

## ***Objection Management Guide During Difficult Times***

### **1. 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 laying 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 in order to sell 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. At the same time, while 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!

## 2. 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 a Mercedes-Benz GLA costs more than a Ford Fusion sedan. 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?

### **3. 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!)

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