

# Radio Sales Objections

When attempting to sell, you will typically encounter a variety of objections. When an objection is presented to us, the first thing we need to do is determine whether that is, in fact, the true objection. In some fashion you need to determine, first, the seriousness of the objection presented, and second, determine whether addressing that objection successfully clears the way for the sale.

The typical verbiage for the latter is something like, “I can address that for you; is there anything else that might prevent us from getting you started today?” But *please* don’t use anything that cheesy; internalize the meaning and say it from the heart.

In the same way I encourage you to internalize and heart-speak any sales technique, I encourage you to know how to answer individual ejections as they come up, but to do so in your own words and in your own style.

When you first become well-versed in objections, the tendency is to want to use all that hard-gained knowledge. In fact, it’s all you can do to keep from blurting out the answer before the client has even completed the question. But the proper way to respond to (legitimate) objections is this:

- Listen attentively and patiently to what the client is saying.
- Pause for a moment after the client has finished before you respond.
- Say only the minimum required to address the objection. Resist the temptation to over-share.

Here are some common objections and some tested responses. Remember above all that everything you say to a client should be in terms of his or her business, not your own.

**I tried radio and it doesn’t work.** I’m sorry that happened. Other people have had that experience, and it usually turns out to be either the ad schedule or the message. We specialize in helping our clients deliver the right message to the right people. Let’s start by talking about what you want your prospects to know about your business.

**What about your ratings?** There are a few ways of addressing this one:

The only widely-recognized ratings are from Arbitron, and they sample about 50 or 60 people in each county, at the most. Don’t you suppose we have 50 or 60 people listening to us? What would have happened if all of them were asked?

They sampled 50 or 60 people. You think we could get 50 or 60 people in the door for you, don't you?

We have our own ratings. They're called, "customers through the door and money in the drawer."

We do audience surveys from time to time as part of our internal tracking, but really, what it's all about is delivering new customers to your store. We're proud of our reputation as an investment, not a cost.

*These responses are best delivered in a good-natured manner. The most important thing to do, when faced with this situation, is not to fight fire with fire. In whatever way is comfortable for you, demonstrate to the prospect that these rating numbers have nothing whatsoever to do with how your station can help him or her achieve results.*

*All that said, there are legitimate and beneficial ways to use quality survey information, whether from Arbitron (which, as we all know, tends to under-sample markets of our size) or from a company like Professional Research Services. Don't worry about who's number one; concern yourself instead with intelligently matching up the demographic characteristics of your audience for those of your client's target market.*

**I am getting great results from television.** Television is a great move for you. Have you ever heard of something called "imagery transfer"? They've found that if you use your TV soundtrack for your radio ad, it really boosts results.

Adding radio to your TV will help in a couple of ways. First, you get to reach people everywhere they go, all day long. You might have heard that radio reaches people closest to the time they make a purchase, so it's great reinforcement.

Second, by adding radio, you'll be able to reach more people, more often, than with television alone, which is more restricted in terms of when and where people watch.

Many other advertisers in our area are doing just that: using their radio ads as the audio for their TV ads, or using the audio from the TV ad as their radio ads. (*Give examples.*)

*Spec ads in general are a great closer. Why not go the extra mile and tape the prospect's TV ad, then play it to him/her as a radio ad? (Most of the time this will work very well.)*

**I've spent all my budget.** *This objection, like many others, comes when the prospect hasn't been convinced that advertising on your station has value. So while you have to respect the expressed objection, understand that it's usually not the real one.*

I fully understand. There are two reasons why spending a few minutes together would be productive. First, we can look at how we can get you some good results when your budget loosens up a bit. Second, if we come up with some good ideas for reaching your market efficiently, you might even be able to divert some budget even sooner.

I'm sorry to hear you put it that way, because that tells me that you ended up spending instead of investing—that you didn't get the return on your ad dollar that you deserve. Let's take a couple of minutes here to discuss how you can get a decent return on what you invest in advertising.

**Your rates are too high.** Our customers tell us that we're a good value. We'd go out of business fast if people didn't think so. Let's spend a few minutes talking about your business objectives and whether advertising with us would be a good investment for you.

**I don't need any more customers.** Wouldn't you like to form a closer bond with your present customers? You want to make sure they are still your customers a year from now, don't you? That's where we can help.

**I don't want to advertise.** What is it that you don't want to do? Increase traffic? Increase sales? Increase profits? Remember, [name], I'm not talking about buying advertising here. I'm here to help you overcome your business frustrations.

**I'm going to wait until a higher-traffic season.** It's a good idea to reserve a some of your ad budget for peak times. It's also a good idea to advertise consistently throughout the year, to keep your name and what you stand for fresh in your prospects' minds. It's more efficient that way, because you don't have to start from a dead stop when you advertise during peak periods. And, on our stations, you get a much better rate by advertising consistently.

**I just finished paying my taxes.** We're not talking about your tax budget here, we're talking about your marketing budget. We are in the business of helping you continue to send huge chunks of money to Uncle Sam. None of us is excited about doing that, but it is the sign of a healthy business.

**I have lots of bills to pay.** Of course you do. Most of those bills are costs, and a few are investments that bring you returns. That's what we're talking about here—not a cost, but an investment.

**I have no idea where to advertise, so I advertise a little with everybody.** Spreading out your ad dollars might not be the best way to get the best return on your investment. The most effective way to advertise is to pick your media carefully and dominate those media. Let's spend a few minutes to see whether our station deserves to be part of the mix for what you want to achieve.

**I don't want to make a long-term commitment.** You're right. A long-term advertising program might not be the best thing for you. What we want to do is work

out the most efficient level of consistent advertising for you, based on your objectives and budget, with some built-in slack so we can take advantage of peak times and other opportunities. I'm sure you'll agree that taking a little time right now to develop your program will save you a lot of time in the future.

**I want to hold off until business picks up.** I'm sorry to hear that your sales are off, and I don't blame you for wanting to conserve your resources. That's why we need to talk about your advertising program on our station. For the market you need to reach, our station is about the most efficient and economical way to go. Let's sit down and design a really powerful campaign that will get those sales picked up fast.

**Your audience is too small for me.** Advertising is all about concentration. You need to use a medium that delivers your prospects most efficiently, with the least waste. Let's discuss whether our station might be the right medium for you.

**I rely on word of mouth advertising.** Many of our best advertisers relied on word of mouth, and they found that radio is even more effective. Here's why - If we have a good experience with a business, we'll tell three other people; but if we have a bad experience, we'll tell eleven people.

To get an idea of how this works, try this:

- If you came back from vacation and the airline lost your luggage, would you tell friends and colleagues the next day?
- If you came back from vacation and your luggage arrived safely and on time, would you tell your friends and colleagues the next day?

Another thing about word of mouth: you don't have any control over it. But with radio advertising, you have complete control over your message.

And, whereas word of mouth is one-to-one, radio is one-to-many. It takes a long time to spread the news through word of mouth, but a very short time to spread the news through radio advertising.

In addition, how many times are you likely to repeat a story to one of your friends? Once you've told it once, you probably won't repeat it—and chances are, especially if it's a positive-experience, your friend won't remember it. But radio advertising tells your positive story over and over, ensuring that the listener will hear it more than once—enough times to get them to do something about it.

Word of mouth is great, and radio—we call it “controlled, enhanced word of mouth”—is better. Word of mouth is mostly negative, uncontrollable, limited in reach and frequency. Radio advertising is all positive, completely under control, with high reach and frequency.

Which do you think will benefit your business more?

If you encounter other objections on a frequent basis, the station has a book entitled "The Book of Objections." You are encouraged to read it and memorize responses to the objections you encounter most frequently.