



DON'T YOU WISH SELLING WERE AS EASY AS GETTING CASH FROM AN ATM?

What a concept, dollars on demand. Unfortunately, in the sales world “demand” starts from corporate, trickles down to regional, and finally the local GSM. Guess who is next on this economic ladder. Yep, you the AE, where it is simple ...book it, bill it, collect it, or find a new job.

How can you energize your billing opportunity? First, do not simply look at last years client list and expect the same dollars, or worse, more dollars. That thinking will bury you. However, before you start walking down the block making cold calls, take a hard look at what you are doing in a marketplace that changes as fast as an F-15.

Knowing “where” to attack is as important as “how” to reel-in business. This is where strategic thinking will bring a renewed focus on finding opportunity, rather than hit-and-miss, which it is always more miss, than hit. A personal ***SWOT** evaluation will identify the internal strengths and weaknesses, and external opportunities and threats you face. Adopting this approach to strategic thinking will put you in the same group as companies, such as, IBM, General Motors, or Proctor and Gamble, who; use this approach in the development of brand expansion.

- How to minimize **WEAKNESSES** while maximizing **STRENGTHS**
- How to minimize **THREATS** while maximizing **OPPORTUNITIES**
- How to turn **WEAKNESS** to **OPPORTUNITY**

Find a location where you will not be interrupted. Then, it is imperative that you leave any defensive mindset at the door. If your mind is closed, so will be the doors to dollars! Spend time with each challenge looking for multiple opportunities, then write them down and develop a plan to achieve each finding. The result is an intensive focus on the market, you, and your product. By no means is the following list all-inclusive that an on-site independent facilitator would present, but is a good “personal” place to start.

STRENGTHS: *(in no order of importance)*

- Where are you making money, and how to expand it?
- What advantages do you have that others don't have?
- What personal resources do you have access to?
- What unique resources do you have access to?
- What do advertisers see as your strengths?
- What do you do better than anyone else?
- What are your core competencies?
- What helps you "get the sale"?
- What do you do well?
- What are your assets?

WEAKNESSES: *(in no order of importance)*

- What are people likely to see as weaknesses?
- What looks rusty inside your company?
- What do you see as a weakness?
- Where are you loosing money?
- Where do you lack resources?
- What factors lose you sales?
- What could you improve?
- What can you do better?
- What should you avoid?

OPPORTUNITIES: (in no order of importance)

- What is your competition doing you can do as well, or better?
- What niches have your competitors missed?
- What new advertiser needs could you meet?
- What has changed in the past 6-month?
- What obstacles can you attack?

THREATS: (in no order of importance)

- What threats do your weaknesses expose you to?
- Where are the red alerts in your selling area?
- What weaknesses seriously threaten you?
- Where are competitors about to bite you?
- What unique obstacles do you face?
- Is cash flow dictating growth?
- What trends could harm you?
- Where are you vulnerable?



Strategic planning starts with an open mind focused on “real” opportunity and ends with an achievable plan.

James R. Glass
McVAY MEDIA
Alliance Advisor



Success Comes From...
The Courage to Create
The Confidence to Commit
The Cooperation to Complete
jrGLASS

*Stanford Research Institute, Doshier, Benepe, Humphrey, Stewart, Lie