



E-LESSON #8: “X%” ...How to Explain the Logic of Using Your Station

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

E-Lesson #8 is the **SIXTH** 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.

“Logic” is a powerful and useful word in the selling process. Let’s teach salespeople how to use this word when summing up a presentation on the marketing process. It is essential to use “logic” to plant the seeds for selling more long-term contracts on our station.

The purpose of this lesson is fourfold

- To teach your salespeople how to convince a local direct client that your station is a logical buy, regardless of your audience ranking.
- To continue the process of managing the client’s expectations about advertising results on your station.
- To 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.
- To review the PRESENTATION icons on marketing covered so far in E-Lessons.

How to effectively deliver this lesson

1. Distribute the General Agenda for E-LESSON #8: “X%”...**HOW TO EXPLAIN THE LOGIC OF USING YOUR STATION** 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 discuss what it means to begin managing the client’s expectations. That it is LOGICAL AND STATISTICAL that ‘X%’ of the people watching your television station or listening to your radio station *will also* buy your client’s product or service from *him or his competitor* this week, provided your demographic matches the audience the client is looking for AND provided the client does not have MARKETING PROBLEMS.

**BEFORE DISTRIBUTING THE WORKSHEET, MAKE SURE THAT
GENERAL AGENDA SHEETS ARE TURNED FACE-DOWN.**

3. Distribute the Worksheet for Salespeople for E-LESSON #8:
*“X%”...HOW TO EXPLAIN THE LOGIC OF USING YOUR
STATION.*
4. Give the salespeople 10-15 minutes to fill out the worksheet.
5. Collect all worksheets.
6. Examine all worksheets. From the answers on the worksheets, try to determine whether or not your salespeople are correctly comprehending the six **red** presentation icons we’ve covered so far.
7. Review the worksheets from last time and make sure that your salespeople are calling on the new local direct accounts they said they would call.
8. In one-on-one meetings with salespeople, discuss any problems your sellers are having with getting appointments with new local direct clients.

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