operates in such a manner. Yet that’s the way most radio sales people operate. They pitch packages or whatever the special-of-the-month is to their clients, without stopping to find out what the client really needs.

An advertising campaign that is appropriate for a small ladies dress shop would certainly not be appropriate for a large car dealership, yet “one-size-fits-all” is the norm at most radio stations. This is why many radio sales reps develop a reputation as a “spot peddlers.” They’re not looking to help the client achieve his or her sales and marketing goals, they’re just peddling spots.

Although it is possible to sell some advertising in this manner, it’s certainly not the proper way to do it. Plus, you’ll never sell any large contracts if you’re always concentrating on peddling spots.

The proper procedure is to talk with the client and learn about his or her business. Find out what their challenges are. Find out what their goals are. Find out everything you can about their business. This is typically accomplished by doing a “Customer Needs Analysis” (CNA). Typically, this should be done in a conversational manner, not as an interrogation. You can fill out the form as you talk with them, or take notes and fill out the form later. Afterwards, do some research to determine how our stations can help them achieve their goals. Brainstorm with your manager if necessary. Then put together a written proposal outlining what we can do for them and schedule a follow-up appointment to present your proposal. We’ll cover proposals in a future chapter.

Once completed, the CNA form should be retained in the client’s file. The CNA should be updated whenever applicable.

Note: DO NOT give them the form to fill out. It must be done as specified above. Also, DO NOT ask questions that are obvious. “What is the name of your business?” makes you look stupid if the name is on a big sign on the front of the building.

ADVERTISER PROFILE **(CLIENT NEEDS ANALYSIS)**

The purpose of this questionnaire is for us to learn about your business and your marketing plans. By having this information, it will enable us to suggest an advertising and marketing campaign that will produce results for your business.

CLIENT INFORMATION:

Client: _____

Address: _____

Type Business: _____

Phone: _____ Fax: _____

Contact: _____ Title: _____

GENERAL:

Does your business have a positioning statement? If so, what is it? _____

If you don't have a positioning statement, how would you best describe your store in one sentence? (Keep asking until you get past the initial clichés). _____

What do people say when they walk into your store for the first time? _____

If you had 100 people sitting in front of you right now, what would you tell them about your store? _____

Where does your business belong on the share-of-market ladder for what you sell? _____

Is your current share-tend rising, stable, threatened or down?

Which businesses below you are coming up fast, and which one worries you most? Why? _____

Why do people buy from your competitor instead of you? _____

At any given moment, when you count cars in your parking lot and your competitor's parking lot, who wins? _____

Why have you lost customers in the past? _____

Why don't more people do business with you? (What is your #1 sales problem?) _____

Why do people buy from you? _____

CUSTOMERS:

Where do most of your customers come from? _____

Who is your typical customer? (Age/sex/income/occupation/etc)

What other types of customers would you like to attract?

MARKETING STRATEGY:

How long have you been in business? _____

How far in advance do you plan your marketing and merchandising strategies? _____

What was the best promotion you've ever done? Why do you think it was so successful? _____

What short-term problems are you trying to solve now? Is there a certain day of the week that is weak or a particular product that is not selling like it should? _____

ADVERTISING AND MEDIA:

Which medium has typically been the most effective for you? Why?

Which medium has been the least effective? Why?

What expectations do you have from your advertising? _____

How do you measure the effectiveness of your advertising?

Is your advertising budget based on your gross sales or on some other figure? _____

What advertising for another local business caught your attention lately? Why did it catch your attention - what about it was memorable? _____

QUALIFYING INFORMATION:

Are there any other persons, besides yourself, who are involved in the decision-making process? Who are they? _____

If we develop an advertising proposal for you, would it be possible to arrange a meeting with all of these people so that we can present it to everyone involved? _____

FINAL:

Are there any misconceptions about your business that drive you crazy? What are they? _____

Are you passionate about your business and its future?

Any plans to expansion or additional stores? Where do you see your business 5 years from now? _____

PERSONAL INFORMATION:

Birthday: _____

Wife's Name & Birthday: _____

Anniversary: _____

Children's Names & Birthdays:

Affiliations (Rotary, Lions, etc.)

Sports: _____

School: _____

Other:

Use this information to send birthday cards, anniversary cards, news clippings that may relate to their interests, etc.