

## SALES STANDARDS

**Objective:** What you expect to have accomplished in a set period of time.

**Standard:** How that objective will be accomplished.

### **Account Executive Objectives:**

Meet and exceed our client's goals and our sales goals.

#### **I. QUANTITY STANDARDS:**

- Invest 15 minutes daily in planning and prioritizing your daily action list.
- Prepare a top-ten customer list and target list monthly. Serve the top ten every week. Update your CRM daily.
- Prepare and present a minimum of three marketing plans each week.
- Join at least one service club or professional organization to build your network.
- Send out three articles per week to clients and prospects, preferably via email.
- Make one prospecting call per day on an average.
- Read one half hour per day in your field; plus the local newspaper.
- Send a station thank you note or email for all new and renewal contracts.
- One testimonial letter (or on-air recording) each quarter from each account executive.
- Dial the phone a minimum of 60 times per week (12 per day) to follow up on prospecting letters, articles, and emails.
- Schedule one breakfast, lunch, or coffee meeting per week with clients.
- Peruse client websites and trade publications regularly and develop questions and ideas based upon your research (use 3-level questions).
- Get into a position each month to ask clients for four times more money than you need for them to invest to make your quota (25% close).
- Expect to put 40-45 hours per week into your career ... more if business is down.
- Always achieve and exceed *local sales goals*.
- Monitor our client's results throughout the campaign. Serve and sell with success!
- Complete a minimum of three "Marketing Background" (data gathering) calls each week.
- Make at least three *new business presentations* per week.
- Include digital marketing in all presentations.
- Listen to our radio stations every day, including weekends.

#### **II. QUALITY STANDARDS:**

- Your ethics are a guide in each consultation. Treat each business as if it were your own.
- Hold meetings in client offices. Upgrade all "store aisle" discussions.
- Use the spell-checker function on your computer so you don't send out letters with typographical errors.

- Keep your car clean inside and out.
- Wear clothes that fit the image of a professional; follow the station's dress code.
- Read over the RAB Instant Background and/or Client Category File of a business before you make a call, and prepare three three-level questions based on your reading.
- Practice major presentations in advance so you're prepared.
- Discuss horizontal and vertical scheduling with every client.
- Cite the "Purpose Process Payoff Paragraph" with all new clients.
- Use the "discrimination clause" on all sales agreements.
- All major sales contracts require a signature. Exception: short term transactions.
- Match your social media communication with your clients' habits to meet their interests and skill level.

### **III: TIMELINESS STANDARDS:**

- Make it a practice to arrive five minutes early for an appointment.
- To reassure the client, follow up within three days of the schedule start date.
- Discontinue any agreements that are 90-days past due per management discretion.
- Return every phone call within ten minutes while at the station; 2 hours when you're on the road. Check voicemail within 2 hours.
- Keep track of the promises you've made, and keep your promises. Get management approval before making difficult commitments.
- Be punctual for station meetings.
- Convert "Marketing Background" calls into written proposals within three to seven business days (set firm appointments).
- Exercise excellent time management skills. Avoid interruptions during business hours. Attend to urgent health and family issues, as needed.

### **IV. COST STANDARDS:**

- Write orders on the rate card. Pre-arrange negotiation parameters with your Sales Manager or General Manager.
- Offer promotions and value-added only with orders of \$1,000 or more.
- Keep business lunches to \$20 and breakfasts to \$15 (approve in advance). Utilize trades when possible.
- Make multiple calls (4 or more) in your territory to maximize your face-to-face selling time.
- Make use of station resources (RAB, co-op directories, webinars and other training programs) to maximize the station's investment in tools.

Original Sales Standards Training from RAB & Chris Lytle "Manager of Radio Marketing Course"  
Revised and updated by O'Brien Betterment, LLC