

Day 3



Cold Calling without a plan is like taking over the controls of a 747 without training



What do we know about the buyer?

How do I make myself worth their _____?



Features do not sell. _____ sell.

What are some benefits of Radio Advertising?

You are asking for the price of a _____

Everyone you sell to answers to someone

How do you make them look _____ ?





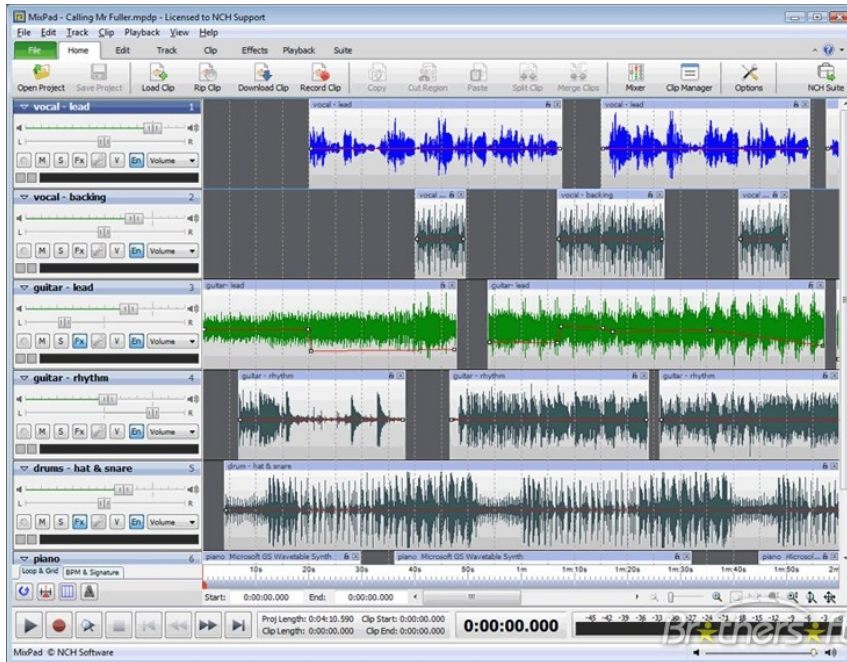
How are you going to break though?



You need a plan after _____

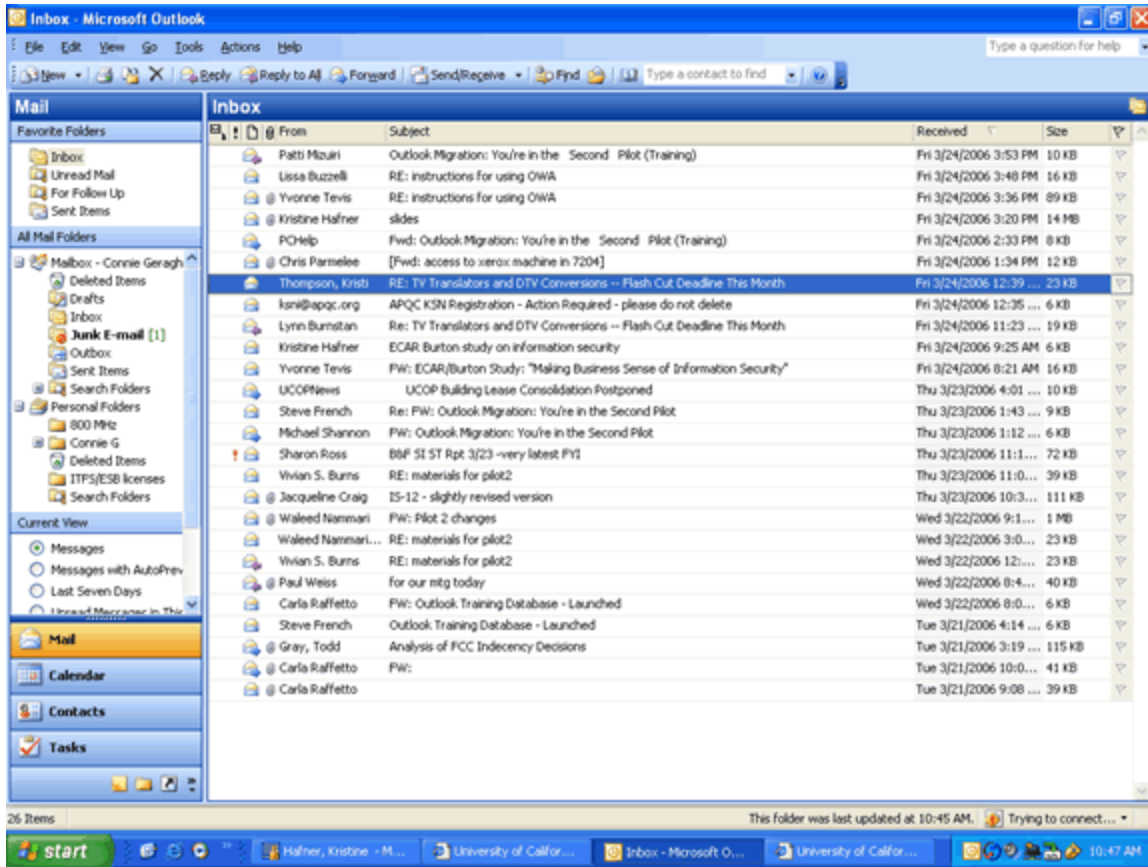


Call at _____



Leave an idea on their Voice Mail!

eMail at 5:15AM



You need to get your email READ

Better Emails:

Get personal

Keep it short and sweet

Use verbs

De Spam your vocabulary (free, easy, buy, sell, call, CAPS, !!!..)

Use connections

Ask a genuine question

Look at emails that actually drew YOU in.

Check your spam filter to see what NOT to do.

Add a Video!

Click the Video — ↗ ✕

efarber@rab.com

Click the Video

Good Morning Erica!

Every state association I go to says they NEED better member benefits that they can afford! Here is one for the RAB that will blow them away? Click the Video! It's worth the 18 seconds.

Chris Rolando CRMC

CEO President

KZUL-FM, KRCY-FM, KADD-FM, KRRK-FM, KFTT-FM

MAD DOG WIRELESS, INC

10 Media Center Drive
Lake Havasu City, AZ 86403
[928 846 4680](tel:9288464680)

⋮



Dont follow up... follow _____



Always record what's _____

The screenshot displays the influenceFM software interface. On the left is a navigation sidebar with options like Reports, Connect, New Customer, Customer List (102), Calendar, Open Prospects, Pending Action (22), SmartRate, Production, and WikiCopy. The main area shows a list of customers under the account owner 'Dominick Dragone'. The customers listed are Tony Pisoni, Performance Specialists, Portside Cleaners (Trade) - Support, Premier Street Rods, and Pro Collision. A 'History' pop-up window is open over the Performance Specialists entry, showing a table of activity.

Date	Description	Regarding
Dominick Dragone		
8/19/2014 1:45:00 PM	play spot.	Debbie looking for additional edit.
8/15/2014 9:45:00 AM	script and commercial approval.	script approved and sent to production.
8/11/2014 1:45:00 PM	traffic spots.	new commercial for Debbie...

Below the table, the pop-up shows pagination: Page 1 of 19, a dropdown menu set to 10, and 'View 1 - 10 of 184'. A 'Close' button is located at the bottom right of the pop-up.

login.influence.fm/print/report.aspx
KVAL-FM - K-Hits

Net

South Team
 2068 McCulloch Blvd.
 Lake Havasu City, AZ 86403
 (928) 855-1051
 Fax: (928) 855-7996

Annual 2014-15 (Contract Number: 264622)

Pro Collision Debbie Ramsey (debbie@procollision.net) 1020 Aviation Drive Lake Havasu City, AZ 86404 928-854-4600 Fax: 928-854-4603	
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Cash

Description	St-End	R/S	DayPart	Len	M	T	W	T	F	S	S	Rate	Ads	Total
	7/31/2014 - 7/29/2015	1/2	ROS (5:30am-10pm) / 5:30:00 - 22:00:00	30	0	0	0	8	8	0	0	\$10.00	288	\$2,880.00
Total:													288	\$2,880.00

Calendar Billing

Period	Qty	Amount	Period	Qty	Amount	Period	Qty	Amount
7/31/2014-7/31/2014	8	\$80.00	8/1/2014-8/31/2014	24	\$240.00	9/1/2014-9/30/2014	16	\$160.00
10/1/2014-10/31/2014	32	\$320.00	11/1/2014-11/30/2014	16	\$160.00	12/1/2014-12/31/2014	32	\$320.00
1/1/2015-1/31/2015	16	\$160.00	2/1/2015-2/28/2015	32	\$320.00	3/1/2015-3/31/2015	16	\$160.00
4/1/2015-4/30/2015	24	\$240.00	5/1/2015-5/31/2015	24	\$240.00	6/1/2015-6/30/2015	16	\$160.00
7/1/2015-7/29/2015	32	\$320.00			\$0.00			\$0.00

(sign) Pro Collision	(sign) South Team	(date)
(print)	(print)	

Guarantee: For value received, the undersigned, jointly and severally, unconditionally guarantees the full, prompt and complete payment and performance by advertiser of all obligations under the foregoing Agreement, and also agrees to pay all amounts owed under this Agreement 30 days from the start date of any invoice mailed by STATIONS. If payment is not made within this period or if the advertiser fails to comply with any other terms of this Agreement or the terms per the Station Credit Application, the advertiser is in default under this Agreement and is responsible for all amounts due and owing STATIONS, in addition to all collection costs, including but not limited to collection agency fees, court costs, interest and attorney's fees. Accounts in default as set forth above shall be charged interest at the rate of 1.5% per month. This Agreement is enforceable by STATIONS without having to resort to any remedies or measures other than those required by law. The Stations are not waiving any rights it may have to enforce this Agreement or its obligations. Payment for radio advertising purchased from STATIONS and funded by cooperative or vendor sources is the sole responsibility of the undersigned advertiser. All checks returned for nonpayment are subject to a \$25 fee to be paid by the party whose check was returned. Additionally, if paying by check I authorize the radio stations either to use the information from my check to make a one time electronic transfer from my account or to process the payment as a check transaction. When we use this information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day you make your payment, and you will not receive your check back from your financial institution. In the event that your check is returned unpaid for insufficient or uncollected funds, we may electronically debit your account for the principal amount of the check. Any changes to this Agreement must be presented in writing to STATIONS at least two (2) weeks before the proposed change. The advertiser is responsible for all sums owing as a result of any change. Proposed changes are subject to the approval of STATIONS. Agreements are non-cancelable. In the event an advertiser cancels an Agreement, Advertiser will be responsible for the difference between spot rate and the negotiated contract spot rate (Short Rate) for any advertising that has previously aired within the class of said contract. Agency Guarantee: In consideration of the provision of advertising to the undersigned Advertiser, the undersigned Advertising Agency and/or representative thereof, hereby guarantees all amounts owed STATIONS for the advertising ordered by the advertiser. The Advertising Agency becomes immediately liable for all amounts of money owed by the Advertiser in the event of default, as set forth above. Had Dog Wireless, Inc., Smoke and Mirrors LLC and Murphy Broadcasting and the parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or gender.

Page: 2 of 3
8/26/2014 3:15:04 PM



Things not to say:

_____ ?

What's Your _____ ?

How do you _____ about Radio?

An _____ Speech must be _____.

An elevator speech should be _____ seconds long.



Cold Call Script that works at least 57% of the time:

Hi this is Chris from the radio stations.

We have 5 great adult radio stations in this area which means we have the biggest mouth in town.

We've been broadcasting for 40 years which means if you are not using us for marketing, someone you know is.

I need a favor... will you tune to 104.5 and just listen to that for the next 48 hours? Would you do that for me? Please?

When that's over I want to come see you and I guarantee I won't take more than 90 seconds! Can I do that?

When calling... SMILE!!!!

Fast CNA:

Hi I'm Chris (start the stopwatch) and as I said I just need 90 seconds. I've done some preliminary research on your business and I think by working together we can both put a few coins in our pockets. There is however some specific knowledge I need:

- 1) Who has the customers that you want right now?
- 2) What is it you offer that your competitors can't or won't?
- 3) What is the single largest misconception about your business that drives you crazy?
- 4) If my crack savvy motivated staff of highly trained professionals can come up with an idea that works, can I come back?

Guarantee:

I won't waste your time

I won't waste your money

Do the homework:

People QuickFacts	Kingman
Population, 2013 estimate	28,393
Population, 2012 estimate	28,314



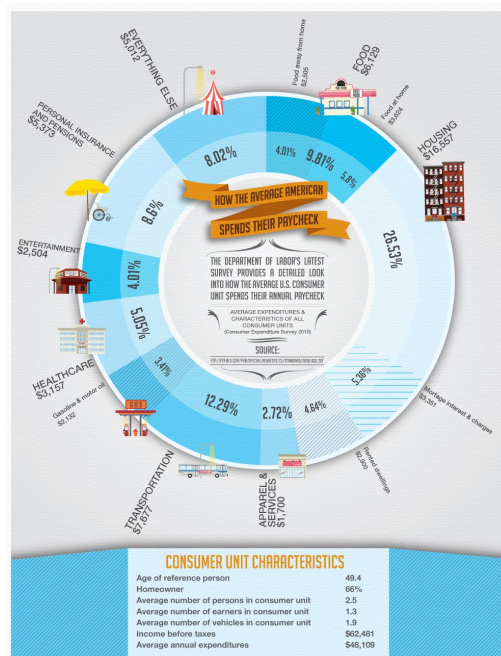
Estimated per capita income in 2012: \$20,466

Total Income for Kingman = \$581,091,138.00



\$16.13 per week per person

Food Away from Home 4.01% = \$23,824,736



Never read your data to them!!!!!!