



E-LESSON #7: How We Really See and Hear Commercials

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

E-LESSON #7 is the **FIFTH** 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.

This lesson teaches sellers how to further entrench the idea of buying a long-term contract on your station. When used with the previous E-Lesson™ on Branding, this E-Lesson called, “How We Really See and Hear Commercials” helps clients to clearly understand why they need to maintain a constant presence on your station. Additionally, this E-Lesson™ teaches us how to begin the process of managing our client’s expectations about results.

The purpose of this exercise is threefold

- To convince your salespeople to educate clients that, in spite of marketing clutter, their advertising can stand out.
- To begin the salesperson’s process of managing the client’s expectations about advertising results on your station (we don’t have to, *nor are we trying to reach everybody* who watches or listens to our station).
- To give your salespeople additional ammunition for convincing clients to sign long-term contracts.

How to effectively deliver this lesson

1. Distribute the General Agenda for E-LESSON #7: ***HOW WE REALLY SEE AND HEAR COMMERCIALS*** to your salespeople a day or two before your sales meeting. Ask your salespeople to read the article before the meeting.
2. Download and view the corresponding on-line video with your staff. Cover the information in the article and have a discussion with your sellers. It’s important to make the connection between the previous E-Lesson™ on BRANDING and this E-Lesson™ on “How We Really See and Hear Commercials”. Clients have to understand that we don’t have to reach EVERYBODY when we do a campaign. What we’re trying to do is reach a percentage of our audience that is ON for the client’s product or service THIS WEEK. For everybody else, we’re starting the BRANDING process. By advertising to people who are

NOT ON right now, we are BRANDING them to become future customers for our client. So, the client should maintain a constant presence on your station for two reasons.

1. To reach people who are ON in any given week for what the client is selling.
 2. To begin the branding process for people in your audience who are not ON now, but might be in the future. Branding helps these potential future customers to consider your client when it's time to buy, instead of only focusing on your client's competitor.
3. Distribute the Worksheet for Salespeople for E-LESSON #7: ***HOW WE REALLY SEE AND HEAR COMMERCIALS.***
 4. Give the salespeople 10 minutes to fill out the sheet.
 5. Collect all worksheets.
 6. Examine worksheets. From the answers on the sheets, try to determine whether or not your salespeople understand the importance and the logic of educating local direct clients on the concept of SELECTIVE LISTENING AND VIEWING.
 7. Follow up in the next two weeks and make certain that salespeople are doing what they said they would do in their WORKSHEET ACTION PLANS.
 8. Hold your salespeople accountable for things they've promised they would do in previous E-Lesson™ worksheets. Are they getting appointments with new local direct clients? Are they prospecting and calling new local direct clients every week?

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