Back to Basics . . . and Beyond!

The 2 BIG LIES you sometimes let your advertisers tell your audience.

1. Your ______ is the biggest investment you will ever make.
2. Your ______ is the second biggest investment you will ever make.

The TRUTH: The biggest investment you will ever make is the one you make in your ____________.

SOMETHING EARL NIGHTENGALE SAID: “One hour per day of study will put you at the top of your field within three years. Within five years you’ll be a national authority. In seven years, you can be one of the best people in the world at what you do.”

“The addiction to ________________ will be the death of your creative production. We live in a world where ___________ is even more valuable than - ________________.” (Robin Sharma)

THE MASTERS COURSE IN ADVERTISING

Everybody has an ____________ about advertising.

You need a _______________ of advertising—a set of ideas or beliefs relating to a particular field or activity: an underlying theory.

Rationale: Years ago, all art students used to spend a portion of their time copying the Old Masters in Museums. Through this process they learned technique—what worked and what didn’t—and why more seasoned hands than theirs had done what they did. All great Masters, whatever their field, always know the basics. But they are great because they use these basics in new and exciting ways and ultimately go beyond them. –Dr. Jeffrey Lant


Quote: “There is that technique in all art, science and mechanics. And it is in all lines a basic essential. This is for groundwork only. To properly understand advertising or to learn even its rudiments, one must start with the proper conception. Advertising is ________________ _________________. Its principles are the principles of salesmanship. Success and failure in both lines are due to like causes. Thus, every advertising question should be answered by the salesman’s standards. Ads are planned and written with some utterly wrong conceptions. They are written to please the seller (advertiser). The interests of the buyer are forgotten. One can never sell goods profitably, in person or in advertising, when that attitude exists.”

Advertising Truth #1: You are not selling commercials, air time, spots or digital. You are selling ___________ ___________ on your audience.
## THE CHART

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### Objective
- To open doors; to "see what's going on"
- To persuade and make a sale, or to advance the prospect through the process
- Customer creation and retention; to "find the fit", upgrade the client and gain information
- To continue upgrading and increase share of business

### Level of Trust
- Neutral or distrustful
- Some credibility
- Credible to highly credible, based on sales person's history
- Complete trust based on established relationships and past performance

### Approach & Involvement
- Minimal or non-existent
- Well-planned; work to get prospect to buy into the process
- True source of industry information and "business intelligence"
- Less formal and more comfortable because of trust and history

### Concern or Self-Esteem Issue
- Being liked
- Being of service, solving a problem
- Being a resource
- Being an "outside insider"

### Pre-Meeting Preparation
- Memorize a canned pitch or "wing it"
- Set objectives, pre-script questions, articulate Purpose, Process, Payoff
- Research trade magazines, internet, analyze client's competition
- Thorough preparation sometimes with proprietary info not available to other reps

### Point of Contact
- Buyer or purchasing agent
- End users as well as buyers or purchasing agent
- Buyer's end user and an "internal coach" or advocate within the client's company
- "Networked" through the company; may be doing business in multiple divisions

### Presentation
- Product literature, spec sheets, or rate sheets
- Product solution for problem uncovered during needs analysis
- System solutions
- Return on investment, proof and profit improvement strategies

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Reality Check: There are Level 1, 2, 3 and 4 sales relationships, sales conversations, sales presentations and ________________.

Advertising Master #2: David Ogilvy, Confessions of an Advertising Man, Ogilvy on Advertising Quote: “Avoid _______________, generalizations and platitudes. Be enthusiastic, friendly and memorable. Don’t be a bore. Tell the ___________, but make the ____________ fascinating.”

Headline: At 60 miles an Hour, The Loudest Noise in the New Rolls Royce Comes from the Electric Clock.”

Advertising Truth #2: ________________ is better than creativity.


1. State the problem.
2. Explain the solution.
3. Demonstrate how your specific product or service best provides the solution.

The Ice Storm Sale

Local Advertising Mistake #1: Running ads (sales calls) that score fewer than ____ points using my formula.

- Make an offer to sell something 25 points
- Price your offer 25
- Ask for a specific action 20
- Add urgency with time or quantity limits 15
- Develop a theme or hook 15

100 points

Adults learn better and retain more when you are involved in the process.
The Numbers Game (Round 1)
The Numbers Game (Round 2)
Discuss the lessons The Numbers Game teaches about succeeding in broadcast sales.

1. _______________________________________________________
2. _______________________________________________________
3. _______________________________________________________
4. _______________________________________________________
5. _______________________________________________________
6. _______________________________________________________
7. _______________________________________________________

The 3 secrets of success.
1. You’ve got to know what you’re doing.
2. You’ve to know you know what you’re doing.
3. You’ve got to be known for what you know.

Local Advertising Mistake #2: We spend ____% of our time discussing where to advertise and only ____% of our time talking about why to advertise, how to advertise and what to say when we advertise.

The Local Advertiser’s Dilemma

80 ▲ 20

Your Success Strategy

80 ▲ 20

Advertising Truth #3: It doesn’t matter __________ you advertise as long as you get results.

Local Advertising Mistake #3: Advertising without saying exactly WHY you are doing it.
Why Advertise?

Check 7 things you’d like your advertising to do for you.
Then circle the 3 of those 7 things your advertising MUST do for you.

- Sell product/services today
- Build traffic
- Build image
- Educate consumers
- Differentiate our business/product
- Generate new customers
- Expand demographics
- Use available co-op money
- Give directions (location)
- Promote competitive advantage/Unique Selling Position
- Build brand awareness
- Support sales objectives
- Start people talking
- Make responsiveness known
- Influence target audience
- Sell service today
- Meet the competition
- Create a new position
- Enhance position
- Promote new merchandise/department
- Move old inventory
- Promote the way we do business/innovation
- Increase name awareness
- Promote new store openings
- Announce new product/service
- Justify higher price
- Promote regular price merchandise
- Build employee morale
- Explain customer focus
- Resolve doubts about the company (PR)
- Promote off-price merchandise
- ___________________
- ___________________
- ___________________
How to “Talk Advertising” with your clients today

Triggering events: Why results seem so hard to trace

Advertising Truth #4: People respond to ______ not to ____.

Advertising Master #4: Gene Schwartz, Breakthrough Advertising. Quote: “The power, the force, the overwhelming urge to own that makes advertising work, comes from the market itself, not from the copy. Copy cannot create a desire for a product.”

Reality check: People buy ____ _________.

The Big Question: What has already happened in your prospect’s life that may have created a need for your product or service?

Broken glasses

Advertising Truth #5 “Immunity to advertising is one of humankind’s most comforting self-delusions.”
--Ed Shane Selling Broadcast Advertising

Local Advertising Mistake #4: Running ads that contain more than ____ % clichés

“_______, I would__________ ____.” If you can say this about a claim made in the commercial, then you should not air it. Rewrite.
The Bull’s-eye Theory of Advertising Concept

Sell CONCEPTS instead of rates, ratings and spots. “The customer rarely buys what the business thinks it’s selling. Top performers in every industry sell ______________. That’s why they’re top performers.”

You best visual aid is a __________ __________ of __________.

Advertising Truth #6: The Purpose of Retail (Local) Advertising is to sell more today than you would have if you hadn’t run the ad.

Advertising Master #5 Rosser Reeves: Reality in Advertising. Concept: Unique Selling Proposition USP)
Quote: “The true role of advertising is exactly that of the first salesperson hired by the first manufacturer—to get business away from the competitor.”

Advertising Truth #7 You’re competing with every cash register in the market for the disposable income. All income is disposable.

Advertising Master #6 C. Britt Beemer, Predatory Marketing. Concept: Purposeful Shopping. Quote: “You’ve got to be the first place shopped. People either buy it or go onto something else. Only 30% go to a second store.”
Dueling Bull’s-eyes

Advising Masters #7 and #8: Jack Trout and Al Ries, Positioning, the Battle for Your Mind. Quote: “In short, marketing is war, where the enemy is your competitor and the ground to be won is the customer.”

Concept: The __ plus or minus __ theory. The mind works like a __________ __________. You don’t have as many choices as you think you do.

The Ladder Game
Education without action is entertainment. To know and not to do is not to know. A training program that doesn’t change your behavior in some way is as useless as a parachute that opens on the FIRST bounce. Take application notes. Decide which concept or new approach you will use with specific advertisers and prospects.

Idea #1: ______________________________________________________________
Applies to: ___________________________________________________________

Idea #2: ______________________________________________________________
Applies to: ___________________________________________________________

Idea #3: ______________________________________________________________
Applies to: ___________________________________________________________

Idea #4: ______________________________________________________________
Applies to: ___________________________________________________________

Idea #5: ______________________________________________________________
Applies to: ___________________________________________________________

Idea #6: ______________________________________________________________
Applies to: ___________________________________________________________

Idea #7: ______________________________________________________________
Applies to: ___________________________________________________________

Idea #8: ______________________________________________________________
Applies to: ___________________________________________________________

Idea #9: ______________________________________________________________
Applies to: ___________________________________________________________