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Turning “I have no budget” Into a CLOSED DEAL!



Created & Presented by:
 Ryan Dohrn, Founder, © Brain Swell Media
 Revenue strategy and sales training for media companies.


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Thank you...




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ACTION ITEM:

Don't Be A Sales Wimp

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I have no budget is the most common stall tactic in the media business.

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What is the most common response to this objection?



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Most advertisers stall or ignore you 4-6 times before they act.



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**ACTION ITEM:
Pick Your Sales Path Carefully**




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4 Potential Ways To Handle This Objection


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1. What about _____? Insert the name of one of their direct competitors.



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2. What about _____, _____ or _____? Insert the name of your other best advertisers.



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3. What if I had a good idea that I feel will grow your business? Would you be interested in hearing about that?



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4. What if I could prove to you that 700 of our readers said they are ready to buy your product in the next 3 months?



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IDEA #1:
Using a Direct Competitor to Drive the Sale



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1. What about _____? Insert the name of one of their direct competitors.



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Marketing is a game. Your absence is _____'s opportunity!



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Focus on share of market and share of voice in your media.




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IDEA #2:
Using Success Stories to Drive the Sale Forward



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2. What about _____, _____ or _____? Insert the name of your other best advertisers.



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May I briefly share with you three examples of companies like yours that are having great success marketing with us?



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- 1. An advertiser that is dominant.**
- 2. An advertiser that is competitive.**
- 3. An advertiser that has a presence.**



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When you think about how you want to be perceived in this community, do you want to have a presence, be competitive or dominate?



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Buyers BUY based on one of three personality factors: Ego, Emotion or Logic.




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IDEA #3:
Using A Good Idea to Sell.




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3. What if I had a good idea that I feel will grow your business? Would you be interested in hearing about that?



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Preach the radius of influence and discount.



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**How far would drive to
save \$500?**



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**How far would drive to
save \$1,000?**



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**How far would drive to
save \$2,000?**



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All great ideas should match a success story.



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IDEA #4:
Using Data to Sell.



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4. What if I could prove to you that 700 of our readers said they are ready to buy your product in the next 3 months?



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Ad Seller using Pulse Market Research or your own in-market buying surveys.



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11. Have you or any member of your household read the local newspaper in the past WEEK?

Value	Percent	Count	Statistics
Yes	95.2%	979	Total Responses 1,028
No	4.8%	49	
Total		1,028	

12. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised in the local newspaper?

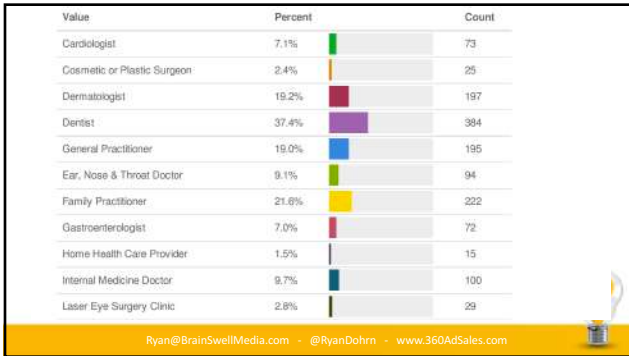
Value	Percent	Count	Statistics
Yes	64.7%	633	Total Responses 979
No	35.3%	346	
Total		979	

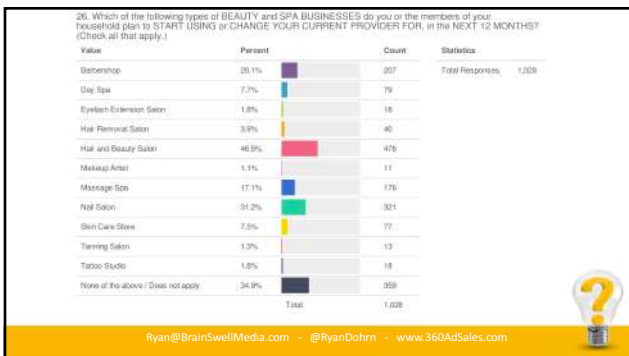
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34. Which of the following types of FINANCIAL SERVICE BUSINESSES do you or the members of your household plan to START USING or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Count	Statistics
Bank	31.8%	327	Total Responses 1,028
Credit Union	20.6%	212	
Financial Advisor	14.5%	149	
Check Cashing Service	0.9%	9	
Payday Loan Company	0.5%	5	
Money Transfer Service	1.5%	15	
Stockbroker	4.3%	44	
Debt Consolidation Company	1.2%	12	
Credit Repair Service	2.0%	20	
Tax Return Service	10.6%	109	

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Be careful with data. It confuses some people. Be selective in what you share.


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ACTION ITEM:
**Stay prepared and
you don't need to
get prepared.**



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Thank you...



Please complete your evaluations.



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