E-LESSON #8: "X%" …How to Explain the Logic of Using Your Station

GENERAL AGENDA

"X%"…HOW TO EXPLAIN THE LOGIC OF USING YOUR STATION

By Paul Weyland

During my sales presentations to local direct clients, I often use the words, "Look, it's logical." And usually the client nods his head. Why? Because the word "logical" directly relates to "RESPONSIBLE". And everybody wants to do the responsible thing.

So far we have covered five icons in our study of how to get the client on the same page we're on regarding the logic of marketing and advertising. This lesson represents the sixth and final MARKETING EDUCATION icon, "X%". Subsequent **red** icons will cover THE DIFFERENCE BETWEEN GOOD AND BAD ADVERTISING and HOW TO CALCULATE ROI.

Five MARKETING steps previously studied

- EASY. What we do for a living is not difficult, it's easy and it makes logical sense. Any business will benefit from more people knowing **WHO** they are, **WHAT** they do and **HOW** to get in touch with them. We represent thousands of pairs of eyes and ears with legs and wallets.
- MARKETING TRIANGLE. Although what we do is just as important the client's product or service and his sales force, ADVERTISING is usually the "weakest link" in the client's marketing triangle.
- 2,500. We know now that the average person is exposed to a minimum of 2,500 commercial impressions per day. Marketing clutter is getting worse every year, not better. Nowadays, businesses must advertise or they're invisible.
- BRANDING. With all of the clutter out there, businesses must brand their product or service into the minds of consumers. How difficult is a client making it for your audience to do business with him if they don't know **who** he is, **what** he does or **how** to get in touch with him?
- HOW WE REALLY SEE AND HEAR ADVERTISING. We're not trying to reach everyone…only those people who WILL buy what your client is offering from somebody this week. Consumers see and hear many commercials. However, they watch and listen SELECTIVELY based on products and services that they are interested in purchasing right now. We're trying to effectively reach those people who are ON for particular products and services and will buy them this week. For everybody else, we are beginning the BRANDING process.

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Now here's a very important SIXTH and final step in the marketing education process. This step is easy to understand and is vital information for you to give your client to think about. This step does the following three things:

1. Help to convince a local direct client that your station is a logical buy, regardless of your audience ranking.
2. Continue the process of managing the client's expectations about advertising results on your station. Remember that you don't have to reach EVERYBODY--just those people who are ON for your client's product or service RIGHT NOW.
3. Get the client to begin thinking more about whether or not he's getting his fair share of the total market for his product or service.

Sixth and final step in the marketing education process is LOGICAL 'X%'

I use the words, "Look, it's LOGICAL," or, "Do you see the LOGIC here?" often during my presentations with clients. And guess what? They always nod their heads affirmatively when I say those words. The reason? The word LOGICAL means REASONABLE and RESPONSIBLE. And, we all want to do the responsible, reasonable thing.

Here's some real logic for your client to ponder.

Provided the client does not have marketing problems, it is LOGICAL and STATISTICALLY LIKELY that 'X%' of any populated area WILL BUY the client's product or service from SOMEBODY this week."

If your format or your program fits demographically with your client's product or service, it is also LOGICAL AND STATISTICALLY LIKELY that "X"% of your station's audience WILL ALSO be buying what your client is selling from SOMEBODY this week. However, how can your audience buy from your client if he's not advertising to them? Again, how difficult is your client making it for the people who watch or listen to your station to do business with him and his company?

At this point, ask your client if he knows how many people in your market will buy his product or service from either him or his competitors this month. If he doesn't know the answer to that, perhaps one of his suppliers or his professional association might be able to provide him with that data. With this piece of information your client will be better able to estimate his share of total revenues in his product or service category. If he's not the industry leader, he will begin to understand that he has a lot of work to do on the bottom line of his business triangle. You and the audience of consumers you represent are there to help him expand his bottom line.

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Some clients have been trained to believe that your station has no value unless you're number one. Clearly this is just another misconception borne of ignorance. Every audience is valuable. Whether you're number one or not is not a valid issue. Here's a great way to deflect your client's misconception. "You know, Mr. Client, **you're not number one in your industry, either. And I don't have to be number one in mine**. I still represent *thousands of consumers* who will buy your product/service from somebody this week. How difficult are you making it for them to buy from you when you don't teach them **who** you are, **what** you do and **how** to get in touch with you?"

You see, you are no longer just a rep at a radio or television station. You are now a broker of consumers. You represent thousands of pairs of eyeballs and ears with legs and wallets.

"Mr. Client, provided my audience matches your desired customer and you don't have marketing problems, then it is also LOGICAL AND STATISTICAL that 'X%' of the people watching my television station or listening to my radio station *will also* buy your product or service from *you or your competitor* this week. How difficult are *you* making it for that 'X' percent of OUR THOUSANDS OF VIEWERS OR LISTENERS to do business with you and your company if they don't know **who** you are, **what** you do or **how** to get in touch with you?"

This kind of thinking makes a powerful case for your client to sign a long-term contract and always maintain a presence on your station. Remember that, **provided** the client does not have marketing problems and **provided** you're demographically in sync with your client…**in any given week**, logically and statistically, members of your audience will be **on.** That is, in the market for what your client is selling. But how can they buy from your client if he's not constantly reminding them of **who** he is, **what** he does and **how** to get in touch with him?

There is no money wasted on our station. We cast good bait into a lake filled with hungry fish often enough and we'll catch fish. If you're not fishing consistently on this consumer-filled lake then logically, you're missing customers. And logically, a good number of those fish who aren't hungry now will be hungry for what you're selling sooner or later. By getting them used to the bait we're casting on a regular basis, we're BRANDING them.

There is an on-line companion video provided with this lesson.

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