

The Good, the Bad and the Beautiful: Secrets to Drawing Out Your Prospects



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Marketing Consultant Selling

Getting Started with “Marketing Consultant” Selling

- **Trends in the market**
- **Expert in advertising**
- **Talk to them like a marketing partner**

Marketing Consultant Selling

Examples

- 1. Distribution Ideas**
- 2. Pricing Ideas**
- 3. Public Relations Strategy**
- 4. Competition Analysis**
- 5. Market Data**
- 6. In-house Display and Internet Ad Production**
- 7. Tracking System**
- 8. Web Optimization**
- 9. Third Party Ad Analysis**
- 10. Contest**

Probing Questions

Tips

- **Get prospect involved**
- **Start with non-threatening questions**
- **Ask leading open ended questions**
- **Let prospect do the majority of the talking**
- **Ask good follow-up questions**
- **Determine who is the decision maker**

Probing Questions

(continued)

Sample Questions

1. How did you get started with the company?
2. Can you tell me more about your product/service/store?
3. How does it differ from XYZ product?
4. Who buys your product (target market?)
5. How does your customer go about buying your product?
6. What other marketing tools do you use besides display ads (internet, sponsorships, direct mail etc.?)
7. Who else is involved in the marketing of your product?
8. What are your marketing goals?
9. Where are you presently marketing?
10. Which publications / marketing tools do you think work best and worst?
11. When do you start your budgeting procedure for next year? (Be careful)
12. What is involved in your budgeting procedure?
13. How do you evaluate the results?

An open letter to all Magazine Reps

March 9, 2004

Dear Magazine, Reps,

Hi. I am a media buyer. Most people who have your job don't understand media buyers. You wonder why we are so cranky. You wonder why you can't seem to get an appointment with us and why, when you finally do, we seem so disinterested in your magazine. Let me shed some light.

Most reps, including you, call me periodically and say, "What's going' on?"

Well here is "What's goin' on": My boss and our largest account's AE have assigned me to do a media buy in five states by next Tuesday. This is not enough time to do the job, but I will get it done.

In those five states I have:

41 radio reps, 23 broadcast television reps, 16 cable television reps, 12 newspaper reps, 7 Little Nickel classified ad reps, 18 magazine reps (you are one), 7 direct mail reps, 5 billboard reps, 4 bus card reps, 3 professional sports team reps, 15 web site reps, and one guy that thinks I should buy billboards above the urinals in the men's bathrooms.

Our client has specifically dictated that this will be an "all television buy."

Half of these reps will call me this week to ask me, "What's goin' on?"

The other half will call me next week with that same question.

I don't dislike you. I am not really a mean person, but I am under pressure to get this job done. Please understand, (and I know this may not be pleasant), that you are not entitled to my time simply because you sell a form of media. A telemarketer that calls you at your home is not entitled to your time simply because he has a telephone and something to sell. I try very hard to meet at least once with all reps, even though I am not required to. I do not return all of the calls I get each day because I don't have time to answer the question, "What's goin' on?" If I did call everyone back I could do nothing else all day long - and they would fire me for not getting the media buy done for our client.

I realize you think that your magazine is "perfect" for my client. All of my reps think this way. I realize you talk to other magazine reps and laugh about what a monster I am. Believe me, all the media buyers here talk about what idiots our reps are.

Here is my advice to you about how to make progress with me. Do your homework. Know the answers to all the questions you think I might ask. Know your cost per thousand. **Don't spend our time blabbering on about how great you think your publication is. I don't care. I only care what you can do for my client that will make me, and my agency, a hero with that client.**

If I ask you for something, get it to me as fast as you possibly can. Respect my time. Please don't call to "check in" or to ask me "What's goin' on?" If you really have a great idea for my client, and I don't have time to see you, send it to me via fax or email. Keep in mind that my buying an ad is not "a great idea". There needs to be more. Make it brief. I can grasp the idea and will call you to expand on it if I think it is remotely appropriate. **Earn my time by giving me great, enthusiastic service and great ideas. I have a ton of reps. I like about five of them because they give me great service and respect my time. They help me help the client succeed. If you want to be one of my favorite reps, keep your focus on ideas to help my client succeed.**

Most Sincerely,

A Media Buyer

*(This fictional open letter provided as an educational service to Carl's students with hope it will help his students get a better perspective on how to call on agency media buyers. - Brett Stevenson * Stevenson Advertising Engineers, Seattle WA)*

Salesperson Cheat Sheet

What you want to accomplish with your initial call.

1. Who are the real decision makers?
2. Understand your prospect's business.
3. Know their target customer.
4. How are they presently marketing their product / services?
5. What are their advertising goals?
6. How do they evaluate the results?
7. Concentrate on building a rapport, not on making a quick sale.
8. What is their hot button?

The Multiple Personalities of Problem Prospects

Mr. Too Busy This is the prospect who always seems to be in the middle of something when you call or visit. They start the call by letting you know that they only have a few minutes and seem burdened by the meeting.

Mr. No This is the prospect who has already decided that you are not the right publication for his advertising. He knows he is wasting his time but feels obliged to hear you out.

Ms. Savvy Thinks she knows it all and what she knows is that advertising doesn't work. She has tried it before and she knows that it didn't pay off.

The Multiple Personalities of Problem Prospects

Numbers Nancy Nancy wants all of the numbers. She keeps asking you to break it down. “What is the size of your market?,” “do you know what your readers are spending on paperclips?,” “can you email me a list of all of your advertisers for the past 20 years?”

Mr. Yes He loves everything but tells you nothing. You walk out thinking “what a great meeting, he loved me” but when your boss asks if he said he was going to buy, you realize he never really told you anything.

Closing Techniques

Tips

1. Lead into close throughout the presentation
2. No magic pill
3. Look for buying signals
4. Look for buying questions
 - When does this issue close?
 - How much is a full page, 4 color ad?
5. Use different kinds of closes
6. Show passion for your publication

Closing Techniques **(continued)**

Leading questions

1. Can we agree that our magazine can provide the right audience for your product?
2. What do you think about the magazine?
3. I don't understand! Your product is so perfect for our audience! I must be the worst salesperson in the world!
4. If I can prove that you'll reach more xyz customers cost-effectively in ABC mag, would you advertise?
5. Can I take your temperature?

Closing Techniques

(continued)

Closes

1. I'll send you an insertion order confirming your space for the _____ issue
2. Can I book the space for this issue?
3. Will you be running the same advertisement you ran in XYZ magazine?
4. I can give you a good position in the magazine if you book the space now
5. Would you like to run on a 6-time or 12-time rate?
6. Would you like me to fax or email the insertion order?

Elements of an Effective Sales Pitch

Pre call Planning - Do your homework! Every successful sales call starts with careful planning.

- What do you want to accomplish with this meeting?
- What do you know about the client and their products or services?

Opener Always open the meeting. Briefly overview what you are hoping to accomplish during the meeting.

Q&A Ask probing questions ie, what does your current marketing plan include? Don't ask yes/no questions because you want to get them involved in the conversation.

Goals Restate prospects goals and get agreement.

UVS Relate the UVS points that relate to the prospects goals and get agreement.

Trial close Once you've tied their goals to the benefits of your magazine ask them for the close.

Objection Handling If they are not ready then find the real objection.

Close

Confirm next step

Mock Sales Presentation

Each Presentation

- Salesperson
- Timer (same person)
- Critiquer

Format

- State your UVS slowly to the critiquer
- 8 minute presentation selling space for your magazine.
- 5 minute feedback. All proactive comments.
- Each salesperson picks the client and the product but they are a NEW client.

Goal

- Not to make a sale, but to incorporate everything you've learned from the seminar (i.e. use research and UVS Statement).
- Most important to ask questions and let the buyer do most of the talking.
- Be wildly enthusiastic about the media buyer and their product or service.
- You will learn the most by observing other sales presentations.
- This is just practice. Have fun!

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