

Radio Sales

The Radio Franchise

Before we get too deeply into your actual training, it's important to realize that your job actually constitutes, in a manner of speaking, a franchise.

In looking for business opportunities, many entrepreneurs turn to franchises. Opening a franchise, whether it be a Wendy's, a Molly Maids, a Shipley's Donuts or a Midas Muffler, is often easier than trying to start a similar business from scratch. First of all, you get the established name recognition of a national company. And in many cases, you also get a complete "system" for doing business – store layout design, a computer system for sales and inventory, and established procedures that have been honed from the previous experience of others. Buying a franchise typically ensures a greater deal of success than attempting to re-invent the wheel.

Unfortunately, many franchises are expensive. Even small fast-food franchises like Subway can cost \$30,000 or more, not including the cost of the building and the equipment needed to get started. Plus, you have to pay your own utilities, taxes, insurance, as well as a percentage of your monthly revenue to the parent company. You also have to handle your own payroll, bookkeeping and all other administrative tasks.

Franchisees often have to work long hours, typically 6 or 7 days a week. They have no guaranteed salary, no benefits, and no vacation time. They don't make any money unless their store makes money. In the end, the rewards can be great, but you have to work for them. You can't sit around complaining about the economy or the weather – you have to make things happen or your business goes broke.

Your radio sales job is very much like a franchise, only it doesn't cost you any money. You benefit from having an established "brand" to sell and you get the benefit of sales training that doesn't cost you anything, plus a complete system for doing business – rate cards, media kits, prepared packages, and a vast library of sales material. You have available resources like someone to help write and produce commercials and you can rely on someone else to log the ads, bill them and handle all the bookkeeping. All you have to do is make the sale and occasionally collect the money. You receive special incentives if you do better than average and you have the opportunity to walk into any business in town and have instant recognition that you are a professional in your field.

You also get a guaranteed salary, a gas allowance, and a paid vacation. In short, you get all the benefits of a franchise, without any of the risk. But it's up to you to get the job done. We must be pro-active every day and look for the positives in how we can grow

our personal franchise and make things happen. You can't sit around complaining about the economy or the weather – you have to make things happen or your “franchise” will fail. Like a real franchise, radio sales is like working for yourself. You can make as much money as you want to; it's all determined by how sharp your skills are, and how you are willing to work.

The successful franchisee won't coast through the day, won't fail to plan efficiently, won't forget to look three months ahead, won't fail to ask if we can “super size this order,” and won't forget to maintain organization in the work place.

Your job is your “franchise”. It's up to you to use it to the best of your ability.