

# Holland Cooke Newsletter • EXTRA for Sales

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## *“If you’ve stolen from me, you’ve stolen twice!”*

Of the MANY consultant jokes, that’s still my favorite. And behind the humor, there’s an important fundamental. Yes-we-DO travel-around from-town-to-town, up-and-down-the-dial, telling-stations-here what-stations-elsewhere are up to.

And after all, which gives you a better night’s sleep?

- a) Experimenting?
- b) Or implementing proven tactics, adapted to your situation?

Times-being-what-they-are, I’m thinkin’ (b).

So here are some durable faves from notes I’ve been squirreling-away during the 15 years I’ve been consulting full-time. And, in typical consultant fashion, I’ll begin with The Big Idea...

### **Best Sales advice I ever got: The 5 Steps of Selling Anything to Anybody:**

- 1. Pre-approach,**
- 2. Approach,**
- 3. Pitch,**
- 4. Negotiate,**
- 5. Close.**

OK, OK...I know. “Always be closing.” Then, to quote another axiom, “When you’ve made the sale, STOP selling.”

And, no, the Sale sure doesn’t end with the Close. Servicing the account, shepherding the advertiser’s interests, tweaking copy, whatever-it-takes to produce results...service-after-the-sale will ensure future business. But first-things-first. You’ll GET the order to-begin-with if you work those-5-steps, in-THAT-order. And before any-of-THAT-happens, you need the right team in place...

### **Recruiting tip: Ask “COULD YOU MAKE MONEY IN THE NEXT 60 SECONDS?”**

I’m always impressed when I hear stations use unsold commercial inventory to invite local go-getters to apply for Sales jobs. But I’m not always impressed by the copy I hear. Often, copy hints-at the considerable upside there still is in selling radio...but, like too much programming content, the copy just doesn’t “jump-out-the-speaker.” Try something-along-these-lines, less subtle:

**COULD YOU MAKE MONEY IN THE NEXT SIXTY SECONDS?**

**RIGHT NOW, YOU, AND THOUSANDS OF OTHER PEOPLE, ARE LISTENING TO WXXX. THOUSANDS. AND JUST LIKE YOU, THEY’RE ALL CONSUMERS...THE PEOPLE LOCAL RETAILERS WANT TO MEET. IN THESE SIXTY SECONDS, YOU COULD HELP AN ADVERTISER TELL A STORY.**

**AND YOU MAKE MONEY IF YOU’RE THE WXXX ACCOUNT EXECUTIVE WHO MADE IT HAPPEN.**

**HOW MUCH MONEY YOU MAKE IS UP TO YOU.**

**ARE YOU “A PEOPLE PERSON?” ARE YOU “AN IDEA PERSON?”**

**GRAB A PEN.**

**THE PHONE NUMBER YOU’RE ABOUT TO HEAR WILL PUT YOU INTO A SPECIAL VOICEMAIL.**

**SFX: telephone ring, caller’s perspective**

**FX: EQ voice to sound like voicemail greeting:**

**IN THIRTY SECONDS OR LESS, TELL ME, GARY JOHNSON, YOUR PERSONAL GOALS.**

**AND HOW YOUR ASSETS AND SKILLS, AND OUR FRANCHISE, CAN MAKE YOUR GOALS A REALITY.**

**HERE’S THE NUMBER: [number]**

**SFX: voicemail time-out beep**

**Voice, NO EQ: THAT’S [repeat number]**

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In addition to using-your-own-air to round-up some reps, use it to round-up some advertisers:

***“We’ll help you build a good local business into a great local brand.”***

Copy point airing across the cluster, at client Mid-West Family Broadcasting, Madison, Wisconsin.

Local retailers are very aware of whatever Business-to-Consumer ads are showing locally. So a B-to-B message, there among the B-to-C messages, is conspicuous to them. To YOU, the station, it’s something-to-fill-an-unsold-avail. To entrepreneurs who buy their own ads, it’s a reminder that they can play too.

## **For your next Sales meeting: Brainstorm “Geezer Gold.”**

While Sally Timebuyer has been squinting at 25-54 dots-and-spots on her computer screen, here’s what’s happening out in the real world, where direct retail advertisers live...

In the USA, between 2002 and 2010:

- The number of people between 18 and 44 will **decline 1%**.
- The number of people 55 years of age and older will **increase 21%**.
- The number of people between 55 and 64 will **increase 47%**.

Source: “Trends: Recognize, Analyze, Capitalize,” by Tom Peters & Martha Barletta, citing numbers from the U.S. Census Bureau and Federal Reserve. Households headed by someone 55-64 have a median net worth 15 times that of households headed by people under 35. Anecdotally, your 50+ consultant’s own experience tracks this data. Never-in-my-life have I been moving-around this-much-money-this-fast.

Not only do Baby Boomers control most of the wealth in the USA, they’re inheriting more every day, as elderly parents pass-on. AND, unlike their children, who are growing-up without a radio habit, 50-somethings are heavy radio users.

## **Cure for the lame remote: Make it “a reality show.”**

I chuckled – and grimaced -- when someone recently spoke of “the typical sad remote at a new car lot.” Can you picture it? Station van, logo’d canopy, two shy-looking on-air people wearing logo’d polo shirts; flanked by toe-tapping, cigarette-smoking auto sales people who are wondering “OK, where are the customers?”

Face it: A tent sale, or “OUR BANK TOLD US WE MUST SELL 60 CARS THIS WEEKEND!” or other tired clichés don’t compel attendance. And your advertiser doesn’t want to meet anyone who only showed up for a free hot dog.

Instead: Invite listeners to participate in something fun and visual.

- GREAT example: The station hired a steamroller, and invited listeners to bring something to throw underneath it. What a riot! People brought broken appliances, and photos from broken relationships. The very last thing crushed? THE MICROPHONE! Not an expensive studio model. The station bought a cheap PA-type mic at Radio Shack, and put it on-air. The rumble of the approaching steamroller, and eventual zap, was hilarious radio.
- If you do something like this, take digital photos. In this case, “before” shots of listeners tossing items in the steamroller’s path...and “after” photos; then post ‘em on the station web site...on a page sponsored by the advertiser in-whose-parking-lot you staged this extravaganza. Ditto video, for YouTube.

## **Proven technique for souping-up your one-sheeters.**

Studies show that a headline draws 28% more attention if it’s in quotation marks. Smart Sales people know that testimonials sell. So don’t bury the quote within the body of the pitch. Put it right up top.

Example: “WXXX SHOWED ME HOW TO GET THE NEWSPAPER TO PAY FOR MY RADIO ADVERTISING!”

## **Still a powerful – and woefully under-utilized – tool: the spec spot.**

Again and again, Sales managers tell me that pitches with spec spots out-sell pitches without. Hearing is believing. And retailers always seem hungry for ideas. So bring ‘em examples of what’s already working for similar retailers somewhere else. If you’re a RAB member, help yourself to a couple thousand examples, at [www.rab.com](http://www.rab.com).

Simply hawking spot packages asks the retailer to solve YOUR problem (YOU need sales).

- When you create a custom spec spot, you send your prospect an entirely different message: You've invested some think-time in trying to solve THEIR problem.
- If they don't like the spot as-is, it's an opportunity. Any subsequent tweaking gives them a stake in the creative process. A station owner told me "It's not hard to change a spec spot into a spot that goes on the air."

Tip for making spec spots sizzle: Let your prospect hear more than just the spot. Produce a mock station break.

- Example: Rush Limbaugh affiliates: Fade-in as Rush is talking-up the break over the trademark stinger he plays into stopsets.
- Make the spec spot the very first spot in the break, so Limbaugh talks right into it.
- Then, after the spot, segue to a well-produced spot by a respected local advertiser, then fade.

Doing this makes the spec spot sound less hypothetical; and it aligns your prospect with other "names."

## ***"Losing your marriage is bad enough. Don't lose your divorce too."***

Ad copy for Las Vegas attorney Philip Singer.

One canny rep I work with figures her prospects have a ONE SENTENCE attention span. Cool rule. After all, most retailers are hellishly busy. So capturing their attention is roughly the same degree-of-difficulty as engaging the listener...mentally connecting has he or she dispassionately pushes dashboard buttons while driving.

That copy line above is just an example of what it takes to cut-through-the-clutter. And that particular sub-category is opportune. Attorneys who specialize in divorce – what the Yellow Pages call "Family Law," an utterly recession-proof industry – can make for especially-engaging spot copy.

IT'S THE MOST DIFFICULT THING YOU'VE EVER HAD TO DO...DIVORCE. IT WON'T BE EASY, AND IT'S NEVER FAIR. SO DO YOU REALLY WANT TO SHARE THE MOST INTIMATE DETAILS OF YOUR PERSONAL AND FINANCIAL LIFE WITH JUST ANY LAWYER? YOU CAN CONFIDE IN ATTORNEY MARILYN SALINGER. SHE'S BEEN THERE. SHE KNOWS. AND SHE'S A GOOD LISTENER.

Lawyers don't just buy radio by the minute. They love buying hours. Hey, who understands billable hours better than an attorney? Many News/Talk AMs make a mint with weekend specialty call-in shows, and sell blocks of time to local lawyers. Properly done, this can be compelling radio.

Don't let that Saturday show be a well-kept secret that only-Saturday-listeners-know-about. ROS spots that distill benefits-of-tuning-in will pump-up audience and call count for the weekend show. And, as with any kind of Talk radio, lots of audience interactivity makes the show more interesting. So invite listeners to pre-submit questions 24/7, via Email (which will drive traffic to the station or the advertiser's web site) or voicemail (which you can play-back on the weekend show).

But I digress. Back to that-single-sentence of copy that cuts-through-the-clutter...

Emulate effective benefit statements you hear in national spots. Before THAT copy gets on-air, they've tested it aplenty. Mail Boxes Etc. assured folks-with-something-to-ship that "WE'LL TAKE IT FROM HERE." Blockbuster Pay-Per-View lets customers "STAY AT HOME, PRESS A BUTTON, WATCH A MOVIE." Convenience messages resonate with busy listeners who spend the most.

Times-being-tight now, business-as-usual branding messages are blah-blah-blah, and won't resonate like more conspicuous copy:

- "FOR ALL YOUR PET CARE NEEDS" goes in-one-ear-and-out-the-other. But they'll hear you if you say "WHEN YOUR BEST FRIEND NEEDS A FRIEND." I got goose bumps when I heard a host at one or my client stations doing an endorsement spot for a veterinary practice, and sharing that "THEY SAVED MY DOG'S LIFE."
- "FOR ALL YOUR CAR CARE NEEDS" is an awful yawner. I heard another host I work with touting an auto repair shop, by reminding me "IF YOU'VE ALREADY PAID-OFF YOUR CAR, THOSE ARE FREE MILES. WANT ANOTHER FORTY OR FIFTY THOUSAND?" Then, he slam-dunked me, by differentiating this particular non-dealer shop as he cautioned, "BE CAREFUL WHERE YOU TAKE YOUR CAR."

## **WORST commercial copy approach of all? The all-too-common too-creative creative.**

Station announcers are cast as actors. "HEY TOM..." Your listeners know that Tom is really Roger from your afternoon show, which betrays both the spot and the station. Instead, ask for the order, with well-written live commercial copy. Don't squander scarce listener attention painting-the-picture of what-will-sound-like a phony conversation. Pitch!

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## GET YOUR FOOT-IN-THE-DOOR (AND OUT OF YOUR MOUTH).

Prospecting via Email? The Subject line is to Email as the envelope is to snail mail.

- You yourself prove it, every day, when you open your mail over the wastebasket. I say “open,” but most-of-what-you-receive never gets that far. In-only-a-glance, you decide whether to bother, or whether to chuck it, right?
- Tip from OfficeTeam: “Generic terms such as ‘reminder’ fail to describe the contents of your message and whether it’s time-sensitive. As a result, the recipient may delay opening it.”
- Instead, say something more compelling, i.e., “WANT NEW CUSTOMERS...THIS WEEKEND? I CAN HELP YOU!”

**Trying to reach someone important by phone, but you can’t get past the “gatekeeper?”**  
DON’T schmooze! (NOT a misprint.)

The approach Sales people would find most logical: Befriend receptionists, secretaries, and other palace guards whose job is to screen calls for someone-you’d-REALLY-like-to-reach. But I heard convincing evidence to the contrary from Dan O’Day in his RAB convention session “Getting Past Gatekeepers: Advanced Strategies” ([www.DanODay.com](http://www.DanODay.com)).

Citing techniques proven by someone who got through to then-Disney-CEO Michael Eisner on the FIRST cold call attempt, Dan explained that “your attitude is more important than what you say.” Your tone-of-voice should presume that Mr./Ms. Big would certainly take your call.

- DON’T fib that he/she is actually expecting your call. Just convey that attitude. To illustrate, Dan asked, “How would you sound if you were telling the screener ‘This is Sergeant O’Day from the Dallas Police, for Michael.’” He says use that same authoritative tone, substituting your name for “Sergeant O’Day” and minus “Dallas Police.”
- Said another way: AVOID sounding cheerful, a Sales instinct. After all, how do YOU feel when an ebullient telemarketer interrupts your dinner? Instantly, the caller’s saccharine tone activates your innate sales resistance. “The deeper the voice, the better the impact,” Dan says. Don’t be Darth Vader, just nonchalant.
- “Always lead the conversation,” he advises. Avoid being asked questions, which gives the gatekeeper control of the conversation. Lead with your name [which denies the screener a question] and ask for the person you’re trying to reach by first name [as though you know each other]. “Hello, Dan O’Day for Michael.”
- “Unless all else fails, NEVER pitch the gatekeeper,” he warns, for two reasons:
  1. “The gatekeeper can say no, but can’t say yes.”
  2. He/she will summarize/re-state/misstate/water-down your message to the decision maker.

## Leaving voicemail that WILL get your call returned.

In today’s time-pressed business climate, voicemail is SUCH currency that it has been the topic of several RAB sessions. Two I found helpful were by Sheila Kirby and Randy Uribe, Jr. Randy paints a picture we can all identify with: Your prospect comes back from lunch, to hear “YOU HAVE 9 VOICE MAIL MESSAGES.” As we all do, your prospect will delete some, and take notes from others. “If your message is like everyone else’s and it doesn’t catch his/her attention, you’ll be deleted.”

Randy and Sheila recommend:

- “Use mystery. Don’t tell them everything in the voicemail.” After all, you want a call-back, right?
- Use referrals. Randy says, “People like to do business with people they know. Prospects feel obligated to call back people who were referred to them.” Less-obvious, but also effective, Sheila offers, “Mention a competitor or two in the same industry with whom you have done business.” OR, if it’s more appropriate, “Name two key retailers or partners where their product is sold with whom you have worked.”
- Get to the point quickly. Nobody worth calling has time for longwinded people. Speak clearly. They don’t have time to listen twice.
- Hold your company name until the end of the message. If it’s the first thing you say, you sound like you’re selling something. Instead, get ‘em interested first, THEN tell ‘em who you are.
- Tell the prospect how he/she can reach you. Sheila advises, “always leave your phone number twice.”

## Listen to your voicemail before returning calls.

Does your wireless phone send calls you don't answer into voicemail? Does it list phone numbers of calls you missed?

- If so, **DON'T call-back callers-you-missed until you have first listened to your voicemail.** Otherwise, you frustrate them, asking them to repeat a message they just left, as your voicemail greeting instructed them to, which you didn't bother listening to.
- If you're a job applicant, this-alone could be a deal killer. And doing this to anyone in our business is especially exasperating. There are few things you can convey to a communicator that are as-fundamentally-maddening-as, "I didn't hear you."

## More, more, more?

Read **Every Great Sales Idea Ever** published in the first ten years of my monthly newsletter. TWENTY-FOUR pages of 'em, a dang coffee table book. The RAB distributed this to every attendee at its convention. If you weren't there, you missed:

- Things you're under-selling; Things you never thought of selling. Some without spots!
- Say it better: Tips for writing more effective commercial copy.
- Don't deny strengths, exploit weaknesses! Turning lemons into lemonade, for thirsty advertisers.
- How-To Make Money With How-To Shows: Attendees stood and applauded after my RAB session.
- Turning Kibbitz Into Kash, a kouple kute ideas.
- LEADS! Advertisers you should be pitching, and proven copy points to recommend.
- Tips, Techniques, and Only-Slightly Dirty Tricks. You DO want the order...right?
- Ideas, Ideas, Ideas, including a major agency buyer's advice on pitching Internet NTR.

For an instant download, click "Sales" at [www.HollandCooke.com](http://www.HollandCooke.com)

Also available there: **What Works, What Doesn't**, based on a national 25-54 listener survey I funded.

You will read their sometimes-surprising responses to the following questions:

**1. "Unlike satellite radio, which charges a monthly subscription fee, AM and FM radio programs are free, in exchange for you listening to commercials the stations play. Please indicate -- on a scale of 1-to-5 -- how you would respond to each of the situations described below..."**

- a) "The announcer has an irritating voice."
- b) "The commercial is in poor taste."
- c) "The announcer is talking too loudly."
- d) "Claims being made are hard to believe."
- e) "The commercial is 'a typical sales pitch,' full of clichés."
- f) "The commercial announcer is talking too fast."
- g) "The commercial is about a product or service you don't care about."
- h) "The advertiser is announcing his or her own commercial. Example: A car dealer invites you to take a test drive."
- i) "The commercial is too silly or corny."
- j) "The commercial is about a product or service that sounds like it is for people older than you are."
- k) "The commercial is about a product or service that sounds like it is for people younger than you are."

**2. "Occasionally, local AM and FM radio stations invite you to come see their personalities broadcast live at various locations in your area. Please indicate how likely you might be to attend such an event, in each of the following situations..."**

- a) "There will be live music, performed by a recording artist."
- b) "There will be live music, performed by a local group or artist."
- c) "You can also meet a recording artist, even though the artist would not perform."
- d) "There will be free food."
- e) "The store is offering a free gift to the first 100 people who stop by during the live broadcast (no purchase necessary)."
- f) "There will be activities your children will enjoy."
- g) "In addition to seeing the radio personality broadcast live, you can also meet a professional athlete."
- h) "The radio personality is appearing at a store, and the store is having a sale."
- i) "The store will conduct a prize drawing at the live broadcast. Everyone who attends is eligible to enter, there is no purchase necessary, and you must be present to win."
- j) "The radio station is staging a 'reality show' type activity that you are invited to participate in, or to simply watch. Example: The station hires a steamroller, and invites listeners to bring something to throw underneath it."
- k) "Even though you, personally, would not be eligible, you would witness the award of a major prize. Example: Contestants who have previously qualified will each get a key. One key will start a new car, and that person will win the car."

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## DO'S AND DON'TS FOR ENDORSEMENT SPOTS

Paul Harvey did 'em like nobody else. He charged top dollar and moved product like crazy. Rush Limbaugh does 'em; and often you don't realize you're hearing a spot until he's drawn-you-in. Ad-libbed by hosts, live endorsement spots exploit the one-on-one intimacy of radio, that special bond between on-air personality and listener...IF they're handled properly.

Tips:

- Cap the total number of endorsement spots you air. The more you do, the less-effective each is.
- Cap the number of endorsement spots per hour. 2 is ideal. 3 starts to sound cheap.
- Sell category-exclusive, at least by personality. Better yet: category-exclusive by station.
- Paul Harvey only does 52-week deals. 3 reasons you should only sell long-term endorsement deals:
  1. Your good name is more than a commodity.
  2. Radio 101: reach-and-frequency. You're seeking to create a reputation.
  3. You want to convey that you have a relationship with the product or service being endorsed, which takes time.

A pal of mine who's an agency ace says "ask the prospect if it would be OK to -- at your cost -- put together a commercial about their business. And be sure to mention 'your cost.' It shows you're investing and taking a risk." His advice:

- "Get some copy points, produce it and go back. Suddenly the guy with no budget and no interest in radio is seriously considering purchasing a schedule on your station."
- "Play the spot in the prospect's car. That's where he listens to radio and hears commercials. Now he is hearing one about his company. Take the chance, do it and get an order."

### For copy writers and hosts who do endorsement spots:

During a recent, extended trek to visit several client stations, I heard lots of live endorsement reads for local retailers; and I was reminded of some fundamentals that seem even more important as this recession pinches ad budgets.

- a) Consumers are challenged making-ends-meet. Ditto for advertisers. So it's imperative that your pitch convey specific benefits. Example: Recently, I heard spots tout an insurance agency that's been in business since 1957.
- Certainly that's evidence that they-must-be-doing-something-right...but it's too subtle. It's talking about the **advertiser**, not the **customer**.
  - Demographically, 24-54s can't relate. Saying "1957" is like saying "Roosevelt." What've you done for me lately?
  - What's the insurance agency's problem? Internet competitors, who are heavy national and online advertisers.
  - What's the benefit of using a local agent? Service. Tell listeners there's a real-live human being, right here locally.
- "HOPEFULLY, YOU'LL NEVER GET IN AN ACCIDENT! BUT THAT'S WHY THEY CALL IT 'INSURANCE.' AND IF YOU DO NEED TO FILE A CLAIM, MARY BETH AND HER STAFF ARE RIGHT HERE IN SPRINGFIELD, AND WILL HANDLE EVERYTHING FOR YOU, QUICKLY. IT'S WHAT THEY DO. WHO DO YOU CALL IF YOU GOT YOUR INSURANCE ONLINE?"
- b) Too often, live spots include client name-dropping that doesn't connect-the-dots to a customer benefit in the way the hypothetical above does. With money so tight now, advertisers are more-focused-than-ever on specific Return On Investment, rather than simple brand-building. Saying-hello-to-them-on-air won't ensure continued business.

One more tip: Cut-to-the-chase. The most common point of tune-out is at the beginning of a commercial. So don't spend too much time setting-up the spot. Make the very first sentence a grabber. Say "YOU" or "YOUR" if possible.

***"If you've got cleavage, and you don't use it, you're a FOOL!"***

Joan Rivers

## Internet success story you can emulate, from Emmis/St. Louis...

This company does 'Net NTR real well, and shared a success story at the NAB convention. Emmis' St. Louis Alternative Rock station did an online promotion for a tattoo studio which invited listeners to upload photos of their tattoos. Because tattoos are so visual, this would be a tough audio-only sale.

- Visitors to the web site rate-the-tattoos.
- The prize was a \$250 gift certificate...significant, but less-than-the-cost-of-a-tattoo. ;)
- "Most people with tattoos have more than one," so they were prospecting qualified buyers.
- The single location advertiser spends "several thousand dollars per month."

Even if this particular advertiser category isn't your act, the package is a template you can modify for others.

## MAKE MONEY with YouTube.

Sell a local advertiser a promotion -- a contest which awards a major prize from the advertiser's inventory -- to the winner who creates the best commercial for the advertiser.

- Simplify the entry process by simply making "Send us your YouTube URL" the means-of-entry. Use YouTube's plumbing.
- Then, you can embed YouTube players on a-web-page-of-entries (sponsored by the advertiser, of course).
- And you can use the YouTube hit count to determine the winner.

The Free Prize Inside: You don't just expose advertiser and contest to YOUR cume. You're showing it to YouTube's cume!

- Smirk if you will. WE-inside-the-box might regard YouTube as cheesy. But its use stats demonstrate that, to bored VIEWERS, it's often more-interesting-than-what's-on-television.
- And watch advertisers' eyes bug-out when you say "WE CAN PUT YOU ON YOUTUBE." They haven't got time for the learning curve. YOU are the wizard.

# ***"You Can Negotiate Anything!"***

So says "The World's Best Negotiator," Herb Cohen, author of "You Can Negotiate Anything," and "Negotiate This!" To read FREE excerpts of both best-sellers, click Update for Sales at [www.HollandCooke.com](http://www.HollandCooke.com).

He explains that adult negotiators can learn a lot from children, whom he considers extremely effective negotiators:

- "They aim high," he theorizes, urging that negotiators similarly "expect more, get more."
- "They understand [the process of] decision making within the organization." When one parent says no, they'll ask the other parent. And when both parents say no, they'll turn to doting grandparents.
- "They persist and persevere." Like smart negotiators of all ages, children know that "no" is an opening bargaining position. They understand the principle of [allowing the other side] 'acceptance time.'"

Nobody loves a know-it-all, either on-the-air on Talk radio, or in a negotiation. Cohen suggests that seeming "dumb is better than smart," and feigned "inarticulate is better than articulate," because seeming-not-to-understand can draw-out the other party, causing them to explain their position, to your advantage. He says, "Two magic words in negotiation are 'Huh???' and 'Wha???'"

## And now, "The Killer Question..."

Recently, I told a luncheon meeting of about 100 local retailers that they should say the following to every advertising sales rep:

# ***"If you want my money, do something special for me."***

That's the test every ad sales rep needs to pass, "otherwise, if they're coming in with 'packages,' they want YOU to solve THEIR problem. Instead ask them how THEY will solve YOUR problem, by fashioning an approach that is specific to your needs, and in-a-way-that-cuts-through-the-clutter." Until you have done enough homework to do THAT, you shouldn't contact a prospect.

And about that meeting...

That's what it said on the front of the invitation. Here's what it said inside:



This is *NOT* a KTBB advertising sales pitch. Because times are *LEAN*, let's just chew the *FAT*.