



# Selling By Seminar

*A Fresh Approach To Engage Advertisers*

Untangling today's complex media landscape can be daunting for even the most sophisticated media buyer. For the largest and fastest-growing sector of our economy, the service and small-business sector, making sense of all the claims from online proponents and traditional media reps can be downright bewildering.

One sure way to clear up misconceptions about radio and make it easier for advertisers to understand and buy your stations is to facilitate educational seminars.

**Legitimate** educational marketing seminars consistently result in more revenue for radio. I emphasize *legitimate* because some companies try to disguise their sales pitches as seminars, a tactic that always backfires in the long run.

What is it about legitimate educational seminars that makes them powerful revenue generators?

**1. Attendees are prequalified buyers.** Everyone who takes time out of their busy schedules to learn more about marketing, advertising, or sales is searching for help to chart a new and better course for a competitive edge.

**2. Your staff become experts by association.** Stations that educate buyers or present new or helpful information on contemporary marketing topics are considered to be experts themselves, and are consulted for help in making future buying decisions.

**3. Your staff learns too!** Invariably, the techniques and tactics unveiled at your seminars become incorporated into the professional presentations of your account executives.

**4. Psychological reciprocity kicks in.** If your presenter gives your audience one good idea they can use to grow their businesses, they may feel obligated to do business with you in the future.

**5. Your message becomes more credible.** There is an old joke that an "expert" is someone with a laptop 10 miles away. It is true that an outside expert can give credence to points often viewed skeptically when made by a local salesperson.

So, how do you create a seminar to build stronger advertiser relationships and generate more revenue for your stations?

**1. Have a clearly defined goal.** Do you want to convince your advertisers to focus on better creative, more consistent buys, or how your station fits in the new media world? Whatever your objective, make sure it will help you increase your sales.



**2. Find out what questions your prospects and customers are asking about media, radio, or marketing.** Select a presenter who will answer these questions with cutting-edge insights that will help your audience grow their businesses or make better media-buying decisions.

**3. Never mislead your audience by trying to disguise a sales presentation as a seminar.** Legitimate seminars

can be great relationship builders. Disguised sales presentations are equally effective at destroying trust.

**4. Check out your presenters' credentials and reputation.** Are they trying to sell books and CDs, or are they recognized as helpful experts on their topic?

**5. Advertise the seminars on your stations and uncover new prospects.** The easiest person to sell is someone who listens to your station. You don't have to convince them you have an audience; they know firsthand that you reach and influence people.

**6. Sell one or two co-sponsors.** Business-to-business marketers want to talk to the same decision-makers you'll be talking to. Mention your sponsors in your promos, and give them a few minutes at the seminar to welcome the audience. Having credible co-sponsors like a chamber of commerce or a financial institution also alleviates the fear that your "seminar" is merely a station sales pitch in disguise.

**7. Facilitate pre- and post-seminar sales meetings to help your salespeople talk the talk.** If possible, have the presenter preview the presentation with your staff to achieve buy-in as they work to attract customers and prospects to your event. A post-seminar wrap-up to develop follow-up presentations and tactics will always yield results.

**8. Facilitate an ongoing series of seminars, focusing on one topic at each event.** Presenting a series of different topics at regular intervals will result in attendance or participation growing over time.

Seminars require an investment of time, money, and effort — an investment that will set you apart from your package-peddling competitors and build stronger relationships and higher revenues. 📧

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