



Personal Marketing I, a Refresher

Build TRUST - in you first, your product will follow: No gimmick or “guaranteed pitch” will ever replace the credibility we develop from the first minute of the first meeting. Trust, leads to credibility, then to confidence. Never cut corners to the close! Winning the wrong way today, will lead to losing tomorrow.

Are we asking prepared questions, or the right questions: How many times have we seen an interviewer miss a good follow-up opportunity because they were working from “their prepared presentation” and simply not listening. Know your product, YES, but LISTEN to your client. After all, we are there to meet their need, not ours!

Account “EXECUTIVE” means we need to be a good leader: We must first manage ourselves before we can ever begin to manage the opportunities around us. Stumbling through wasted time will lead to fewer client meetings, closes, and collections. We must give each client the time each deserves, however, planning meetings with a concise agenda to keep the client informed about everything we are doing on their behalf, respects the client’s time. Caution, learn when the meeting is over, and then quickly and professionally move on. After all, the client wants to spend their time making money, not words.

Body language speaks louder than words: The art of listening is more than just keeping quiet. How you “hear” is vital. Show you care about the client’s words more than your own. Look the client in the eye as they speak, not at your notes or out the window. Finding a common ground is a good way to begin conversations, since their office will often give you clues; collectibles, photos, etc. Building relationships will lead to revenue, if not today, then tomorrow.

Be a SOLUTION SEEKER: Client view - what the client wants ...you want. Discovering the client needs is the fastest way to the dollars. Price will take care of itself through relationships. However, always be honest and immediate about what you can and cannot deliver. A ton of orders have soured when the AE was not able to deliver on a promise. Delivering as expected will lead to the next opportunity.

Thinking-out-of-the-Box to find new dollar\$: Looking at last years client list and assuming that we are “good” for a renewal this year is the death rattle of sales. You have to earn each dollar, each month, the hard way; through old fashion work. Changing names and prices on old packages may make them “seem” new to us, but will be seen for what they are; LAZY and not focused on the client as an attempt to merely sell spots. Affective marketers: 1) create something NEW for OLD clients; 2) find “totally” new benefits!

Next week, Personal Marketing, Part II

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The Courage to Create
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