

Once is Not Enough

Selling Customers on the Value of Frequency

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The Leadership Institute

Lighting the Way

"Inspiring Dreams, Realizing Potential"



Once is Not Enough

Selling customers on the value of frequency

What do we sell?

How do we make more money...er...

I mean how can we better help our customers?

We sell three things which enhance the value of advertising programs.

Show me
the money!



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Three ways to enhance an advertising program:

1) Additional Coverage (larger circulation)

2) Prominence and dominance (larger ads, premium placement)

3) Frequency (Advertising regularly)

The Three
Things We Sell



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Of these three things, frequency is the least tangible and therefore the most difficult to sell.

You can show a customer a map of their extended coverage.

You can show a customer an example of an enhanced ad.

It is far more difficult to explain the advantage of advertising consistently.

It is a tough job
but somebody
has to do it!



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Why are customers reluctant to sign an advertising agreement?

The customer may not be fully sold on the value of advertising. They may be willing to take a risk, but only in the short term.

Customer has a fear of making a long term commitment in an uncertain economy.

Customer does not understand how advertising works.

I'm just not ready to go steady yet.



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Why do sales people have trouble positioning the value of an advertising agreement?

Reps may be anxious to make a sale and willing to take an easy one time ad instead of taking the time to sell a long term agreement.

Rep believes customer will get great results and fall in love with advertising.

Rep may not be able to explain how advertising works.

**It is a tough job
but somebody
has to do it!**



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The danger of selling “one shot” advertising!

It is unlikely that a single ad will produce memorable and noticeable results.

If a customer expects overwhelming results from a single ad, they will be disappointed. They will blame you and your publications for this failure.

Unless a customer is willing to make a powerful “door-buster” offer in the ad, it is better to pass on the program.

Go back...go
back..it's a trap.



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Selling frequency on price is never a good idea.

When you say, “If you agree to advertise every week for the next six months, I can give you a 30% discount.”

The customer may be thinking, “If I don’t advertise at all, I can save 100%.”

Frequency programs must be sold on their own merit. The discount is just a bonus.

It’s about the value stupid!



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**To sell frequency
you have to
frequently sell the
benefits of
frequency!**

Nothing
succeeds like
success!



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The most successful sales people make selling frequency programs a top priority.

Selling frequency as an afterthought is a recipe for failure.

You must build your presentation around securing the prospect's long term commitment.

In most cases, selling a single ad should be considered a failure.

A customer who has been “Burned” by a one time ad, will be difficult to win back.

Selling
frequency is
job #1



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As advertising sales professionals we must have the courage to advise our customers that purchasing a single ad is generally a waste of their money.

Just say NO!



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***Our job is to make
the customer famous!***

Not world famous!

Not nationally famous!

Not Kardashian famous!

But famous in their market!



Can I have your
autograph?



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When people talk about a restaurant do they say...

“Let’s go to a restaurant.”

“Let’s go to Joe’s restaurant.”

“Let’s go to the restaurant.”

“Every advertisement is part of the long-term investment in the personality of the brand.”—Harvard Business Review



T.O.M.A.
Top Of Mind
Awareness



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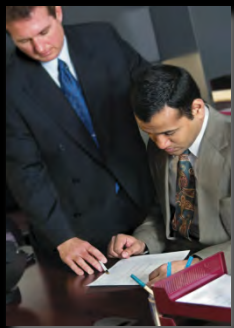
Frequent advertising not only makes your customer famous, but respected as well.

Researchers have found that there is a direct relationship between one's familiarity with a brand's name and the level of trust they put in that brand.

They have dubbed this phenomenon, the “mere mention effect.”

When a consumer is making a choice between two businesses, they will most often go with the firm whose name they see more often.

The Mere
Mention Effect



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Consumer's memories are remarkably short!

Dr. Walter Dill Scott of Northwestern University gave an ad to a group of consumers and asked them to read it.



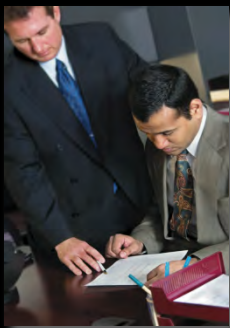
- 1 day later 25% of the test group had forgotten the ad.**
- 2 days later 50% of the test group had forgotten the ad.**
- 4 days later 85% of the test group had forgotten the ad.**
- 7 days later 97% of the test group had forgotten the ad.**



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Don't ever
forget me.



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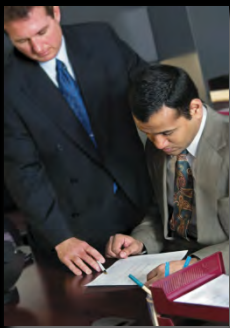
In advertising as in life...

timing is everything!

Your advertiser needs to reach people when they are ready to buy.

The hard part is knowing when they will be ready to buy.

I'm here when
you need me.



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Selling customers on the value of frequency

Some buying decisions take a long time.

- ***Major purchases***
- ***Purchases that require research***
- ***Discretionary purchases for luxury items or other items consumers want but don't need***

Some buying decisions are made quickly.

- ***Minor purchases***
- ***Emergency purchases***
- ***Impulse buys***

Different
strokes for
different folks.



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Frequent advertising and long cycle buyers.

Major purchases buyers

•These buys are made infrequently so consumers are unlikely to have a regular supplier. If the retailer is not advertising when the consumer is in a buying mode, they miss a window of opportunity which may remain closed for years.

Consumers doing research

•Frequent advertising means the retailer will reach the buyer when they begin to think about making a purchase. The longer the buying cycle is, the more familiar they will be with the advertiser when they decide to buy.

Discretionary buyers

•Frequent advertising gives people considering a purchase many reasons for buying the product they want to have. A consistent program nudges indecisive buyers off the fence.

Let me know if you have any questions.



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Selling customers on the value of frequency

Frequent advertising and fast cycle buyers.

Minor purchases buyers

•These purchases happen very quickly usually within 24 hours, seldom longer than a week. If a business opts out of advertising when the buy is being made, they miss the opportunity to make the sale.

Emergency buyers

•Consumers have a sudden and imminent need. They have no time to do thorough research. They will do business with the businesses who are advertising when their need arises.

Impulse buyers

•Consumers may not know that they want the advertiser's products until they see the offering in the paper. Retailers have to show people what they have to offer to tap into this business.

I'll have that for you right away.



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The Thin Market

Americans are impatient and not big fans of deferred gratification. When we decide we want to buy something, we act quickly on that decision.

Research conducted by the department store industry found that:

- 50% of sales are made within 24 hours of the decision to buy.
- Another 25% of the purchases are made within 7 days of that decision.
- This means that 75% of purchases are made within 7 days of the initial purchase decision.

Faster than a
speeding
Visa card



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By deciding to not advertise in a particular week, an advertiser turns his back on

75%

of the people who will buy that product in that week.

The question is not can they afford to advertise consistently, the question is can they afford to **NOT** advertise frequently?

The customer you lose may be your own!



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Human beings are by nature selfish animals.

We only care about the things which directly affect us.

We only see the things we care about.

It's all
about me!



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Reticular Activation

Reticular activation refers to the reticular cortex in the human brain. This area of the brain acts as a filter. It prevents us from being over stimulated by all the information constantly bombarding our senses. The reticular cortex only allows messages which are relevant to our lives to reach our conscious brain.

This is why if we decide to buy a Chevy Cruze, we will begin seeing them everywhere.

Enough about you, how does this affect me?



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Advertising frequency is more important today than ever before:

20th Century Consumer

- Shopped at local small businesses
- Loyal to suppliers and brands
- Exposed to a limited number of advertising messages
- Trusted sales people to provide purchasing information



June Cleaver



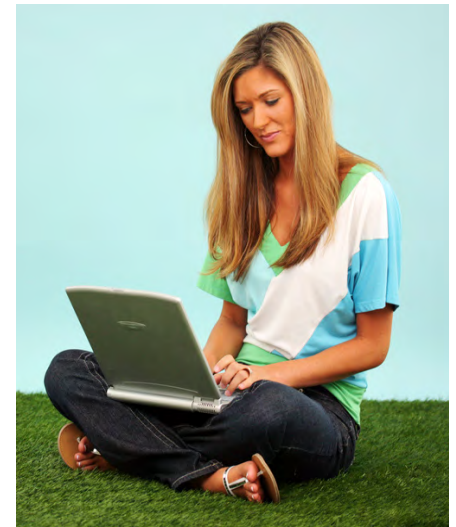
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Advertising frequency is more important today than ever before:

21st Century Consumer

- Shops locally and online
- Willing to change suppliers and brands
- Exposed to 15,000+ advertising messages daily
- Uses internet to research purchases



Olivia Pope



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Advertising frequency is more important today than ever before:

Advertisers can no longer count on the loyalty of their customers. They must compete with online retailers as well as their traditional competitors. To survive in the competitive 21st century business climate, they must constantly tell consumers what they have to offer and why shoppers should come to them.

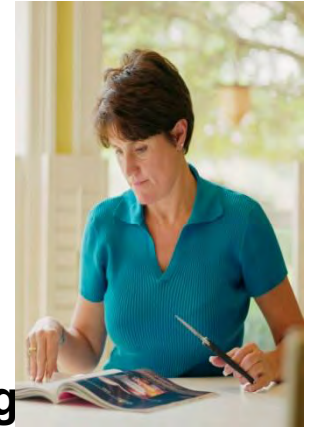
You'd be paranoid too, if everyone was out to get you!



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Post recession consumers are always looking for a better deal or a better supplier.



According to a recent Gallup poll:

48% of consumers were more likely to be shopping for better deals as a result of the recession, while only 23% plan to remain loyal to tried and true providers.

Nearly 70% of consumers have changed their mix of providers in at least one industry category in the past 6 to 12 months.

Frequent advertisers who promote the value they offer to consumers will attract more of these active shoppers.

Post recession shoppers will invest time to save money.



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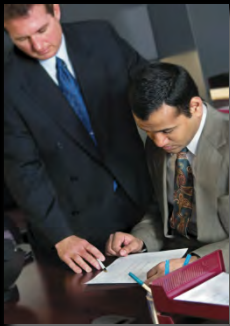
Six keys to selling the value of frequency

#1 Think “Contract from the 1st Contact”—Since we know that consistent advertising generates the best return on our customer’s investment, this must be our goal on every sales call. Selling single ads is unprofessional and unfair to our prospects.

#2 Get the customer thinking long term—During the call, ask the customer questions about their long term goals and objectives. Questions about where they want to be in 5 or 10 years will put them in a mindset to discuss long term advertising. Remind them that business is a marathon not a sprint.



If it is to be,
it's up to me!



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Six keys to selling the value of frequency

#3 Refuse to take the easy sale—Don't stop pushing for a long-term commitment when the customer offers to buy "an ad." Stick to your guns and advise the customer that a single run is unlikely to produce the desired results. Your focus should be on building your territory in the long run.

#4 To sell a program, plan a program—Develop a marketing plan for your customer. Lay out an annual program and talk to the customer about their peak and their lean seasons. Talk to the customer about maintaining their profitability throughout the year.

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it's up to me!



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Six keys to selling the value of frequency

#5 Sell frequency agreements based on value, not on price—Show the customer that they are making a long term investment in the future of their business. Throughout the year remind them of the benefits of advertising consistently.

#6 Manage the customer's expectations—Do not promise the customer immediate results. Remind them that advertising is like working out, that long term benefits come from consistent effort. Work with the customer to refine, improve and expand their program.

If it is to be,
it's up to me!



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Overcoming the fear of commitment.

After surviving a long period of recession customers are particularly reluctant to make a long term commitment.

This is unrealistic, simply being in business requires making multiple commitments.

Business people have made significant long term commitments to:

- Their families
- Their employees
- Their creditors
- Their customers
- Their community

In bacon & eggs, the chicken is involved, but the pig is committed



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Selling customers on the value of frequency

Overcoming the fear of commitment.

Making a commitment to long term advertising is making a commitment to the long term success of their business.

Advertising is
an investment,
not an expense!



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Questions & Discussion

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.

THANK YOU!

