

Session 5

Doing the Business

If we can find prospects who are prepared to meet and engage with us, we need to make the most of that opportunity because we will probably not get a second chance to make a first impression. This session concentrates on the different – but seamless - stages of the sale and how we handle the interaction so we get the best result possible. This session will include:

- Pre meeting checklist
- Prep for Handling Objections
- Body Language/verbal cues
- 4 Stages of the Sale
- Post Sales Meeting Checklist

Session 6

Personal Action Plan

We will meet again in two weeks - during that time, what do you plan to work on and improve? Each delegate will complete a Personal Action Plan which sets out his/her strengths and areas of weakness, how he/she will address whatever is holding him/her back. There will be two weeks to make some fundamental changes to either attitude, skills or behaviour or all three. Everyone will report back in two weeks time

Day 2 – Theme: Presentation

Session 7

Recap & Results

This session will summarise the material on Day 1 and explore the delegates Personal Action Plans – if there are changes in behaviour, choke points, areas of frustration, achievement etc. This session will be interactive with practical work where we will highlight positive progress and address where challenges arose and the solutions to those challenges

Session 8

Writing a Campaign Proposal

Writing is a skill you will need in sales. Your writing says a lot about you. The good news is that writing a Campaign Proposal (to persuade a customer to commit a budget to radio) is copy - light (no customer wants to read acres of words) and can be easily put into template form so you essentially can have a blueprint which you can tweak according to the different needs of the customer. This session will explore:

- Campaign Proposal Template
- The 4 Cs for Proposals
- The Creative Sell – Radio sales is ideas –led
- Copy Strategy
- 8 Types of Commercials

Session 9

Building your Presentation

Everyone loves an interesting and compelling story - well told. It engage us and if accompanied by the right body language, facial expressions, modulated pitch and tone by a storyteller who is animated and excited by what they are telling you – you have a captive audience. This is the essence of delivering a great presentation and this session explores each delegate’s ‘story’ i.e. what he tells the customer in his sales meeting/presentation so that the customer is engaged and attentive. This practice session will include working in groups to prepare for their presentation later in the day:

- The chronology of the story

- Detail: radio background, reach, format etc
- JNLR Information
- Delivery Style
- Verbal and non verbal techniques
- Passion, belief, energy
- Pulling the information together and making it compelling

Session 10

Presentation Delivery

This session will allow delegates – in groups – to deliver their compelling story to the group, each groups allowed a set timeframe. This skills demonstration will be part of their FETAC Assessment together with a written assignment which they will have 2 weeks to complete

Wrap Up

Delegates will be given a recommended reading list and asked to continue to work on the areas which they have identified earlier in the day that need more work and attention