



E-LESSON #9: Creative: The Creative Problem

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

Horrible creative is one of the biggest reasons that clients say, “I tried television (or radio) and it didn’t work.”

E-Lesson #9 is the **EIGHTH** 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.

An overwhelming majority of media salespeople understand very little about what belongs or does not belong in a good advertising message, much less how to explain it to someone else. You have a far greater chance of winning a game if you know the rules. The rules for good creative are simple and they’re easy to teach to local direct clients.

The purpose of this lesson is simple.

- To emphasize the need for your salespeople to *know and recognize* the differences between good and bad advertising and pass that information on to clients in language the client will understand.
- You don’t have to be a creative genius to know the difference between good and bad advertising, you just need to know a few rules. This knowledge gives sellers confidence in front of clients. We know something the client does not know. We look more like resources than Chiquita pests when we can guide the client through the creative process.

How to effectively deliver this lesson

1. Make sure that every salesperson has a copy of the attached General Agenda for E-LESSON #9: ***CREATIVE: THE CREATIVE PROBLEM.***
2. Download and view the corresponding on-line video with your staff. Explain to the salespeople that **creative** is the final and a very important part of their sales process. There are essential rules the client must follow when putting a spot together. There is no room for ‘winging it.’
3. Distribute the Worksheet for Salespeople for E-LESSON #9: ***CREATIVE: THE CREATIVE PROBLEM.***

4. Give salespeople 10 minutes to fill out the sheet and collect sheets.
5. Check your salespeople's worksheets to make sure that your salespeople understand the importance of creating outstanding copy points for production.
6. Hold your salespeople accountable. Are they calling on the clients they said they'd call on weeks and months ago? Check previous worksheets. Should some of those accounts be reassigned?

Additional Good Ideas for Sales Meetings

- Get your production director to put some random spots together and play them in your sales meetings. Watch and listen critically. Are the spots designed to immediately get the attention of your listeners or viewers who are ON for the client's product or service? Repeat this "creative critique" exercise once per month with different random spots. You'll be amazed how quickly some salespeople, even those who think they're not creative, will begin to become experts in the difference between good and bad advertising.
- Begin assigning RED presentation icons, in sequence, to individual salespeople to study and then briefly present in the group at the next sales meeting. Ask the salesperson to present in his or her own words, the essence of the assigned icon. The red presentation icons we've studied so far include:
 1. E-Advertising is easy.
 2. The Business Pyramid
 3. 2500 Commercial Impressions
 4. Branding
 5. How We Really See and Hear Commercials
 6. "X" Percent Will Buy

Each week a different salesperson would present a different icon. After the presentation ask the group for an evaluation of the presenter's performance. First discuss what the presenter did well. Then discuss how the presentation could have been improved.

*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*