



## Managing the expectations of a client:

In the sales game, regardless of industry, it is vitally important that the sales professional manage the expectations of the prospect or new client if you've already got them across the line.

In radio sales it is no different. Many clients have this unrealistic expectation that as soon as they go on air (or shortly thereafter) that the masses out there in consumer-land will come running just because they as a business are finally on the radar of the general public on a mass media platform like you radio station. I believe it is vitally important to remind our clients that yes they can gain 'top of mind' awareness and control the 'word of mouth' getting around town with the help of your radio station, but it's an imperative that the sales executive reminds your clients that we as consumers all have a shortlist of preferred suppliers that are top of mind in our lives that we personally keep going back to time and time again. We are often loyal to these brands or suppliers, mainly because our buying experience has been a good one and there is trust, so we keep going back for more.

We are creatures of habit and we form strong loyalty to brands and suppliers of good products or services... and just because your new client is on your platform (radio station), it does not mean the general consuming public will suddenly walk away from their current preferred supplier and come running to them... we have the responsibility of reminding our client of this fundamental principal.

It's important to get them to see that they themselves as part of the consuming public, behave the very same way. It will take time for your consuming listeners to get to Know, Like and eventually, some will Trust your client enough to give them a shot and make the purchase... it will take some time and multiple points of exposures and or impressions for them to start to even start to consider even moving close to your client... (Remember the consumer is just at this point only considering using another supplier), so manage their expectations of your client and tell them this fact, or you'll be managing disappointments in the coming weeks.

Once we have them understanding that it will take some time to get people to Know, Like & Trust them enough to give them a shot, we then need to ensure that the client has realistic expectations as to what increases in business turnover might take place over time. As Paul Weyland says in his book *Successful Local Broadcast Sales* "creative problems and mismanaged expectations about results are two of the biggest problems we in the broadcasting industry face. Unfortunately most broadcast creative is just horrible. Instead of producing copy that would modify the behaviour of the listeners and drive them to our clients we often produce cliché-infested, wallpaper garbage that has little chance of breaking through the incredible clutter that the average listener is exposed to in a single day".

Phil Gray Consulting is a leading expert in radio sales training and is available to conduct larger sales campaigns.