

Are you destroying your future top sellers?

BY WAYNE ENS



Many of our industry's failed new sales recruits become huge successes in other sales fields. Most of these failures are result of managers who were too busy to look after the little things.

Bruce Barton, author, congressman, and founder of Betty Crocker, is quoted as saying; "Sometimes when I consider what tremendous consequences come from little things, I am tempted to think there are no little things."

Here are ten little things that can make a difference in a new advertising sales person's career.

- 1.) **First Impressions:** Develop a starter kit to get each new account executive started on the right foot from day one. Your starter kit will include all of the simple but important things starting with printing the new recruit's business cards before they arrive.
- 2.) **Catch 'em Doing Something Right:** Far too much emphasis is placed upon results rather than recognizing those activities which produce results. Behaviours which get recognized get repeated. The best managers know how to foster those activities which will eventually achieve the results they require.
- 3.) **Turn Cold Calls into Warm Calls:** Advertisers hate cold calls more than sales people hate them. Have a system, like our SoundADvice, to warm up every contact. Make sure your new recruit has a valid business reason for every customer contact. A valid business reason is defined as any reason which benefits the customer.
- 4.) **Transfer the Confidence:** Make sure your sales hopefuls understand what they're selling—it's not format, ratings or even radio—it's results. A lot of lip service is paid to selling results, but seldom do we train HOW to get results for our clients.
- 5.) **Success Breeds Success:** Don't hand your new sellers the loser list that your best sellers could not sell. Calling on accounts your best people couldn't sell can discourage even the most optimistic new recruit. Working with your new recruits to train them on your processes and systems while they manage some of your entitlement accounts can be a huge confidence-builder.
- 6.) **Cut Their Teeth on Leads:** Frankly, good seniors don't need your leads. They have developed lists which require huge doses of service and relationship-building, and they do enough networking that they can find their own leads. Working with your new recruits on every new lead that's phoned in keeps you in touch with the street and is a great training exercise for the rookie.
- 7.) **Set Realistic Goals:** We are in a long sales-cycle industry, and advertisers have more choices today than ever. We know it takes a minimum of seven valid business contacts before your prospects trust a new recruit. Set challenging goals your new sellers can achieve, and focus on the long term return on your investment in them.
- 8.) **Counting on Media Kits and Packages:** I don't know anyone who ever bought because someone dropped off a media kit... they all say the same thing anyway, 'we're number one'. New reps who drop off a hundred media kits or packages soon draw the conclusion no one wants to buy.
- 9.) **Have Integrity:** In all likelihood, your new recruits today have taken a business ethics course, a course that probably didn't exist when you went to school. A new recruit today can have their moral destroyed when they hear about a grandfathered rate your seniors have sold you on.
- 10.) **Have Fun!:** Put the "show" back in show biz. The best people today have plenty of career options. If they're not having fun, they won't have the passion to jump over tall buildings for you and your clients.

You've probably noticed training isn't one of my top 10 little things. That's because training is a huge thing. If you don't know that, please don't ruin a possible future top seller by hiring them. And if you haven't noticed, the long term future of your business is totally dependent upon the ideas, successes and passion of today's new recruits.

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