



E-LESSON #1: Prospecting Local Direct

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

E-LESSON #1: *PROSPECTING LOCAL DIRECT* is designed to provide you with short-term and long-term prospecting results.

The purpose of this lesson

The purpose of this lesson is to help you get a tangible grip on how your station handles new local direct prospecting. Follow this lesson to the letter and watch your sales staff's new account prospecting skyrocket. You'll be in control of whom and how much your salespeople are prospecting. Instead of just hoping that your people are motivated enough to prospect, you'll be holding them accountable for accounts that you have assigned to them. In your case, the "tail" will no longer be "wagging the dog".

If you used this lesson last year, it's time to use it again. Start the exercise again and stick to it.

Why do we leave something as important as local direct prospecting to chance? Instead of waiting for salespeople to go out and prospect, what if you had a "Wish List" of hundreds of businesses you'd like on the air AT YOUR FINGERTIPS? Instead of waiting for salespeople to "accidentally" call on these businesses, why not assign accounts on a weekly basis and then make sellers accountable for calling on them? Think about it. Right now, there are hundreds of potential clients in your signal coverage area who are not thinking about your station as a potential marketing partner. How could any of these potential clients do business with you and your station if they're not thinking about WHO you are, WHAT you do or HOW to get in touch with you? This exercise will help you to canvass many hundreds of businesses in your community, most of which have never advertised on your station before.

You can calculate the number of businesses in your market by going to the business section of the phone books in your coverage area, or by asking your local chamber of commerce for a complete listing of businesses in your community. Then calculate the percentage of those businesses that you have on the air in any given month. Most radio and television stations air far fewer than 100 local direct accounts per month. How many local direct accounts is your station airing in an average month? Could it be less than one percent of all of the businesses in your signal coverage area?

You'll probably be shocked at the percentage of local direct business that your station is **not** prospecting. "Oh, yes," you say. "But a vast majority of those businesses are business-to-business and wouldn't advertise with us anyway." Ya think? Then take a good look at the Yellow Pages in your area and calculate the percentage of businesses they successfully prospected and closed with annual contracts. It's not that a majority of the businesses in your community aren't advertising, they're just not advertising with YOU.

Get paranoid. What are your salespeople *really* doing when you're not watching? Are they really out on the streets being evangelists for your station? Is each individual salesperson calling on a minimum of five or ten new local direct prospects per week? If they're not, then what are they doing? Sitting at the computer pretending like they have a job? Why aren't they out on the street prospecting for new business?

The purpose of this exercise is to help you, the manager, to develop a more efficient system for prospecting local direct business. This lesson will not only help you prospect a larger percentage of the local direct businesses in your signal coverage area, it will also provide you with a better **prospect management system**.

Start using this lesson immediately and you'll see dramatic prospecting results very soon.

Short-term strategy

- To impress upon the sellers that they are sitting on a goldmine. There are thousands of businesses out there that have never been called on properly, or have never been called on at all.
- To give sellers better ways to prospect more efficiently.
- To give you a better perspective on how much emphasis your salespeople are giving to prospecting.
- Use the recommended system and within two weeks you will have a list of hundreds of local direct accounts from all product and service categories that no one at your station(s) are currently prospecting.

Long-term strategy

- To help you the manager, to develop your staff's prospecting skills and to increase the number of accounts your sellers are prospecting for your station.
- To provide you, the manager, with a "Prospecting Wish-list." In other words, a **system** for creating a list of local direct accounts by product category that you *WISH* were advertising on your station. Each week you will assign *KEY TARGETED ACCOUNTS*. In your one-on-one meetings with sellers over the next few months, you would monitor the progress of

these assigned *KEY TARGETED ACCOUNTS*. You may want to begin gathering “Wish-list” accounts before your meeting on prospecting. An account category template is provided for you at the end of this document.

How to effectively deliver this lesson

1. Distribute the General Agenda for E-LESSON #1: **PROSPECTING LOCAL DIRECT** to your salespeople a day or two before your sales meeting. Ask your salespeople to read the article before the meeting.
2. Download and prepare to view the Prospecting on-line video with your staff. Cover the seven prospecting ideas discussed in the article. Ask your salespeople to reveal their personal favorite prospecting methods.
3. Discuss the concept of ‘prospecting’ with your staff. Based on the number of businesses in your coverage area and the average number of local direct accounts you have in a month, come up with the percentage of local businesses that you are effectively reaching each month. Less than one percent? Emphasize the need for increased prospecting at your station. Inform your staff that Management is determined to increase the number of local direct business calls.
4. Explain that you are working on a *KEY TARGETED* local direct account list. Distribute the attached list of **Local Direct Business Product Categories** to your staff. Tell the staff that you are going to need their assistance in developing this list. Ask each one to come up with two or three accounts in **each relevant** category that are **not currently** running on your station. You’re asking for account names only, for now. These accounts should not be represented by advertising agencies. They should be local direct only. Tell them this list is due in one or two weeks. After assimilating and triaging the collection of lists you should be able to come up with *KEY TARGETED* accounts in each category. You should begin assigning these key targeted accounts immediately. You’ll probably be amazed at the small number of duplicated accounts you’ll run into once you get the completed product/category lists back from your sellers.
5. Distribute the Worksheet for Salespeople for E-LESSON #1: **PROSPECTING LOCAL DIRECT**.
6. Give the salespeople 10 minutes to fill out the sheet.
7. Collect all worksheets.
8. Examine worksheets. From the answers on the sheets, try to determine which of your sellers if any, need to work on overcoming call reluctance. If you find

that you have salespeople who are not prospecting enough, spend more time in one-on-one meetings on prospecting. Keep in mind that brand new sellers should be spending around seventy percent of their work time prospecting new business. Veteran sellers with big account lists should be spending at least twenty percent of their time prospecting for new business.

9. Assign accounts from the “Wish List” to your sellers every week. If you find the sellers are not calling on the assigned accounts for some reason, then reassign them.

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Local Direct Business Product Categories

Business Category	Business 1	Business 2	Business 3
Air conditioning/heat			
Apartment			
Appliance			
Attorney			
Audio/Stereo Retail			
Auto			
Auto Parts			
Auto Service			
Bank/Financial			
Beauty			
Blinds/Windows			
Boats			
Body Shop			
Brake/Auto Repair			
Bridal			
Burglar/Security Alarms			
Carpet/Flooring			
Cellular Phone			
Chiropractor			
Church			
Clubs (nightclubs)			
Computer Sales/Repairs			
Copier/Office Equipment			
Day Care Center			
Dealer (New)			
Dealer (Used)			
Dentist			
Electrical/Plumbing			
Employment services			
Exercise/Fitness Equipment			
Fence/Patio			
Furniture			
Golf Courses/Golf Supply			
Home Center			
Home Renovation/Remodel			
Home Theater			
Hospital/Medical			
Insurance Auto			
Insurance Home/Business			
Insurance/Life			

Business Category	Business 1	Business 2	Business 3
Jeweler			
Landscape/Lawn			
Language school			
Lighting			
Lingerie			
Liquors			
Locksmith			
Maid Service			
Massage			
Mattress/Bedding			
Mortgage			
Motorcycles/Boats			
Movers			
Musical Instruments/Lessons			
Optical			
Package Pick-up/Delivery			
Painting			
Pawnshop			
Pest Control			
Pet Grooming/Boarding			
Pharmacy			
Photo/Camera			
Printers			
Real Estate			
Records/CDs/DVDs			
Rental Equipment			
Restaurant			
Roofing			
Satellite/Cable			
Sauna/Spa			
Shoes			
Storage			
Swimming Pool			
Tax/Accounting			
Telephone System			
Tire/Battery/Transmission			
Travel			
Tuxedo Rental			
Vacuum			
Video			
Wallpaper			
Water Purification			

