



My friend Eric Rhoads, publisher of Radio Ink, is one of the few people who in my opinion 'get it.' Here is Eric's message for 2011, with my notes in red outlining the sales best-practices modules that ENS Media has to help you with these resolutions in 2011.

## Twelve Resolutions For Radio In 2011

*A message from Radio Ink Publisher Eric Rhoads*



1. **Change Our Language.** Today the buzz for measurement is "monthly uniques." If it's good enough for Google, it's good enough for radio. Drop the term "cume." Start using monthly uniques in every pitch and presentation.

When your clients see a customer come through the door, they don't say to themselves "Oh boy, here comes a listener.".....or "here comes a reader.....viewer...web surfer?" Our **Customer Focused Communication** trains your people to use the language your clients use.

2. **Kill Average Quarter Hours.** Why do we insist on complicating things? Don't sell by AQH. As Bob Pittman said, it may be a tool for exact placement, but it's not a tool for selling. In Internet terms, this is "simultaneous usage." But the number isn't great, so Internet companies don't talk about it. Why should you?

Our **Share of Mind/Share of Market** system trains your account executives to focus on your advertiser's Share of Mind ratings and how to increase their share of market, rather selling your station's rankers or ratings.

3. **Promote Our Growth.** With all the negative press about "old media," I think we've started buying it. The fact is, PPM shows that more people listen to radio than we ever knew. Our reach in 1970 was 92.7 percent, and in 2010, it's 93 percent. We're going up. When was the last time you updated your clients?

Our **Electronic Age Media Mix** advertiser seminar is converting hundreds of former print (yellow pages, coupon envelop, catalogue and newspaper) advertisers to the new media mix....broadcast and digital; where radio inspires, and internet informs, without the production, printing and delivery costs of old print media.

4. **Change Perceptions.** The perception of radio, perpetuated in the media, is much worse than the reality. Each of us needs to do our part to show the real truth. Get the facts, and set the record straight. Fight to tell radio's powerful story.

Our **Radio Day Campaign** persuades competitive radio stations to work together to increase radio revenues in your market instead of beating each other up and driving revenue to print or new internet alternatives.

5. **Look At Digital As An Opportunity.** Not a threat. Yes, digital is hot, but so is radio. Our numbers hold up against theirs. Digital + radio is better than digital alone.

Our **Strategic Marketing Alliances** system actually uses digital products to turn non-radio advertisers into 52-week radio advertisers.

6. **Cannibalize Dying Media.** Newspapers and Yellow Pages ARE dying. Newspapers still have 16 percent of all ad dollars, and Yellow Pages have 7 percent. That's a total of \$31.3 billion that has to go somewhere. Why not to radio?

Yellow Pages and newspapers know they are dying and are aggressively trying to switch pitch advertisers to their online and mobile products. Our **Selling Against Directories** system is stopping that migration and positioning radio as the driver of successful digital campaigns.

7. **Keep Your Rates Up.** Do you want to be known as the local prostitute? Low prices and cutting rates send bad signals. Fight a little harder for every dollar. Don't give in so easily.

Our **Radio ROI** (Return on Investment) trains your account executives to sell ROI and investment per campaign rather than cost per spot or cost per thousand.

8. **Spend More Time With Clients.** Seems simple, but management people and owners sometimes get stuck behind the desk. More time with clients will not only help you sell more, it will help you understand more. That will impact your business.

Our **Key Account Strategic Selling** system trains A/E's how to pre-plan and strategically develop stronger relationships with the 20% of your accounts who deliver 80% of your revenue.

9. **Focus On Campaigns, Not Spots.** Campaigns work. Spots don't. Clients (and your sellers) need to understand the difference and be shown why they will see better results with more time on the air, over longer periods of time.

Our **Guided Discovery Selling** system trains your account executives how to help clients understand and sell the value of long term campaigns.

10. **Focus On Moving Product.** Rather than focusing on hitting budgets and numbers, make sure you're there to SERVE your advertisers. Change the focus of every discussion so it's about moving product and solving their problems. If you move product, people don't care about audience sizes or listening levels.

Our **Customer-focused Communication** sales training reveals the secret formulas to focus on moving the customer's product.

11. **Over-deliver.** Got extra inventory? Fill it with more spots from your paying clients. But not as 'bonuses' while negotiating the rate. Schedule the additional commercials as a 'thank you' and part of your 'over-delivery' policy. The goal is to pack their stores and move more product with every tool at your disposal... your airtime, your website, your newsletters. Blow them away with what your station is willing to do to bring them business, and you'll have friends for life.

Our **SoundADvice** radio e-marketing system delivers value to every client and prospect beyond your spot schedule. Clients love it and repeatedly ask for more!



**12. Only Run Ads That Will Work.** Poorly-conceived ads written by our own stations, our advertisers, and local agencies simply won't work. Develop a test internally to determine whether an ad is likely to work, and if you believe it won't, fight to change it. The more time spent on ad effectiveness, the fewer clients lost because "Radio doesn't work." Help advertisers see the light by pointing out why their ads might not work and suggesting alternatives.

Instead of giving an advertiser a 15% rate cut, consider investing that 15% in outsourced creative. Creatives like [Jeffrey Hedquist](#) aren't cheap, but they more than pay for themselves in higher renewals!

Thanks for the well articulated and wonderful insight, Eric.

***\*\*All ENS Media Inc. programs include a written guarantee. If our training, consulting and systems do not generate a minimum ten-to-one return on your investment, we refund your investment in full.***

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