

## Leverage: Double Your Billing with Half the Effort

### The Two Buttons

- \_\_\_\_\_
- \_\_\_\_\_

“Work smarter, not harder.”



### The Most Important Button

- \_\_\_\_\_

### Purpose, Process and Payoff

#### Focus on “Clean Selling.”

“Clean selling means selling as \_\_\_\_\_. When you’re super clear about helping your client determine \_\_\_\_\_, whether or not that means working with you, everything goes better. Everything. They will never forget that oh-so-rare feeling of being cared for, heard and respected. Their gratitude will come back to you ten-fold and your business will benefit in ways you can’t imagine.” --Wendy Pitts Reeves

“Sales success is made up of those little building blocks called \_\_\_\_\_.  
–Neil Rackham

**Garfield Ogilvie:** How a struggling salesperson turned it around. (Foreword)

#### #1 Rule of Selling

- “Get me to like you. I’m in advertising and we do our \_\_\_\_\_ for people we like.”
- “For me, the first rule of sales would be to come to \_\_\_\_\_ your customer—to show you care about him or her. That allows this person to trust you. And to feel comfortable moving in directions you are recommending. Because we all know we \_\_\_\_\_ the people we like. So, if we have come to like our customer and they see it, they will feel more comfortable with us and they will be right. Because if we truly come to like them, we will be sure to \_\_\_\_\_ their \_\_\_\_\_.”

–Robert Cialdini



## Leverage: Double Your Billing with Half the Effort

**Archimedes:** "Give me a \_\_\_\_\_ long enough and a fulcrum on which to place it and I shall move the world."



**Leverage:** The ability to influence a system or an environment in a way that \_\_\_\_\_ without a corresponding increase in the consumption of resources.

Nobody wants to advertise, but every advertiser wants to be an \_\_\_\_\_.

What do you mean "big order?"

The most beautiful word in the English language is a person's name.

### The largest order presentation

- I am required by management to show you the largest weekly schedule you're allowed to run on any one of our stations. That's because my ambition level may be lower than yours.
- This schedule will make you the dominant advertiser for the week. There's a two-week waiting period before you may start.
- It will drive your competition crazy.
- What do you think would happen if you ran this schedule?
- How much do you think it costs?
- What (and how much) would you have to sell to make this a profitable investment?
- How much did you sell last week without this kind of advertising?
- Do you have enough product to sell that much?

The relatively easy 15% upgrade. (Do you want fries with that?)

- "You know, you can double your schedule . . ."

The \_\_\_\_\_ is easier than the \_\_\_\_\_.

The 3 Growth Strategies:

1. Increase the client base—get more customers.
2. Increase the \_\_\_\_\_ of each \_\_\_\_\_.
3. Increase the \_\_\_\_\_ of the transactions.

How one hour of planning can save a month of misery

- 80/20
- 7 components of your billing
- Projections: You can only measure one thing: Goal Directed Behavior

## **Leverage: Double Your Billing with Half the Effort**

### **Hypothetically**

- What do you notice?
- What else?
- What are you going to do about it?



Awareness leads to change.

Mistakes in \_\_\_\_\_ mean mistakes in \_\_\_\_\_.

Something Jim Williams taught me:

- Whatever you make in a month seems like a lot of money.
- But \_\_\_\_\_ and \_\_\_\_\_ dollars are different.

If you are calling on more than fifty businesses, then you don't have an account list, you have a hunting license. –HBR article

Measure the \_\_\_\_\_ of your meetings and not just the number of meetings or "calls." (Scheduled Sales Conversations).

### **The Chart Relationship Analyzer**

## THE CHART

	<b>LEVEL</b> <b>1</b>	<b>LEVEL</b> <b>2</b>	<b>LEVEL</b> <b>3</b>	<b>LEVEL</b> <b>4</b>
<b>OBJECTIVE</b>	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
<b>LEVEL OF TRUST</b>	Neutral or distrustful	Some credibility	Credible to highly credible, based on sales person's history	Complete trust based on established relationships and past performance
<b>APPROACH &amp; INVOLVEMENT</b>	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
<b>CONCERN OR SELF-ESTEEM ISSUE</b>	Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"
<b>PRE-MEETING PREPARATION</b>	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
<b>POINT OF CONTACT</b>	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
<b>PRESENTATION</b>	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

▲ PREFERENCE SETTINGS

**BIG IDEA:** The \_\_\_\_\_ of every meeting and every client relationship is measurable.

The last conversation is the relationship.

You will sell more in \_\_\_\_\_ meetings than you will in \_\_\_\_\_ meetings.

Grade your relationships and then \_\_\_\_\_.

People buy the \_\_\_\_\_ you sell before then buy \_\_\_\_\_ you sell.

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**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 clients 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: \_\_\_\_\_



# Account List Management System

MONTH JUST PAST

## 80/20 Billing Analysis and Account Planning Worksheet

**Step 1.**

Multiply your month's total billing by .80 to determine what 80% of your billing was. Enter the number in the space.

\$

**Step 2.**

Start with your top-billing advertiser, your second highest billing advertiser, and continue entering billers until you know how many advertisers make up the first 80% of your monthly billing.

	Advertiser	Billing	Subtotal
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
12.	_____	_____	_____
13.	_____	_____	_____
14.	_____	_____	_____
15.	_____	_____	_____
16.	_____	_____	_____
17.	_____	_____	_____
18.	_____	_____	_____
19.	_____	_____	_____
20.	_____	_____	_____

**Step 3.**

1. How many accounts make up 80% of your billing?

**GOLD Accounts**

MONTH JUST PAST

## THE 7 COMPONENTS OF YOUR BILLING

Billing Analysis/Goal Setting System

	ADVERTISER	BILLING
<p><b>Commitment</b></p> <p>Advertisers you consider to be base business for you and your station.</p>		<div style="display: flex; justify-content: space-between; width: 100%;"> <span>\$ <input style="width: 50px;" type="text"/></span> <span><input style="width: 50px;" type="text"/> %</span> </div>
<p><b>Seasonal or Flight Billing</b></p> <p>Billing that you will have to replace next month.</p>		<div style="display: flex; justify-content: space-between; width: 100%;"> <span>\$ <input style="width: 50px;" type="text"/></span> <span><input style="width: 50px;" type="text"/> %</span> </div>
<p><b>Renewal</b></p> <p>Accounts who recently were in the "trial" category who renewed.</p>		<div style="display: flex; justify-content: space-between; width: 100%;"> <span>\$ <input style="width: 50px;" type="text"/></span> <span><input style="width: 50px;" type="text"/> %</span> </div>
<p><b>Trial or New</b></p> <p>Advertisers using your station for the first time.</p>		<div style="display: flex; justify-content: space-between; width: 100%;"> <span>\$ <input style="width: 50px;" type="text"/></span> <span><input style="width: 50px;" type="text"/> %</span> </div>
<p>TOTAL NUMBER OF ADVERTISERS ON THE AIR</p>		
<p>AVERAGE DOLLARS PER ADVERTISER <span style="margin-left: 20px;"><u>BILLING</u></span></p>		
<p>TOTAL BILLING</p>		

