

Even a robot knows...



...how to sell radio advertising.

What are...

- The traits of successful Sales people?
- The most overlooked advertising Sales prospecting opportunities?
- The advantages radio advertising has compared to newspaper advertising?
- The advantages radio advertising has compared to TV advertising?
- The advantages radio advertising has compared to Google Ad Words?
- How smart radio advertising Sales people prepare for that first call?
- The best way to make a good first impression?
- How to remember (and not instantly forget) the name of someone you've just met?
- Creative ways that successful Sales people follow-up a call?
- How smart sales people turn “no” into “yes?”
- How smart radio advertising Sales people re-activate dormant accounts?
- How sales people remain undaunted by rejection?



I'm Holland Cooke. Lately we're hearing lots about Artificial Intelligence, especially ChatGPT. It scours the internet and replies to questions in a conversational style. So I asked...

“What is ChatGPT?”

First-things-first, “the elevator speech...”

ChatGPT is an artificial intelligence language model developed by OpenAI. It is based on the GPT (Generative Pre-trained Transformer) architecture, specifically GPT-3.5, which was the latest version available at my knowledge cutoff in September 2021. GPT-3.5 is known for its ability to generate human-like text responses and engage in interactive conversations with users.

ChatGPT has been trained on a wide range of internet text data to understand and generate coherent responses. It can answer questions, provide explanations, engage in discussions, offer suggestions, and perform various language-related tasks. It has been used in customer support, content generation, language translation, tutoring, and more.

While I am an instance of the ChatGPT model, it's important to note that I am just a program running on a computer and do not possess consciousness or awareness. I generate responses based on patterns and information present in the training data, but I don't have personal experiences or opinions. My goal is to provide helpful and informative responses to the best of my abilities.

Still awake? That sure sounds like a robot describing itself!

But what came next is remarkably conversational in style, and utterly commonsense...

“What are the traits of successful Sales people?”

1. **Excellent communication skills:** Successful salespeople are exceptional communicators. They are adept at listening attentively to customers' needs, articulating the value of their product or service, and building rapport through effective verbal and nonverbal communication.
2. **Empathy and relationship building:** They understand the importance of developing genuine connections with customers. They empathize with their customers' challenges, actively listen to their concerns, and build trust by demonstrating a genuine desire to help.
3. **Resilience and perseverance:** Sales can be a challenging field, and successful salespeople have the ability to bounce back from rejection and setbacks. They maintain a positive attitude, learn from failures, and persistently pursue their goals.
4. **Confidence and persuasiveness:** Confidence in their product or service and their ability to deliver value is crucial for successful salespeople. They exude confidence without being overly pushy, and they can persuasively convey the benefits and features of what they are selling.
5. **Adaptability and continuous learning:** The best salespeople are adaptable and open to change. They stay up-to-date with industry trends, market conditions, and new sales techniques. They are willing to learn from their experiences and continuously improve their skills.
6. **Problem-solving and critical thinking:** Successful salespeople can identify customer pain points, think critically to offer

tailored solutions, and address objections effectively. They can anticipate challenges and find creative ways to overcome them.

7. Self-motivation and goal-oriented mindset: They are self-driven and take initiative to achieve their targets. They set ambitious but achievable goals, stay focused on results, and consistently work toward meeting or exceeding their objectives.
8. Time management and organization: Successful salespeople are skilled at managing their time efficiently and prioritizing tasks. They have well-organized systems to track leads, follow-up activities, and manage their sales pipeline effectively.
9. Product knowledge and expertise: They have a deep understanding of their product or service, including its features, benefits, and competitive advantages. This knowledge enables them to address customer inquiries, tailor solutions, and position their offering effectively.
10. Positive attitude and enthusiasm: Successful salespeople bring enthusiasm and energy to their interactions. Their positive attitude is contagious, and it helps create a favorable impression on prospects and customers.

Is that who you see in the mirror?

“The most overlooked Advertising Sales prospecting opportunities?”

1. **Local businesses and startups:** While larger businesses might be the primary focus for advertising sales, local businesses and startups can be valuable prospects. These businesses often have a strong desire to establish their presence and reach their target audience. By offering tailored advertising solutions and demonstrating how advertising can benefit their growth, you can tap into a market that is sometimes overlooked.
2. **Niche industries:** Many advertising sales professionals tend to target industries with broad appeal, such as retail or healthcare. However, niche industries can present untapped opportunities. These industries might have specific advertising needs or unique target audiences that require specialized approaches. By understanding their specific challenges and offering customized solutions, you can stand out and capture their attention.
3. **Trade associations and industry events:** Trade associations and industry events often bring together professionals from a specific field. These events provide opportunities to network, build relationships, and showcase your advertising services to a targeted audience. By attending relevant conferences, seminars, or trade shows, you can engage with potential clients who are actively seeking ways to promote their businesses.
4. **Local community organizations:** Community organizations, such as non-profits, clubs, or local events, are frequently in need of advertising support. By partnering with these organizations, you can not only contribute to the community but also gain exposure to their members and supporters. Sponsoring events, offering pro bono advertising, or providing discounted rates can help build goodwill and potentially lead to future business opportunities.

5. Cross-industry partnerships: Look for opportunities to collaborate with businesses or professionals from complementary industries. For example, if you work in the digital advertising space, you might partner with web designers or content creators who can refer potential clients to you. By establishing mutually beneficial relationships, you can tap into new networks and expand your prospecting opportunities.
6. Referrals and client testimonials: Leverage the power of referrals and client testimonials. Happy and satisfied clients can be your best advocates. Ask for referrals from your existing clients and encourage them to share their positive experiences through testimonials, case studies, or online reviews. Word-of-mouth recommendations can be a powerful tool for attracting new prospects.

The robot recommends what I hear making money for the stations I work with!

“Advantages Radio advertising has compared to newspaper advertising?”

1. Audience reach and immediacy: Radio has a wide audience reach, allowing advertisers to connect with a broad range of listeners. People tune in to the radio throughout the day, including during their commutes, at work, or while engaged in other activities. This immediacy allows advertisers to reach potential customers in real-time and capture their attention when they are actively listening.
2. Targeted local advertising: Radio stations often have a strong local presence, making them an effective platform for local advertising. Businesses can select specific radio stations that cater to their target audience in a particular geographical area. This localized targeting helps businesses reach their desired market segments more efficiently and effectively.
3. Audio engagement and storytelling: Radio advertising relies on the power of audio to engage listeners. By utilizing sound effects, music, voice-overs, and storytelling techniques, advertisers can create immersive and memorable experiences for their audience. This audio engagement stimulates listeners' imagination and emotional responses, making the advertising message more impactful and memorable.
4. Cost-effectiveness: Radio advertising can be more cost-effective compared to newspaper advertising, especially for businesses with limited budgets. The production costs for radio commercials are generally lower than creating print ads. Additionally, airtime rates for radio are often more affordable, providing cost advantages for businesses looking to maximize their advertising budget.
5. Frequency and repetition: Radio offers the opportunity for high frequency advertising, allowing businesses to repeatedly reach

their target audience throughout the day. This frequent exposure helps reinforce brand awareness and message retention. Unlike newspaper ads that are viewed once and easily forgotten, radio ads have the advantage of repeated exposure, increasing the chances of reaching and influencing potential customers.

6. **Mobile and multi-tasking audience:** Radio is a mobile medium, reaching people while they are on the move, such as during commutes or in their cars. This mobile audience is often engaged in multi-tasking activities, allowing advertisers to reach them during their daily routines. Unlike newspaper advertising that requires readers' focused attention, radio ads can be consumed while listeners engage in other tasks, making them more likely to retain the advertising message.
7. **Timeliness and flexibility:** Radio advertising allows for quick turnaround times, making it ideal for time-sensitive promotions or events. Advertisers can quickly produce and air radio commercials, ensuring that their message reaches the target audience within a short period. This flexibility allows businesses to adapt their advertising strategies based on market trends and capitalize on timely opportunities.
8. **Less ad avoidance:** Compared to newspaper ads, which readers can easily skip or ignore, radio advertising benefits from less ad avoidance. Listeners are less likely to actively switch stations or tune out during commercial breaks, providing advertisers with a higher chance of ad exposure and message absorption.

For all-of-the-above reasons, radio has always been more efficient, Now, the newspaper industry is in a tailspin, swapping print dollars for digital times. Some, in major cities, don't even publish every day.

“The advantages Radio advertising has compared to TV advertising?”

1. **Cost-effectiveness:** Radio advertising tends to be more cost-effective than TV advertising. The production costs for radio commercials are generally lower, and airtime rates are often more affordable. This makes radio advertising accessible to businesses with smaller budgets or local businesses looking to reach a specific audience.
2. **Targeted audience reach:** Radio allows advertisers to reach a targeted audience based on factors such as demographics, geography, or interests. By selecting specific radio stations or programs that cater to their target market, advertisers can effectively reach the desired audience without wasting resources on irrelevant viewers or listeners.
3. **Local market penetration:** Radio stations often have a strong local presence, allowing advertisers to penetrate specific markets effectively. This is especially beneficial for businesses that primarily operate within a specific geographical area or want to establish a strong presence in their local community.
4. **Immediacy and frequency:** Radio ads can be produced and aired quickly, providing advertisers with the advantage of immediacy. Radio stations also offer the opportunity for high frequency advertising, enabling businesses to repeatedly reach their target audience throughout the day. This frequent exposure helps reinforce brand awareness and message retention.
5. **Imaginative storytelling:** Radio advertising relies heavily on engaging audio content, requiring advertisers to use imaginative storytelling techniques to capture the listeners' attention. This allows for creative expression through sound effects, music, voice-overs, and engaging narratives, stimulating

the listener's imagination and creating a memorable advertising experience.

6. **Mobile and multi-tasking audience:** Radio is a mobile medium that reaches people while they are on the move, such as during commutes, in their cars, or while exercising. This mobile audience is often engaged in multi-tasking activities, which can enhance the impact of radio ads as they are listened to in conjunction with other activities.
7. **Increased listener engagement:** Radio listeners are often highly engaged with the content they are listening to, making them more receptive to advertising messages. Unlike TV, where viewers can easily switch channels during commercial breaks, radio listeners are less likely to change stations, providing a higher chance for ad exposure and message absorption.
8. **Cost-effective frequency:** Radio advertising allows for cost-effective frequency, meaning that advertisers can run multiple spots within a given time period without incurring substantial additional costs. This repetition can reinforce brand messages and improve brand recall among the target audience.
9. **Local personalities and endorsements:** Radio stations often have local personalities who build strong connections with their audience. Leveraging these personalities through endorsements or sponsorships can enhance credibility and trust, as listeners perceive the endorsement as a personal recommendation.

Typically, the TV station's signal footprint – including cable – is much bigger than a retail advertiser's target area. So radio that is local-local-local can be much more efficient.

“Advantages radio advertising has compared to Google Ads?”

1. **Broad reach and brand awareness:** Radio advertising allows businesses to reach a wide audience and build brand awareness. It has a broad reach, as many people listen to the radio during their daily commutes, at work, or at home. This broad exposure can help businesses increase their brand visibility among a diverse range of listeners.
2. **Targeted local advertising:** Radio advertising is particularly effective for local targeting. Local radio stations have a strong presence in specific geographic areas, allowing businesses to reach their local target audience more effectively. This is beneficial for local businesses looking to promote their products or services within a specific region.
3. **Audio engagement:** Radio ads leverage the power of audio to engage listeners. With a well-crafted message, music, sound effects, and voice-overs, businesses can create a memorable and immersive audio experience. This audio engagement can resonate with listeners and leave a lasting impact.
4. **Emotional connection:** Radio has the ability to create an emotional connection with listeners through storytelling and the use of music. By tapping into the power of emotions, radio ads can evoke feelings, trigger memories, and influence listeners on a deeper level. This emotional connection can be particularly effective in shaping brand perceptions and driving consumer behavior.
5. **Less ad competition:** Compared to digital advertising platforms like Google Ads, radio advertising generally faces less competition. This means that businesses can have a higher share of voice and potentially stand out more among the limited number of ads aired during radio programming. It

provides an opportunity to capture listeners' attention without being overshadowed by numerous other advertisers.

6. **Less ad fatigue:** Radio listeners are not subjected to ad fatigue as they might experience with digital advertising. Unlike online platforms where users are constantly exposed to numerous ads during their online activities, radio listeners encounter a smaller number of ads in a given time period. This can help maintain the effectiveness and impact of radio advertising messages.
7. **Audience targeting by demographics and interests:** Radio stations offer audience targeting options based on demographics and interests. Advertisers can choose specific radio stations or programs that align with their target audience characteristics. This allows for effective targeting and ensures that the ad message reaches the desired listeners.
8. **Less ad avoidance:** Radio advertising benefits from less ad avoidance compared to digital advertising. Radio listeners are less likely to actively skip or ignore ads as they might do with online ads. This provides a higher chance for ad exposure and message absorption among the audience.

That last point is big, because so many people use ad blockers. No question, Digital is the shiny object lately, and smart stations bundle those assets with on-air spots.

When pitching a business that uses Google Ads, try this:

- *Google the **category** (i.e., bath remodeling). Every Google advertiser in that category will appear. They are, in effect, introducing their competitors.*
- *Then, Google the **name** of the business you're pitching. Print out both screen shots, to demonstrate how to use radio branding to "own the category" in shoppers' minds so they search the business by name.*

“How do smart radio advertising sales people prepare for that first call?”

1. **Research the prospect:** Prior to the first call, salespeople gather information about the prospect and their business. They explore the prospect's industry, target market, competitors, and recent news or developments related to the company. This knowledge helps them tailor their approach and demonstrate a genuine interest in the prospect's needs.
2. **Understand the prospect's advertising objectives:** Salespeople familiarize themselves with the prospect's advertising goals and objectives. They consider factors such as brand awareness, increasing sales, launching new products, or targeting specific demographics. This understanding allows them to position their radio advertising solutions effectively during the conversation.
3. **Review relevant case studies or success stories:** Salespeople gather examples of successful radio advertising campaigns that align with the prospect's industry or objectives. They highlight how similar businesses achieved their goals through radio advertising, showcasing tangible results and the potential impact on the prospect's business.
4. **Craft a compelling value proposition:** Salespeople develop a clear and compelling value proposition that emphasizes the unique benefits of radio advertising. They consider how radio can effectively reach the prospect's target audience, engage listeners, and deliver a strong return on investment. The value proposition highlights the advantages of radio advertising over other mediums.
5. **Prepare a list of relevant questions:** Salespeople prepare a list of thoughtful and targeted questions to ask the prospect during the call. These questions help uncover the prospect's specific

needs, challenges, and advertising preferences. By actively listening to the prospect's responses, salespeople can better understand how radio advertising can address their unique requirements.

6. Anticipate objections and prepare responses: Salespeople anticipate potential objections or concerns that the prospect may raise during the conversation. They prepare persuasive responses that address these objections effectively. By proactively handling objections, salespeople demonstrate their expertise and build trust with the prospect.
7. Practice the initial pitch: Salespeople rehearse their initial pitch, ensuring it is concise, engaging, and tailored to the prospect's business. They focus on delivering a clear message that highlights the benefits of radio advertising and captivates the prospect's attention from the beginning.
8. Prepare supporting materials: Salespeople gather relevant materials such as case studies, industry reports, or campaign examples to share with the prospect. These materials reinforce the benefits of radio advertising and provide tangible evidence of its effectiveness.
9. Set goals for the call: Salespeople establish clear objectives and goals for the initial call. They define what they aim to achieve, whether it's scheduling a follow-up meeting, securing a commitment, or gathering more information to refine their proposal. Having specific goals helps them stay focused and maximize the effectiveness of the call.

Sure, A-B-C, "Always Be Closing." But the successful sellers I work with think C-N-A, "Client Needs Analysis," and they make that first call 20 questions.

Super-smart reps "take notes" with their smartphone voice recorder, so we can lift sound bites for spec spots.

“The best way to make a good first impression?”

1. **Dress appropriately:** Dressing appropriately for the occasion shows respect and indicates that you've made an effort. Dressing slightly better than the expected attire can also help demonstrate your professionalism and attention to detail.
2. **Maintain good posture and body language:** Stand tall, make eye contact, and offer a firm handshake when appropriate. Good posture and positive body language convey confidence and openness.
3. **Be attentive and listen actively:** Show genuine interest in the person you're interacting with. Pay attention to what they say, maintain eye contact, and respond appropriately. Active listening demonstrates respect and creates a connection.
4. **Smile and be friendly:** A warm and genuine smile can go a long way in creating a positive impression. Be friendly, approachable, and try to radiate positive energy. This can help put others at ease and make you more likable.
5. **Be mindful of your verbal communication:** Speak clearly, use appropriate language, and avoid negative or controversial topics, especially during initial interactions. Engage in conversation and ask questions to show interest in the other person.
6. **Be confident but humble:** Confidence is attractive, but it's also important to balance it with humility. Avoid bragging or dominating the conversation. Instead, focus on highlighting your strengths and accomplishments in a humble and gracious manner.

7. Show respect and empathy: Treat everyone with respect and kindness, regardless of their position or background. Show empathy by considering their perspective and demonstrating understanding.
8. Be punctual and respectful of others' time: Arriving on time for appointments or meetings shows that you value others' time and demonstrates your reliability.
9. Follow up: If appropriate, follow up with a thank-you note or email after the initial interaction. This gesture shows your appreciation and can help reinforce the positive impression you made.

And here's how to avoid a common faux pas that leaves a BAD impression...

“How to remember the name of someone you've just met?”

1. **Pay attention:** When you are introduced to someone, make a conscious effort to pay attention to their name. Focus on the pronunciation and any unique aspects of their name.
2. **Repeat the name:** After hearing the person's name, repeat it back to them. This not only helps you reinforce the name in your memory but also confirms that you heard it correctly.
3. **Use association techniques:** Associate the person's name with something familiar or memorable. It could be a visual image, a rhyme, or a word that sounds similar. For example, if you meet someone named Mark, imagine them leaving a mark on something or wearing a specific item that reminds you of their name.
4. **Create mental connections:** Connect the person's name with something you already know or someone you know who has the same name. This association can help trigger your memory when you see the person again.
5. **Use name repetition:** In the course of the conversation, try to use the person's name naturally in your interactions. This repetition can reinforce the memory of their name in your mind.
6. **Visualize the name:** Visualize the person's name written out in your mind or imagine it spelled out in a particular font or color. This mental image can help solidify the memory.
7. **Practice active listening:** Engage in active listening by asking questions and using the person's name in conversation. Actively engaging with the person helps create stronger connections in your memory.

8. Review and reinforce: After the initial introduction, take a moment to review the person's name in your mind. If possible, use it when saying goodbye or when addressing them in subsequent interactions. The more you reinforce the name, the better chance you have of remembering it.

And after that encounter...

“Creative ways that successful Sales people follow-up a Sales call?”

1. **Personalized thank-you notes:** Sending a handwritten or personalized thank-you note after a sales call is a thoughtful and memorable way to express appreciation. Salespeople can mention specific points from the conversation and reiterate their commitment to helping the prospect achieve their goals.
2. **Value-added content:** Providing valuable content relevant to the prospect's industry or challenges can demonstrate expertise and helpfulness. Salespeople can send articles, white papers, industry reports, or case studies that offer insights or solutions related to the prospect's needs. This positions the salesperson as a trusted resource and reinforces their value.
3. **Customized video messages:** Recording a short personalized video message specifically addressing the prospect can be a creative and attention-grabbing follow-up approach. Salespeople can summarize the key points discussed during the sales call, express enthusiasm for working with the prospect, and provide a visual connection that strengthens the relationship.
4. **Social media engagement:** Connecting with prospects on social media platforms, such as LinkedIn, allows salespeople to stay engaged beyond the initial sales call. They can like, comment on, or share the prospect's relevant posts, providing additional visibility and demonstrating ongoing interest in their business. This helps build rapport and keeps the salesperson top of mind.
5. **Personalized gifts or packages:** Sending a personalized gift or care package related to the prospect's interests or needs can make a lasting impression. Salespeople can include a note explaining the significance of the gift and how it relates to their

previous conversation. This thoughtful gesture shows attention to detail and reinforces the relationship.

6. Follow-up with industry insights: Salespeople can follow up with prospects by sharing industry trends, market updates, or relevant insights. They can provide information that positions themselves as knowledgeable advisors and helps the prospect stay informed about their industry. This establishes credibility and maintains a connection with the prospect.
7. Mutual introduction or referral: If appropriate, salespeople can follow up by introducing the prospect to someone in their network who may be valuable to their business. This referral or introduction demonstrates the salesperson's willingness to provide value beyond their product or service and strengthens the relationship by facilitating new connections.
8. Interactive follow-up activities: Engaging prospects in interactive activities can be an effective way to maintain their interest. For example, salespeople can invite prospects to participate in webinars, workshops, or industry events that align with their interests or challenges. These activities provide ongoing value and keep the salesperson connected with the prospect.
9. Personalized follow-up offers: Creating tailored follow-up offers or promotions specifically designed for the prospect can be a persuasive way to continue the conversation. Salespeople can provide exclusive discounts, trial periods, or package options that address the prospect's specific needs or concerns, showcasing their commitment to finding the right solution.
10. Continuous communication with updates: Regular and consistent communication is key to maintaining engagement. Salespeople can provide updates on industry news, product enhancements, or success stories relevant to the prospect's interests. This keeps the salesperson and their offerings top of mind while demonstrating their dedication to the prospect's success.

“How smart sales people turn ‘no’ into ‘yes?’”

1. Understand the reason behind the "no": When a prospect says "no," it's essential to dig deeper and understand their specific objections or concerns. By actively listening and asking open-ended questions, salespeople can uncover the underlying reasons behind the rejection.
2. Address objections directly: Once objections are identified, successful salespeople address them directly and provide relevant information to alleviate concerns. They offer solutions, present additional evidence or testimonials, and provide clarification to overcome objections and build confidence.
3. Adapt the pitch or offer: Sometimes, a prospect's "no" might stem from a mismatch between their needs and the current pitch or offer. Smart salespeople adjust their approach, customize the offering, or find alternative solutions that better align with the prospect's requirements. This flexibility demonstrates responsiveness and a willingness to meet the prospect's specific needs.
4. Showcase added value or benefits: Salespeople can revisit the conversation to highlight any additional value or benefits that were not adequately emphasized during the initial pitch. By showcasing how their product or service can address specific pain points or deliver unique advantages, they can reframe the prospect's perspective and pique their interest.
5. Offer a trial or demonstration: Sometimes, prospects may be hesitant due to uncertainty or lack of familiarity. Offering a trial period or a product demonstration can help alleviate concerns and provide an opportunity for the prospect to experience the

value firsthand. This can increase their confidence and potentially lead to a positive decision.

6. **Stay in touch and nurture the relationship:** A "no" doesn't mean the end of the relationship with a prospect. Smart salespeople maintain regular contact, provide valuable information or insights, and nurture the relationship over time. By staying top of mind and building trust, they position themselves as trusted advisors, increasing the chances of converting a "no" into a "yes" in the future.
7. **Follow up and persistence:** Following up with a prospect after the initial rejection demonstrates professionalism and persistence. Circumstances may change, and a prospect who said "no" initially may be more open to reconsideration at a later stage. Smart salespeople maintain regular follow-ups while respecting the prospect's decision and timeline.
8. **Maintain a positive and solution-oriented attitude:** Salespeople who remain positive, resilient, and focused on finding solutions are more likely to turn a "no" into a "yes." They approach objections as opportunities for problem-solving and demonstrate a commitment to helping the prospect achieve their goals.

“How smart radio advertising Sales people re-activate dormant accounts?”

1. **Review account history:** Salespeople start by reviewing the account's history, including past campaigns, advertising strategies, and previous results. Understanding the client's previous experiences helps salespeople identify potential reasons for the account going dormant and provides insights into their advertising preferences and goals.
2. **Research recent developments:** Salespeople research recent news or developments related to the client's business. This information helps them understand any changes or challenges the client may have faced since their last engagement. By demonstrating knowledge of the client's industry and business environment, salespeople can establish credibility and relevance.
3. **Personalize the approach:** Salespeople personalize their communication when reaching out to dormant accounts. They reference past interactions, campaigns, or achievements to remind the client of their previous collaboration. By demonstrating a genuine interest in the client's business and showing that they value the relationship, salespeople can reignite engagement.
4. **Offer new insights and solutions:** Salespeople provide fresh insights and propose innovative solutions that align with the client's current needs and goals. They highlight the potential benefits of radio advertising in light of market trends, consumer behavior, or changes in the client's industry. Offering new ideas and tailored solutions demonstrates the salesperson's commitment to helping the client achieve their objectives.

5. **Conduct a needs assessment:** Salespeople engage in a conversation with the client to understand their current advertising needs, challenges, and objectives. By actively listening and asking targeted questions, salespeople uncover the client's pain points and identify areas where radio advertising can make a significant impact. This needs assessment helps them customize their approach and propose relevant solutions.
6. **Showcase success stories and case studies:** Salespeople share success stories and case studies from similar businesses or industries. These examples highlight the effectiveness of radio advertising and provide tangible evidence of its impact on driving results. By showcasing real-world examples, salespeople demonstrate the value and potential return on investment for the dormant account.
7. **Provide incentives or special offers:** To incentivize the dormant account to re-engage, salespeople may offer exclusive discounts, special packages, or promotional incentives. These incentives can create a sense of urgency and provide added value that encourages the client to resume their advertising efforts.
8. **Maintain consistent follow-up:** Salespeople establish a regular follow-up schedule with dormant accounts to stay top of mind. They maintain consistent communication through personalized emails, phone calls, or in-person meetings (if feasible). By nurturing the relationship and providing ongoing support, salespeople increase the chances of reactivating the account.
9. **Seek feedback and address concerns:** Salespeople actively seek feedback from dormant accounts to understand any concerns or reservations that may have led to disengagement. They address these concerns directly and provide reassurance or solutions to alleviate any hesitations. By addressing past issues, salespeople can rebuild trust and confidence.

10. Stay updated and provide value-added information: Salespeople consistently share relevant industry updates, market insights, or valuable resources with dormant accounts. By providing value-added information even before closing a sale, salespeople position themselves as trusted advisors and valuable partners.

“How sales people remain undaunted by rejection?”

1. **Shift perspective:** Successful salespeople view rejection as a natural part of the sales process rather than a personal reflection of their abilities. They understand that not every prospect will be a good fit or ready to buy at that particular time. By reframing rejection as an opportunity for growth and learning, they maintain a positive mindset.
2. **Learn from each interaction:** Rather than dwelling on a rejection, salespeople analyze the interaction to identify areas for improvement. They reflect on what worked well and what could have been done differently. This mindset allows them to continuously refine their approach and increase their chances of success in future interactions.
3. **Maintain self-belief and confidence:** Salespeople who believe in the value they offer and have confidence in their abilities are better equipped to handle rejection. They focus on their strengths and build resilience by reminding themselves of past successes and positive customer feedback.
4. **Seek constructive feedback:** Actively seeking feedback from mentors, managers, or experienced colleagues can provide valuable insights and help salespeople identify areas for improvement. Constructive feedback allows them to fine-tune their sales techniques and adapt to customer needs more effectively.
5. **Keep a growth mindset:** Salespeople with a growth mindset embrace challenges and setbacks as opportunities for personal and professional development. They believe that with effort,

practice, and learning, they can improve their sales skills and achieve better results over time.

6. **Maintain a strong support network:** Having a supportive network of colleagues, mentors, or fellow sales professionals can provide encouragement and motivation during challenging times. Sharing experiences, seeking advice, and receiving support from others in similar roles can help salespeople navigate rejection more effectively.
7. **Set clear goals and focus on progress:** Setting clear and achievable goals helps salespeople stay motivated and maintain a sense of purpose. By focusing on progress rather than solely on final outcomes, they can celebrate small wins along the way, boosting their confidence and resilience.
8. **Practice resilience-building activities:** Engaging in activities that promote mental and emotional resilience, such as exercise, meditation, or hobbies, can help salespeople manage stress and bounce back from rejection. Taking care of their well-being enhances their ability to handle challenges effectively.

THEN we asked...

“How can consultant Holland Cooke help radio stations increase advertising sales revenue?”

1. Audience analysis and positioning: Holland Cooke can help radio stations conduct in-depth audience analysis to understand their listeners' demographics, interests, and behaviors. With this information, he can assist in developing effective positioning strategies that highlight the station's unique selling points and target specific advertiser segments.
2. Sales training and coaching: Holland Cooke can provide sales training and coaching to radio station sales teams. He can share proven techniques for prospecting, building relationships, conducting effective sales calls, and closing deals. Through his guidance and expertise, he can help sales teams enhance their skills and increase their effectiveness in generating advertising sales.
3. Sales strategy development: Holland Cooke can work with radio stations to develop comprehensive sales strategies. This includes identifying target markets and industries, creating sales plans and packages, and implementing effective pricing and negotiation strategies. His expertise can help radio stations align their sales efforts with their business objectives and maximize revenue potential.
4. Marketing and promotion strategies: To attract advertisers and increase revenue, Holland Cooke can assist radio stations in developing compelling marketing and promotion strategies. This may involve creating impactful advertising campaigns, leveraging digital and social media channels, and organizing promotional events that showcase the station's value to potential advertisers.

5. Creative commercial production: Holland Cooke can offer guidance on producing creative and effective commercials that resonate with listeners and drive results for advertisers. He can provide insights into writing compelling scripts, selecting appropriate voice talent, and utilizing sound design techniques to create memorable and impactful advertisements.
6. Digital advertising integration: With the evolving media landscape, Holland Cooke can help radio stations integrate digital advertising opportunities into their sales offerings. This may include providing guidance on digital ad formats, programmatic advertising, podcast sponsorships, and other digital revenue streams that complement traditional radio advertising.
7. Client relationship management: Building and maintaining strong relationships with advertisers is crucial for sustained revenue growth. Holland Cooke can advise radio stations on implementing effective client relationship management strategies. This involves staying in regular contact with clients, providing exceptional customer service, and offering ongoing support to ensure client satisfaction and repeat business.
8. Industry insights and trends: Holland Cooke stays abreast of industry trends, emerging technologies, and best practices in radio advertising sales. He can provide radio stations with valuable insights and actionable recommendations to stay ahead of the curve, adapt to changing market dynamics, and seize new revenue opportunities.

ChatGPT knew I'm a guy! The only other Holland I know of is actress Holland Taylor.

Like me, you may be unsurprised by what you've read. But it's always useful to review the fundamentals. And here's a little more "light reading" that can make you some do-re-mi...

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