



Sales Dialogue

Sales Dialogue Instructions

Very Important – approach as a businessperson – not just a Media Salesperson

You represent WNRT-FM, a fictional radio station based in Yourtown, USA. WNRT-FM is the number 5 station in the market.

You are meeting with Sandra Bowles, owner of Garden Park, a local restaurant that serves continental cuisine. It has been in the community for 15 years and is well known. The average cost of an entree is \$15. Garden Park has an extensive wine and cocktail menu.

Imagine you have spoken on the phone with Ms. Bowles and she agreed to meet with you in her office. Write a dialogue showing how you would work with Ms. Bowles on using WNRT-FM to help grow her business by accomplishing her goals.

In writing the sales dialogue, you should do the following:

Greet the client while identifying yourself, your company, and your title.

Build rapport with the client. Find something you share in common with the prospect. Scan the office for pictures on the wall that could be used to start a conversation. Compliment the client. If you can't think of anything, talk about the weather.

Tell the client what you do. Don't just say that you sell advertising. Focus on what you do to benefit your clients. "I help businesses increase traffic by helping them reach their customer, which is my audience."

Ask the client what she is trying to accomplish. Try to use "do-based" questions; questions that use some form of the word "do". This will encourage the person to reveal what he or she thinks are the most important aspects of his/her company.

- What are you doing to promote your business now?
- What does your company do that sets it apart from your competitors?
- What do you think is the best way to promote your positive qualities?

Business Questions:

- What areas do you have your best profit margin on?’
- What is your average ticket receipt on a customer?
- How can we grow your most profitable areas?

Listen and show that you are listening by paraphrasing the prospect’s response. The key word is “paraphrase”; don’t repeat word for word. Example:

Client: “I would like to make people more aware of our weekend specials.”

Salesperson: “So if I understand you correctly, traffic during the week is fine, but you’d like to see more people on Saturday and Sunday.”

Emphasize your business and service approach. The prospect can buy advertising time from any radio station or other medium, but you are a businessperson first. You look for ways to make money for your clients. Show that you are better than your competitors by promising to serve the customer better than anyone else. Give your personal cell phone number and tell the person to call if they have questions or need some help with any business question. You want to be a revenue resource for them.

Propose a plan. Create a proposal for the client. Make sure the proposal is an orderly business decision presentation to help the client reach more customers and increase traffic. Make sure you have some digital elements in your proposal, like a banner advertisement and social media, like Twitter, texting, or Facebook. The order should be Selling Yourself, Value of Advertising Radio, Your Radio Station, and Your Solution/Schedule. Have a specific price and times available for the client to buy. Offer to get started as quickly as possible.

Listen to objections. If the person objects to an element of your proposal, show him or her that you understand. Example:

“So what you are saying is that the price is too high. Is that correct?” Make sure that is the only objection. “Is that the only question you have with this proposal?” “If I can correct this, then would you be interested in doing business with us?”

Answer the question or promise to get the answer. “I’m going to go back to my office and see if we have any more commercials available at the time you requested.”

Summarize the meeting. Make it obvious that the meeting is coming to an end and summarize the main points of the meeting. Examples:

- I’m going to head back to my office, but before I leave, let’s go over what we agreed on today.”
- If you made a sale, repeat the details of the sale. “Our station will run 2 spots every weekday morning for the next two weeks at a cost of \$200 a spot.”

- Even if you did not make a sale, repeat the status of the relationship. “I am going to go back to my office to see if your station has the times that you requested. I’ll let you know later today and, if this is possible, we agreed to meet on Friday to move forward with this. Is that right?”

Thank the client and always end strong.

Other things:

- Maintain eye contact. (I realize this is difficult to do in a written dialogue, but it is important.)
- Take notes (see above).
- Follow through on promises.
- Don’t say bad things about your competitors or other media. Be respectful of them, but emphasize the advantages of your company.
- Don’t give in on price. If you do, the client will expect you to do so every time. An argument over price means that you have not convinced the client that your product is valuable.

Always approach your client as a businessperson, not just a media salesperson. You are the revenue portion of their business. Everyone wants to see a revenue person!

Remember, people want to buy – not be sold. The relationship between salesperson and client is just that – a relationship. The value of that relationship will be determined by the respect that each has for the other.