

E-LESSON #6: Branding

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



E-Lesson #6 is the **FOURTH** in a series of ten **red presentation ICONS**. The information contained 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.

The average consumer is now inundated with a **MINIMUM** of 2,500 commercial impressions per day. The **BRANDING** of a product or service into the minds of a media audience is essential in today’s cluttered advertising world. Increased mind share translates into increased market share for local direct clients.

The purpose of this lesson is fourfold

- To impress on salespeople the necessity of teaching clients the value of **BRANDING** to your station’s audience.
- To begin building a strong case to the client for **OWNING** a lot of “real estate” on your station. Keep in mind that **branding and frequency are synonymous**.
- To impress on salespeople that they must also **BRAND** themselves and your station into the minds of local direct advertisers.
- To emphasize that radio and television is **CONTROLLED** word of mouth advertising.

How to effectively deliver this lesson

1. Make sure that every salesperson has a copy of the attached General Agenda for E-LESSON #6: **BRANDING**.
2. Discuss branding in your sales meeting. Download and view the corresponding on-line video with your staff. Invite salespeople to participate in an exercise in which you mention random product or service categories. See which businesses or corporations come to mind as you do this with your group. If a majority of salespeople think a particular brand name when you mention a product or service category, then it’s possible that a majority of consumers in your market probably think the same way.
3. Distribute the Worksheet for Salespeople for E-LESSON #6: **BRANDING**.
4. Give salespeople 10 minutes to fill out the sheet.

5. Collect all worksheets.
6. Examine worksheets and keep them in your employee's permanent files.
7. Look for progress or problems with new local direct account development. Are your salespeople getting appointments with the clients they're calling? If not, why? Is it possible that they are still using cliché headlines to get appointments? If so, go over E-Lesson #2 again with those sellers who are having problems.
8. Once the salespeople get an appointment, are they explaining the business triangle and advertising clutter? If not, why?
9. Continue assigning new local direct accounts to salespeople.

*Paul Weyland is president of Paul Weyland Training Seminars.
Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or
www.paulweyland.com*