

## E-LESSON #4: Explaining Marketing to a Direct Client



### MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

E-LESSON #4: *EXPLAINING MARKETING TO A DIRECT CLIENT* is the **SECOND** in a series of ten **red presentation ICONS**. The information in this ICON learning approach is designed to help salespeople to get local direct clients “on the same page” we’re on as quickly as possible.

Few local businesses understand the importance of advertising in their overall marketing strategy. Local advertisers may have taken a marketing course in college but not many remember very much of what they learned. The same holds true with media salespeople. We might have taken a marketing course as well, but we remember very little about what we studied.

Once the client realizes that his sales rep knows about as much about the marketing and advertising process as he does, “tail winds up wagging the dog”. The local businessman, no expert in the field of advertising, tells us what to say in his commercial. He also dictates to us how much he’s willing to “gamble” on our stations.

Our salespeople must become better educated about modern marketing strategy if they are to “drive the bus” during client meetings. Otherwise the client will take over the process, and then you have a ship without a rudder. A disaster in the making. A cancellation on the way because the client tried your station and “it didn’t work”.

Remember, if you don’t know where you’re going, any road will get you there. This lesson will help you teach your sellers how to logically explain the importance of our involvement in the client’s overall marketing and advertising strategy.

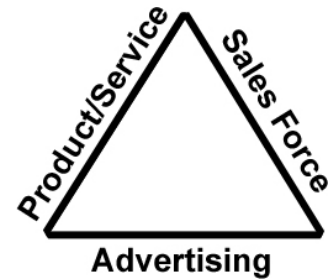
#### ***The purpose of this lesson is threefold***

1. To educate the salesperson about the importance of teaching every client, in language they will understand, that what we do for a living is one-third the importance of the success or failure of every business.
2. To teach the salesperson to look for client marketing problems before an advertising campaign begins.

3. To get the salesperson to take a good look at his own business triangle. How difficult is your salesperson making it for people to do business with him/her and with your station? Your salespeople are making it pretty difficult, if a majority of the businesses in your community don't have a clue of **who** they are, **what** they do, or **how** to get in touch with them.

### **How to effectively deliver this lesson**

Draw an equilateral triangle (a triangle with three equal sides) on a large sheet or on a chalkboard. Label the three sides. On the left side, write **PRODUCT/SERVICE**. On the right side, write **SALES FORCE**. Across the bottom, write **ADVERTISING**.



Download and view the corresponding on-line video with your staff. Explain to your salespeople that this triangle would represent a perfect business in a perfect world. On one side, you would have **PRODUCT or SERVICE**. On one side, you'd have **SALES FORCE**. Across the bottom, you'd have **ADVERTISING**.

Explain the following to your staff: *What if a business had a good product or service and good advertising, but when customers showed up, the business had no sales people. There was nobody there to sell the product or service. Would that business be in trouble?* The answer, of course, is YES.

Continue with: *And if a business had a good sales force and good advertising, but the product or service was overpriced, or poorly conceived or packaged, or if the business was undercapitalized or if the product or service was hard to get, wouldn't that business be in trouble?* Again, the answer is YES.

Then say, *And if a business had a good product or service and a good sales force, but nobody knew **WHO** the client was, **WHAT** the client did or **HOW** to get in touch with the client, wouldn't that business be in trouble?*

At this point strongly emphasize that for most businesses, the side that says **ADVERTISING** is usually the **WEAKEST LINK!** That's because advertising is the most mysterious side .... the side of the business that is the hardest to qualify and to quantify. In fact, for many businesses that have to cut expenses, **ADVERTISING** is usually one of the first things to go. This is ludicrous. And, this occurs in spite of the fact that **ADVERTISING IS ONE-THIRD THE IMPORTANCE OF THE SUCCESS OR FAILURE OF ANY BUSINESS.**

Your salespeople should be drawing this triangle for their local clients and explaining the three sides. Then, salespeople should ask their client what THEIR business triangle looks like. Most clients readily admit that their weakest side is the side that says ADVERTISING. So, most clients' business triangles look more like witch hats than equilateral triangles.



Spend a few minutes discussing this subject. Ask your salespeople to describe THEIR business triangles. How many local direct businesses in your market know **WHO** you are, **WHAT** you do and **HOW** to get in touch with you?

Now, spend a few minutes discussing **MARKETING PROBLEMS** that a client might have before a campaign on your station ever begins. Remind your salespeople that running advertising for a client with marketing problems is like putting lipstick on a pig. If the campaign fails, the client will blame your station or your medium. You must point out marketing problems to your client **BEFORE** a campaign begins. Your client has marketing problems if his product or service is:

- overpriced
- poorly conceived or packaged
- undercapitalized
- hard to get or hard to find

**RULE OF THUMB:** If something about a client's business doesn't make sense to YOU, it might not make sense to others, either. If you don't understand something about a client's marketing strategy, **ACT LIKE THE DETECTIVE COLUMBO** and **ASK QUESTIONS** until you are satisfied that what your client is doing makes logical sense and that you could easily and logically promote what your client is doing to your listeners or viewers.

So there are two reasons to show the **MARKETING TRIANGLE** to a client:

1. To stress that **ADVERTISING** is one-third the importance of the success or failure of any business.
2. To try to ferret out and deal with any **MARKETING PROBLEMS** before a campaign begins.

After your sales meeting, distribute the General Agenda for **E-LESSON #4: EXPLAINING MARKETING TO A DIRECT CLIENT** to your salespeople.

Distribute the Worksheet for Salespeople for E-LESSON #4: ***EXPLAINING  
MARKETING TO A DIRECT CLIENT***

Give the salespeople about 10 minutes to fill out the sheet.

Collect all worksheets. Examine worksheets and look for any problems salespeople might have in comprehending and using items from this lesson to work with their clients.

Check progress on local direct accounts you have assigned during the past few weeks. If salespeople are not calling on the accounts they were given, reassign those accounts.

Continue assigning new local direct prospects from your prospecting “Wish List”.

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