

# Overcoming Objections



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**Advertisers are creatures of habit.**



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# Success vs. Failure

## Which stories do you want to hear?



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**At what stage in the sales call do objections normally occur?**

**Can we re-configure our sales call to better handle objections.**



## **Typical Sales Call...**

- 1. Meet and greet. Truly mostly BS.**
- 2. Identify client goals. You ask they tell.**

## **Typical answers.**

- 3. Gather info to create your proposal.**
- 4. Look through the media kit. Handle objections. I have no money , blah blah blah.**
- 5. Close. How about a proposal?**



### Typical Sales Call...

1. Meet and greet.

Truly mostly BS.

2. Identify client goals.

You ask they tell.

Typical answers.

3. Gather info for a proposal

4. Use media kit.

Handle objections. I have no money , blah blah blah.

5. Close. How about a proposal?

### Revised Sales Call...

**1. Meet and greet. Build trust fast with recon info.**

**2. Use magazine. Share success stories to prime the conversation.**

**3. What do you think? SHUT UP!**

**4. Success requires investment**

**5. Ask questions if needed before you present your ideas.**

**6. Present your ideas.**

**7. Handle objections.**

**8. Close.**



**Post-it<sup>®</sup> Notes**

- 1. Mark Ads/  
Success stories.**
- 2. Show stats!**
- 3. Critical for  
leave behind.**



## 4-Color Display Ad Rates

Size	1x	2x	4x
Tabloid Spread	\$8,310	\$8,060	\$7,690
Tabloid Full Page	4,680	4,470	4,210
Magazine Page	3,880	3,730	3,510
1/2 Mag. Page	2,800	2,730	2,570
1/3 Mag. Page	2,200	2,130	1,990
1/4 Mag. Page	1,710	1,620	1,500
1/6 Mag. Page	1,360	1,290	1,165





**What makes a good success story that  
also limits your liability?**



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also limits your liability?**



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**We are not looking for widgets sold!**



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## Components of a great advertiser success story.

1. An advertiser that took a **chance** with you and the ad worked. And, they kept running with you.
2. **Staff Growth**, An advertiser that had 5 employees before advertising with you and has 25.
3. An advertiser that has **expanded locations**.
4. Get **success stories** in person. Find an advertiser that will tell you of their growth since advertising with you.
5. Advertisers that have changed the **size** of their ad with you do to success.



# Success Stories

## Share 'em if you got 'em!



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**Identify the most common objections  
and prepare a response and/or  
success story.**



# Ok, so what are they?



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# Feel, Felt, Found...



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**I do not have any budget left or my budget is spent for the year.**

**I understand how you **feel**. Are you familiar with \_\_\_\_\_? They **felt** the same way. Here is what they **found**. They took a chance and ran just three ads with us... now... they have been with us for six years.**



**DO NOT dismiss the objection. Or,  
make it seem insignificant.**



**I'm running in Blank Magazine and I  
am under contract?**



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**I'm moving my ad dollars to Facebook  
or Google Ad Words.**



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**Your magazine is just to expensive.**



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**I have nothing new to promote.**



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**Word of mouth is my best advertising tool.**



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**I'm really busy right now... I truly  
don't need more business.**



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**Practice makes perfect.**



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**IDEAS**  
*into*  
**A.C.T.I.O.N**

# Actions Items...



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