

Radio Sales Made Easy



'SALES PUSH' RADIO CAMPAIGNS

WHY we do it

Every organisation's growth is limited by a lack of financial capacity. The biggest opportunity for financial growth in broadcasting is within radio sales (sponsorship sales).

In radio, a sales executive's biggest obstacles are: prospects are hard to find, hard to reach, and time poor; they don't know who you are (your brand); they don't know your unique selling points, nor do they know who you can connect them with (your loyal listeners) or how lucrative that could be for them.

We all know the incredible challenge of trying to reach revenue targets every month. Imagine if half your sales targets were already achieved each new month. The pressure would be off; you would be half way there every month! Imagine how much more you could do in your marketplace when you actually achieve targets every month - more staff, additional equipment and more infrastructure to become an even greater success in your city. If you could only generate more revenue!

With this huge injection of funds into the monthly cash flow, stations can develop a strong financial base enabling them to plan for growth and development and achieve significant goals as result the increased financial capacity.

Every one of our clients has experienced a dramatic increase in sales revenue through partnership with Phil Gray Consulting (PGC) when we help client stations prepare, then deliver a 'Sales Push' campaign.



HOW we do it

The key is getting in front of a small collection of business decision makers without interruptions and hosting a series of high profile presentations to alter the impression the prospect has of you and your station, so they can see the benefits of reaching your audience.

The aim is to sign up annual clients that have consistent ongoing branding campaigns for twelve months.

These 'Sales Push' campaigns have long been an essential part of any successful radio station's sales events calendar, and have always been a vital part of achieving financial growth.

PGC can partner with you to review your current sales systems and process, packages and rate card along with positioning of the station, on and off air (relating to sponsorship). We will plan and prepare detailed guidelines to use in the lead up to, and during your Sales Push campaign.

PGC also assists and guides the development of an impressive presentation to 'state the case' for the station to small groups of past, current and potential clients, specifically focusing on annual sales.

► Key steps conducting a Sales Push campaign

Set your target, create a compelling theme, find and book a great venue, design teasers, invitations, rate card and packages brochure and supporting auto signature and website banner, decide on incentives to be included in each 12 month commitment. Then we print teasers, invitations and rate card and packages brochure. Some of your team will need to boost up and purify your prospect list (database). We then send out teasers and invitations, develop a radio on-air campaign and follow up the prospects to book them into a presentation. Then we are ready to present your offer to the marketplace at several one hour presentations, we aim to sign them up at the event or follow up to 'close the deal' inside the following week.



PGC Testimonials

Mike Brewer | CEO Rhema Media New Zealand

Working with Phil Gray has been a pleasure; his wealth of experience across media platforms gave insight into the [sales] presentations which added significant value to our to current and potential clients. The results met our expectations so much so that we are now planning an additional series of presentations.



Robbie Parkin | Sales Manager

96five Family FM Brisbane Queensland

We have conducted two sales pushes with him during this time with much success both in immediate sales revenue and great relational building with both existing clients and the greater business community. He really knows his stuff and is extremely good at keeping the whole team on track. I recommend him to you without hesitation.

Paul Burnett | Former Station Manager

89.9 Light FM Melbourne VIC Australia

The stations I've worked for during the past 11 years have all benefited significantly from Phil's innovative approaches and compelling communication style, it's no wonder that PGC is the industry leader with their unique 'inability to settle for anything but excellence'. PGC implemented several separate sales campaigns for us and again their design and implementation delivered that crucial difference between a mildly successful outcome and the outstanding results that were achieved!

Nathaniel Garvin | General Manager

ultra 106five Hobart Tasmania

We have just completed our first Sales Push with PGC and I'm pleased to be able to report that it was a great success. Phil showed great flexibility in how he worked with my team and we are more than satisfied with the twenty 12 month contracts [the highest number of contracts sold in a single sales campaign]. A sales push like this has the ability to create momentum for your sales team and change your financial outlook. I highly recommend Phil.

John Marks | CEO 99.7 Rhema FM

Newcastle NSW Australia

I am very pleased to provide this testimonial for PGC and his service provided during our sales campaign. Phil's presentation and professionalism in every aspect of our campaigns are outstanding including his hands-on participation in the lead-up and throughout the process. I would highly recommend Phil Gray to anyone who desires to see a marked improvement in advertising sales and certainly a fresh new approach the like of which I have not seen in 22 years of radio broadcasting.



PGC Case Studies

City population 2.2MIL (2015 – 2016)

PGC engages with new client to drive sponsorship sales and in the first four months of partnership helps sign up an additional \$600,000 in sponsorship revenue.

City population 620,000 (2014 - 2015)

PGC engages with client to substantially increase sponsorship sales; first two campaigns see more than \$342,000 in annual bookings be secured. Client books a further three campaigns based on this initial success.

City population 155,000 (2014)

PGC conducted two Sponsorship Sales Push campaigns - the result saw a 300%+ increase in sponsorship sales.

City population 4.2MIL (2013)

Over the course of six months, PGC produced a series of short small group presentations to approximately 160 businesses and sold over \$1,400,000 in sponsorship sales.

City population 175,000 (2012-14)

PGC coordinated and presented a series of sponsorship sales push presentations over three days in June 2011 and raised approximately \$110,000 sponsorship revenue. Nine months later PGC conducted a 2nd sales push over three days and signed up \$187,000 in sponsorship revenue.

City population 110,000 (2012-14)

PGC developed and presented a series of sponsorship sales push presentations and on air appeals and has helped raise the performance and profile of the station. In 18 months we have more than tripled total revenue and tripled the station's capacity to have further impact in the city.

City population 280,000 (2012-14)

With partnership with PGC two sales push campaigns were run inside six months and raised over \$230,000 in revenue for the station.

Contact us today for a customised proposal to help you achieve Accelerated Success with a Sales Push campaign of your own.

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MORE CASE STUDIES AND CLIENT TESTIMONIALS ON OUR WEBSITE