

Objection Management Guide

Great answers start with thoughtful questions!

Prepared by Mike O'Brien, O'Brien Betterment, LLC

***Special thanks to Chris Lytle and the late Irwin Pollack for answers
and inspiration***

Table Topics from Clients

1. Let me think it over.
2. First, I need to check with my partner, husband, wife, committee.
3. The corporate office won't let me advertise.
4. I tried advertising on radio once...it didn't work.
5. My budget is spent on other advertising.
6. I can't afford this!
7. Your rates are too high!
8. Our target demographics are not the same as yours.
9. Business is good. I don't need to advertise.
10. Word-of-Mouth is our primary form of advertising.
11. You don't have enough listeners.
12. You'll have to speak with someone at our ad agency.
13. We use newspaper advertising.
14. I'm buying TV advertising.
15. I'm already using cable TV advertising.
16. My money is all tied up in digital advertising.
17. I'm still using Yellow Pages.
18. I already advertise with direct mail.
19. You're the second representative that's called me in the past year.
20. Your radio stations don't work for my business.
21. Call me in a few months.
22. I'll give you a percentage of everything I sell.
23. Send the proposal in an email. I'll call if I'm interested.
24. It's too hard to measure radio advertising.
25. Run an ad that says, "Tell them you heard it on the radio."
26. Okay, here's \$800 to test your station.
27. Your stations made mistakes last time I ran.
28. I don't like your station/announcer/manager/website.
29. The economy is just too bad to advertise.

1. Let me think it over.

- A. Is there something we should do that would provide the assurance you're seeking?
- B. Giving this more thought might be just the right thing. Is there *something specific* that you'd like to consider further?
- C. Mmhmm, perhaps there are areas that need a closer look. Is it something about the price/timing/frequency/message?
- D. Tell me what's best for your business. Do you need to reach our listeners *now* or is *next week* just as good?
- E. Sure. Let's do a brief review of what we agree on...the script, the offer, the schedule dates, and the total investment. Are you ready to move forward now?
- F. Yes, and can we work on a calendar basis? Let's meet this Friday at 9:00am.
- G. You should give this as much thought as you need. It's an important campaign. Tell me, are you thinking about the creative message, the total investment, or something else?

2. First, I need to check with my partner, husband, wife, committee.

- A. Let's make sure everyone is in agreement. Will she/he be in later today or tomorrow? I could stop by and answer any questions at about 9:00 if that works for the two of you.
- B. That's important. So far, how do *you feel* about the plan?
- C. Yes, and do you think she/he will see the advantages, as well?
- D. This is a team effort. So we're all on the same page, what questions do you think they'll have?
- E. Alright. Meanwhile, is there anything more that I can do for you to facilitate our marketing plan?

3. The corporate office won't let me advertise.

- A. It's important to comply with company directions. Could you share their reasoning for this kind of centralization?
- B. Tell me about that, Tom. You seem to have local autonomy in other areas.
- C. Do they allow you to execute other local marketing strategies? If so, let's create a message that is well coordinated and within budget expectations.

- D. So, what needs to change in order to meet the company strategy? Who is your regional manager? May we have a joint meeting soon?
- E. Is money the matter? Or, are there creative expectations that I could help you with?
- F. At the same time, *you're* in the best position to analyze local opportunities for growth. What should we do next?
- G. I still want to help you. How can we convince the company to de-centralize in order for you to compete *in this marketplace*?
- H. Alright. If you're still willing to get creative, let's consider some co-op or vendor programs that mitigate their concerns.
- I. That's a valid concern. Have they given you freedom to exercise some discretionary funds?

4. I tried advertising on radio once...it didn't work.

- A. Really? What happened? What were you advertising? (or, What items and what time of the year? What was your frequency?) Let's learn from that and improve on the next plan.
- B. That's frustrating. Tell me about the plan and your expectations.
- C. Advertising can be a challenging investment. Do you have other media that you use that seem to work *sometimes* and not at other times?
- D. While I can't change your prior experience, I can help you generate a great return in the future. You are open to new ideas, aren't you?
- E. Yes, all radio stations and all campaigns are not equal. Tell me about your experience.
- F. Yes, and advertising is part art and part science. That's why I conduct thorough research and brainstorming prior to the campaign to ensure your success. Let's discuss your goals.

5. My budget is spent on other advertising.

- A. It sounds like you allocate specific investments for specific periods. Can you share with me how you construct your budget?
- B. I understand. It's wise to define how much to invest. At the same time, we want you to capitalize on a *great opportunity!* Would you agree this is one of those moments?
- C. Budgeting is important. Can you tell me if you ever move money from one medium to the next...or one variable expense to the next?
- D. I respect that. Concurrently, if I can show you how you could earn a terrific return-on-investment, would you take a look?

- E. Okay, so your fiscal year begins again in two months, July 1st, can we agree to start the plan on that date?
- F. It's good to know that you have a plan. Can you tell me what you like about your current strategy and the marketing partners that are involved?

6. I can't afford this!

- A. (Caution. This may be a real condition. Or, it could be a routine objection, or a test of your conviction.) Help me understand what that means to you.
- B. You can't afford it? (Silence. Let them explain.)
- C. Tell me about that. Does that mean you don't believe you'll generate a good return-on-investment?
- D. I appreciate your candor. Can we do some problem solving together? I'd like to help you uncover co-op funds, promotional money, or other discretionary funds.
- E. Effective advertising should be viewed as an investment rather than an expense. What do you need to happen for you to get a great return-on-investment?
- F. It sounds like you'd be interested if you could afford it. Is this more than you normally invest?
- G. Alright, let's discuss your expectations and what you could afford. Maybe we can make adjustments that are still effective. (Caution. Don't go too low. Results are primary!)

7. Your rates are too high!

- A. Too high? (Allow the client to explain: Higher than other media? Higher than the last time they bought? Higher than the value they perceive they will derive?)
- B. They *are higher* than most media. Our stations provide a stronger return-on-investment. Let's discuss your expectations.
- C. Our regional stations and the prime-time periods that you've requested come at a premium just like front row seats at a great concert (or use another analogy in their industry).
- D. Yes, and some radio stations price their stations very low. We can only presume that they know what their stations are worth and they price the advertising accordingly. As for our stations....you'll feel the difference with our campaign ideas and commercial treatment. You'll realize the results as the campaign unfolds.

- E. I'm glad that you voiced your concern. Let's discuss the value of different media. Please understand that the primary driver of rates is *supply and demand*. And high demand is based on the quality of our audience, our reach, the foreground nature of our stations, and the quality of our commercial production. All of these factors yield results for you, so the value is greater!
- F. Sure, they appear high at first. Just as the new Ford Mustang costs more than an average sedan. And it's worth it. Customers realize the total driving experience of a quality performance vehicle. Just as you are placing a total investment to achieve better results. It's really not components and parts. It's an investment to achieve better traffic and sales volume.
- G. There will always be lower priced options. Our focus is not on savings. It's on results. That will *save you* the frustration of unsold inventory. Now, may we discuss the creative approach further?

8. Our target demographics are not the same as yours.

- A. Tell me more about your target market. If we don't line up demographically, it may not be cost effective.
- B. What do you consider your primary and secondary demographics to be? Have you considered additional opportunities for growth in the future.
- C. It's exciting to discuss the first campaign with us because many of our listeners aren't aware of your business. Now, *our listeners* will become *your customers*.
- D. That's a reasonable concern. One marketing consultant, Roy Williams, says, "No advertiser ever failed by reaching too many of the wrong people".
- E. I respect your experience. May I share with you the average ages of shoppers nationally as provided by the Radio Advertising Bureau? (Instant Background). Let's consider bringing in more baby boomers in the 55+ demographic set with active lifestyles and great discretionary incomes.

9. Business is good. I don't need to advertise.

- A. I'm happy that you have all you *need*. That's a great baseline. Let's discuss your *wants*. What would a new customer be worth to you?
- B. It's great that you are doing so well! We're also more effective attracting and keeping customers coming back when you run such a strong business.
- C. Yes, and if you continue to keep *your salesperson in the field* with ongoing (horizontal) advertising, you'll realize even greater momentum.

- D. Terrific. Now, what product (or service) *isn't moving so well*? How much volume do you want in that category? Let's focus our marketing efforts there and bring it up to your high standards.
- E. That's a reasonable posture. At the same time, many well-known national advertisers continue to strive for market share in spite of their strong brand acceptance.
- F. Yes, and wouldn't it be great if *all customers* returned every year? Typical businesses undergo 20% attrition each year. How does that compare with yours? This campaign will give you more control over normal attrition and other market fluctuations.
- G. You've worked hard to be able to say that. Congratulations. You know the best time to drop more fishing lines in the water is when the fish are biting. And every day is a good day for fishing! So, let's keep a good thing going.

10. Word-of-Mouth is our primary form of advertising.

- A. Absolutely. Radio advertising stimulates positive word-of-mouth recommendations. You work very hard to earn good marks. Let's multiply that thousands of times over.
- B. Concurrently, did you ever have a discontented customer say or post negative reviews? Let's control the message with positive radio commercials.
- C. Yes, and our stations have over 100 businesses like yours each month that agree. They magnify their good work and grow their business with powerful word-of-mouth messages on our radio stations.
- D. Positive word-of-mouth is awesome...and it seems to be free, except you have to work very hard to earn it. Unfortunately, good words travel slowly. There are people in the market for your product right now who might shop here if you'll invest in our word-of-mouth methods.
- E. Fair enough. Tell me about your growth objective for next quarter. Are we going to get there hoping for enough word-of-mouth advertising?

11. You don't have enough listeners.

- A. We don't have enough listeners? (Let them explain, so you can provide solutions.)
- B. If that means we're not number one in ratings, you're right. We're just creative and cost effective. So, we're the best radio stations when it comes to results for your investment.
- C. Thankfully, we don't rely on ratings, we strive for results. And we invest in *improving our medium* rather than *proving our medium*. The real proof is in your store traffic and sales.

- D. I appreciate your concern. It's comforting to quantify the plan with metrics. Unfortunately, numbers don't guarantee results and surveys cost our advertisers a lot of money. The best numbers we can review are *your sales figures*.
- E. Yes, you may feel the same way until you realize the results that these advertisers have. (Show the client a list of advertisers.)
- F. I respect your point of view. Is that comment based on your listening habits or some prior experience?

12. You'll have to speak with someone at our ad agency.

- A. You can count on me to do that. As the owner, can I count on you to preview the plan, so you are able to make the best decisions?
- B. Thanks for that information. Ultimately, won't the decision come back to you? May I share this exciting new idea with you first and then proceed with the agency?
- C. I understand. Who is your primary contact? Would you inform them of our idea and let them know that I'll be in touch?
- D. Whatever you say, Tom. Can you tell me about your expectations of your agency and your media partners?
- E. I'm here to serve you directly or in partnership with an ad agency. So you know, the agency has not given any consideration to the local programs that you have in the past. Would you let them know that you'd like them to review our sports sponsorship (or other local plan)?
- F. Will do, Tom. Meanwhile, can you tell me about the primary criteria that they'll use to direct the media buys?
- G. Let's go above and beyond. I'll continue to send you and the agency all marketing plans. So, we'll all stay on the same page. Is that agreeable to you?

13. We use newspaper advertising.

- A. I've noticed. How's that going for you?
- B. Yes, and our radio stations run a newspaper ad periodically, as well. A mix of all primary local media is the most comprehensive approach.
- C. Newspaper can be very effective to outline many details and list loss leaders. Let's add color and notability with radio commercials.
- D. Yes, and we'll want to coordinate our message with the copy that you're running in the newspaper.

- E. The printed word certainly is tangible. Yet, advertising expert, Jack Trout, teaches that the *mind works by the ear*. People hear messages, create mental images, and respond accordingly. The spoken word evokes emotion and it will illicit action.
- F. Newspaper is a good “now price medium” to move today’s inventory at lower prices. Radio can do that *and help brand your business* for ongoing traffic. Roy Williams says, “A person will not take their pocketbook where their mind has not already gone”. Let’s get them thinking about your brand all of the time.

14. I’m buying TV advertising.

- A. Okay. At the same time, have you considered the qualitative information regarding the typical viewer? Research shows that TV viewership *decreases* as household income *increases*. The more money a person has, the less time they have for TV. Our stations reach more affluent people with busy lifestyles and more discretionary income.
- B. That’s quite an investment. May I ask how much is costs to produce the commercial and reserve some decent time slots?
- C. That’s interesting. Tell me about that. Is your commercial placed in the local newscast or at random times? How’s your frequency?
- D. For a big campaign like this, it’s wise to cover all bases. We’ll produce an ad that matches up with your television commercial. The *imagery transfer* from television to radio will provide the synergy that you need. National advertisers use this approach.
- E. You’re obviously taking your marketing plans seriously. Wouldn’t you agree that most viewers *DVR* their favorite shows and fast forward through the commercials? Fortunately, they can’t fast forward through your commercial on our radio stations.
- F. That’s another good effort to reach people. Still, an All-American Economic Survey revealed that nearly two thirds of consumers stream their television. Let’s make sure we coordinate our radio plan *with your television flight* to capture more customers.

15. I’m already using cable TV advertising.

- A. That’s interesting. How’s that going for you?
- B. Radio and television can be a great combination. National advertisers employ *imagery transfer* to communicate consistently across all media platforms. (Examples: McDonald’s, Coca Cola, Ford, Toyota, Proctor & Gamble.)
- C. That’s a good strategy for evening viewership. What about during your primary hours of operation, during the day? Radio reaches people closest to the time of purchase...the advantage of *recency*. Let’s run a mix of radio and cable together.

- D. Tell me about your commercial writing and production. It's very challenging to create local television commercials that can compete with national productions. Our stations can create ads that sound great and get results.
- E. Are you able to saturate the prime stations during prime time? Let's make sure your ad frequency isn't diluted among too many stations over broad parameters.
- F. No medium reaches all of the people. If you find cable advertising to be cost effective, then I would encourage you to continue. That will only enhance the radio campaign that we established.

16. My money is all tied up in digital advertising.

- A. Yes, and our stations *are digital media!* Let's discuss your strategy and I'll enable you to maximize our digital assets, as well.
- B. Some money *should* go into digital advertising. And, in the same way that you have traditional customers and traditional vendors, a strong percentage of your budget should also go into *traditional media*, like radio.
- C. Good topic, Tom. I've spent some time on your website and Facebook page. I'd like to make some recommendations. I hope you'll trust in my guidance as an overall marketing consultant for your business.
- D. Okay. Tell me about that. Are you working with a Google rep/corporate advisor/local digital agency? Let's discuss ways to localize your digital strategy to appeal to more potential buyers.

17. I'm still using Yellow Pages.

- A. You are? Studies show that most people simply Google search businesses for addresses and phone numbers. Do you still find Yellow Pages to be cost effective or is this expense coming out of habit?
- B. I understand that some businesses stay in Yellow Pages out of a *fear of loss*. Our radio stations cancelled Yellow Pages in favor of more intrusive approaches. It has proven to be a smart re-direction of our marketing funds.
- C. Really? Is it for the printed book or their SEO services? We can handle your digital strategy with ongoing *local service*.
- D. Yellow Pages have a long tradition. Yet, it's a passive listing....a closed book that is seldom used. Let's discuss a strong radio plan so you can *reach out* to more customers.
- E. So, you're listing your businesses right next to competitors. How about showcasing your radio ad separately from anyone else in your category?

18. I already advertise with direct mail.

- A. Okay. How much does that cost you? For now, let's discuss ways to maximize the effectiveness of radio in combination with direct mail.
- B. Many businesses like to rotate their coupons between direct mail and newspaper. Our radio campaign will run in cooperation with either and enhance your response rate. I'll go to work on a sample script to show you how we'll accomplish that.
- C. Why do you use direct mail? Personally, the only time I look forward to going to my mailbox is on my birthday. (smile) The rest of the year, I expect invoices and solicitations.
- D. It sounds like you're willing to try many different approaches. Rather than ads that say "Resident" our radio messages will sound personal...one friend talking with another. The spoken word is the most powerful means of persuasion.
- E. Print media is great for offering discounts. Our stations can build your brand and your profit margin with creative ads featuring full-priced merchandise.
- F. Tell me about your response rate and geographic target. Our regional radio stations can cast a wider net for a more cost-effective investment.

19. You're the second representative that's called me in the past year.

- A. Point well taken. Sometimes a fresh idea from someone new is just what you need.
- B. It sounds like you're frustrated with too many changes. Had you advertised with our stations, the prior marketing consultant would have continued to work with you.
- C. Let's have a *long-term* business relationship. Here are two new ideas utilizing radio and digital marketing to help grow your traffic and sales this quarter.
- D. Tell me about your prior experience. How can we work better together?
- E. Thanks for sharing that with me. Are you comfortable working with me in the future?

20. Your radio stations don't work for my business.

- A. Hmm. Don't work for your business? Tell me about that.
- B. Help me. Do you mean our stations haven't worked well for you...or you don't think they would be a good investment in the future?
- C. Wow, what happened? I'd like to review the commercial copy, the schedule, the offer, and timing of the campaign. What could have gone wrong?

- D. Really? Let's discuss the outcome. So many factors go into the success of an advertising campaign. Not only our listenership and frequency, but the timing, competitive offers, and even weather plays a role.
- E. I hope we can create a brighter future. Look at this long list of advertisers that are benefitting from the persuasive power of radio.
- F. For your benefit and mine, please share with me what *working* really means for you. I'd like to learn more about your expectations and how to meet them in the future.

21. Call me in a few months.

- A. I appreciate the opportunity to work with you *anytime*. Is there a reason that you would like to wait a few months?
- B. Alright. So that I understand, is all of your advertising set for the entire quarter?
- C. That's always an option, Tom. Tell me, is there something I've failed to cover regarding the rewards of advertising on our stations right now?
- D. May I ask, what are the opportunities that we'll capture when you advertise in the next quarter?
- E. Okay, can we work on a calendar basis? I'll schedule this for Tuesday, (specific date) at 9:00am. I'll also send out a calendar reminder.
- F. Help me prepare. What brands and events will you focus on in a few months?
- G. So, are you saying you'd like to start the advertising in a few months? May we arrange your advertising schedule right now? That way, you'll get the avails that you want at today's prices.
- H. Will you *do* this...monitor the progress of your current campaign and if it's not really delivering, please give me a call? Otherwise, I'll follow through in a few months as you've requested.

22. I'll give you a percentage of everything I sell (in lieu of your advertising bill).

- A. Are you concerned about our commitment to deliver results? (Listen to the client) Our business is built on repeat advertisers. If this plan doesn't meet expectations, we both lose. We can't survive selling ineffective ads. What concerns do you have about the program we've put together?
- B. Does other media work with you on that basis? Why do you want *us* to do that?
- C. Excuse me. If I had outlined this plan well enough, you would have more confidence in the results. What questions or doubts do you have?

- D. That's an interesting proposal. It could be very rewarding for the radio stations. Fortunately, while you take the business risk, you also enjoy *all of the rewards*. If this campaign is a runaway success, you keep the immediate revenue and tremendous repeat business. And I won't charge you any more than the original agreement.
- E. Here is the guarantee that I can provide to ensure your success: I'll prepare a great script and commercial production for you to approve in advance; run a high frequency flight in prime-time periods; reach our regional audience; and provide *foreground stations* that showcase your message in short commercial pods. Plus, it's all backed by my follow-through service. Are you ready to move forward?
- F. That's creative, yet there are too many variables outside my control: competitive environment, store reputation, weather, and internal sales effort. (The "percentage approach" is called a PI/per-inquiry) Since your other media partners aren't doing it either, let's discuss our original offer.

23. Send the proposal in an email. I'll call if I'm interested.

- A. It sounds like you're very busy. Allow me to save you some time and help you make more money. Let's meet for 20 minutes and review the plan. I'll answer your questions immediately and you'll be in a position to say "Yes" or "No" right away. How's Tuesday at 9:00?
- B. Thanks for the invitation, Tom. However, my plans are not transactional, and my service is consultative. As much as 20 minutes will give us both peace of mind. How's Tuesday at 9:00?
- C. It sounds like you're curious enough to read it over. So, please allow the courtesy of an in-person meeting. It will enable you to ask questions and make the best decision.
- D. This is a layered program with many benefits. Let's review this together and arrive at a conclusion.

24. It's too hard to measure radio advertising.

- A. Tell me about your goals and then we'll establish a measurement scale.
- B. I understand. Measuring advertising can be challenging. How do you measure your newspaper? Your cable? Billboard? Other media? Here's how we'll monitor your results....
- C. By measure, you mean "make a return-on-investment" don't you? Let's discuss your traffic expectations and the potential sales. Let's also put this in context with your overall media mix.

- D. Good topic. Let's discuss response and results. Radio delivers a great response that you can see in new customers, increased store traffic, web traffic, and feedback from people. Results depend on what happens when they arrive. To help ensure results, I'll host a meeting with your staff, play the commercial, leave a script, discuss your special offers, and then monitor your sales activity. What other things would you suggest?
- E. The intangible nature of audio is also its' strength. Radio reaches out intrusively, speaks to people, and influences their purchase decisions. Generally, they don't attribute the buying decision to hearing an ad. Regardless, we're not here to take credit, only *take satisfaction* in helping to grow your business.
- F. People don't buy things because they hear a commercial on the radio. They buy things because *they want more things!* Radio stimulates the purchase impulses that pre-exist in American consumers.

25. Run an ad that says, "Tell them you heard it on the radio".

- A. Why would you like to add this condition to your campaign? (Listen to the client) It's a "verbal coupon" which makes it more difficult for customers to buy from you.
- B. Why would you like to do that? Generally, customers are too embarrassed to ask for a *discount* based on an audio message. They're afraid to mention it in case they heard the message wrong.
- C. Using our call letters is proprietary. Whenever the station is mentioned, it becomes a station promotion, too. Our manager would need to approve a request like that.
- D. I understand. Your objective is to test the station. However, isn't your primary objective to make more sales? Let's keep our priorities in order and match up the radio copy with your overall campaign message.

26. Okay, here's \$800 to test your station.

- A. That's a candid suggestion. My experience tells me that's just enough advertising to get your business on the air...and demonstrate that the campaign didn't work.
- B. Tell me about your other advertising. Don't you advertise consistently and build brand name recognition with a better budget? If you're on the air for three months, our listeners will come into the market naturally...and you can sell your merchandise at full price.
- C. Funny you would say that. Another business friend told me that buying a little advertising is like sticking your toe in the water; you don't really know the temperature until you jump in. Let's immerse ourselves in an effective campaign. Here's the schedule I would recommend....

D. Here's our recommended criteria for success: Determine how many units you normally sell without advertising and how many more units do you need to sell to justify this investment? Calculate what is the value of a customer? What is your average daily traffic? And, what is your average sale and closing ratio? Finally, what is the most important thing for this campaign to accomplish? Now we can run a valid test for a reasonable total investment.

27. Your stations made mistakes last time I ran.

A. I'm sorry. What was the error? What do we need to do differently to make things right?

B. Tell me about that. I'll also look into your file and discuss this with our team. That's not up to our standard for doing business.

C. Yes, and I'm apprised of the problem. Here's how we're going to make this right...

D. It won't happen again. I created a checklist to serve your business with a new set of standards: approve the copy, approve the production, provide a preview of the commercial schedule, and set a follow-through appointment.

E. Our team is prepared to serve you better. Here are the people that work for you at our station: my name and phone number, the general manager, commercial writer, traffic and billing coordinator, and program director. Call anytime for assistance. Does that give you a better sense of our commitment?

28. I don't like your station/announcer/manager/website.

A. Really? Why do you feel that way?

B. Alright. I respect your opinion. Here's why we operate in this manner. Here's why I'm proud of our station/announcer/manager/website.

C. Your perspective is valid. I hope you'll consider my ideas as *valid business reasons* to move forward anyway. Let's realize a terrific return-on-investment for your store!

D. It's evident that many of your customers like our station/website. Don't you want to reach out and sell them more merchandise?

E. You are entitled to those views. Please understand that we're called a medium because we function as a vehicle to communicate with all types of people. Your investment is not in a specific radio program or format (ie *News/Talk* or *Adult Contemporary Music*). Your money attracts the demographics that we reach. Here are some figures regarding the Effective Buying Income of listeners in our area.

F. Fair enough. At the same time, the quality of our stations has been affirmed by loyal listeners, recognition from the local community, and repeat business by hundreds of

advertisers. Let's focus on the quality of your commercials and generate great results for your business.

29. The economy is just too bad to advertise.

- A. We need to pull together. Here's what our stations are doing to help local listeners and advertisers until we see better days ahead.
- B. The economic conditions are difficult. Tell me about how it's affecting your business.
- C. Our timing may be ideal. I have some ideas to help you generate more traffic and sales.
- D. Fortunately, we have experience from the last recession. Here's how we helped local businesses position their brand and grow market share.
- E. I hear you. We're going to have to grind this out. You know, advertising is like having a salesperson in the field. When times are tough, our salespeople work more, not less. So, can I keep your salesperson on the air?
- F. The fish aren't biting as much. Staying with that analogy, it may be time to troll to a new spot, change lures and cast more lines.
- G. Advertising is harder to justify, yet still a good investment. While your competitors are lying low, you'll maintain cash flow and come out of this with a bigger piece of the pie. History is on your side with this strategy.
- H. Advertising is designed to call attention to your business *to sell more products*. Right now, someone is in the market for a (their product, ie car, RV). Let's make sure they're coming here.
- I. At the same time, you're open for business every day. Let's advertise your great values *every day*, so you take control of the situation. As an entrepreneur, you've always won with offense. Nobody ever saved their way to great prosperity.
- J. This conversation is happening throughout our community. My regular customers have determined that the economy is too bad *not to advertise!*
- K. As a business, our radio stations faced the same crossroads. Here's what we're doing to be proactive. (Examples of marketing strategies, promos, remotes). Now, here's how we can apply that thinking for your business.
- L. I understand that economists and some of the media talk about recessions. Others of us have decided not to participate. Let's create our own economic conditions by stimulating demand. Let's sell something!