

Flipping Objections ON THE SPOT! v3

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Overcoming the Most Common Media Sales Objections!

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It's not what you
say, it's how you
say it.



Objection: I have no budget. All spent.

Rep: What about Advertiser A, B and C?

Objection: What about 'em?

Rep: I truly feel that your absence is their opportunity! They are all seeing results after a few months of marketing with us. How about I quickly show you some marketing ideas that are working?

Objection: I can not pay my rent much less advertise.

Rep: What about some good news?

Objection: Ok.

Rep: We have been working with X and they are recovering a lot of what they have lost from COVID. They are seeing results after a few months of marketing with us. I have a few ideas to help you bounce back from this? How about I quickly show you some marketing ideas that are working?

Objection: I only buy ads that can be tracked.

Rep: What about people that don't like being tracked?

Objection: What about ,em?

Rep: 41% of citizens feel ad tracking is aggressive and, nearly 20% say it's creepy. So, 60% don't like creepy tracking.

Objection: Really? Where did you hear that?

Rep: eMarketer.com, Sachee and Sachee, JD Powers... they have all put our similar numbers. I have a concern? May I share it with you? [OK] I agree with you that trackable reporting is appealing. But, we can give you one better... permission based media that our readers pay for. They pay to see our amazing content and your ads a part of that permission based marketing mix. Win. Win.

Objection: No ROI from print.

Rep: I think I can help you with that. When customers call or stop in do you ask them where they heard about you?

Objection: Of course. ALWAYS!

Rep: Human nature is to recall the the last thing you did or saw. 100% normal. That is why Google or the internet will always get credit for every marketing idea you try. Even if a customer just saw your ad in our paper, if they pulled out their phone to look up your address, they will say Google. It's just the way we operate as humans. Plus, we ALWAYS research eveything before we engage.

Objection: No-one reads print any more.

Rep: May I ask you a question? [OK] Whatever your answer is, please don't worry about hurting my feelings. [OK] Do you personally read our paper? [NO] It is not surprising at all for me to hear that "no-one reads the paper" when you yourself do not read the publication. It's ok. The survey of one is totally normal. What I can tell you is this... if we published even one sentence of negativity about you, your feelings would be different about how many people read the paper. Your phone would ring off the hook. Traditional media is not a get rich quick plan. It is a tested and proven way to put your name in front of X number of readers every week so that when a customer is ready to buy you are the business they think of first.

Objection: I'm good.

Rep: Good as in? -- be silent --

Objection: We have enough business.

Rep: Great. Sounds like we need to move you from a new customer marketing plan to a thanking your current customers plan. You do want to thank your current customers right?

Objection: I have been in this town for 25 years. No need to advertise.

Rep: What about protecting your turf?

Objection: Hugh?

Rep: I have a concern. May I share it with you? [Sure] My concern is that you have spent thousands of dollars building your business, yet you're not spending any money to protect your business for competitors.

Objection: I have been in this town for 25 years. No need to advertise.

Rep: So, you don't need new customers?

Objection: Well...

IF NO... Rep: We do so much more than bring you new customers. We also help you engage more deeply with your current customers. And, we help you drive loyalty amongst your current customers too..

IF YES... Rep: Great! But, we do so much more than bring you new customers. We also help you engage more deeply with your current customers. And, we help you drive loyalty amongst your current customers too..

Objection: We are going in a different direction.

Rep: If you don't mind me asking... What direction are you going?

Objection: --crickets---

Rep: Did we do something wrong?

Objection: no

Rep: I am just looking for 10 minutes to show you what is working for other business owners like Company A, Company B and Company C.

Objection: I do not have any staff right now.

Rep: I can help with that.

Objection: Hugh?

Rep: We have had some solid success with helping business owners like you get staff through advertising.

Rep: I am just looking for 10 minutes to show you what is working for other business owners like Company A, Company B and Company C.

Objection: Word of mouth is my best marketing vehicle.

Rep: The problem with WOM is that you lose control of your marketing message. You are asking untrained people to carry your marketing message to the masses. Are you confident that they will say what you want them to say about your business?

Objection: Yes I am.

Rep: What if they had a bad experience and did not tell you?

Objection: What do you mean?

Rep: In a WOM scenerio, a bad experience can spiral out of control on social media.

Plus... W.O.M. is really slow.
Do you have time to wait
for the game of telephone
to bring in business?



Objection: I tried you before. No ROI.

Rep: When you last tried us, what was your expectation from the campaign?

Objection: 25 people.

Rep: Where you offering 50% off or something big?

Objection: No way.

Rep: Where you told to expect instant results?

Objection: Well no.

Rep: Marketing is not magic. But, it is a predictable process. May I explain?

LISTEN UP! If you hear
that they wanted an instant
result.... LISTEN....



It sounds like you are looking for a direct response from your ad? The problem is that your product is too expensive for direct response.



Objection: We only do digital.

Rep: Great. We love digital too. I am just looking for 10 minutes to show you what is working for other business owners like Company A, Company B and Company C.

Objection: My Facebook page works well for me.

Rep: I love to hear that you believe in marketing on social. We love social media too. The issue is that nearly every business is competing for eyes on FB. So, what are you doing to stand out from your competitors? [Also explain that social and digital are different.]

Objection: I need to talk to my partner about this.

Rep: Great. Let's set a time to chat. I don't want to call you 5,000 times and email you 10,000 times... what about setting a time to chat next Tuesday after 2pm?



Objection: Can you write an article about me/us?

Rep: We do have some sponsored content ideas.

Objection: No, I don't want to pay. If you write an article, then I will advertise.

Rep: Our readers would see right through that. Trust me. It has been tried. Let's talk about the benefits of you controlling your own message in our publication.



Objection: Your competitors offer me so much for FREE! Why not you?

Rep: There is a reason they can do that. Just out of curiosity... what do you offer for free to your customers?



Where do we grow from here?



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360 Ad Sales
STRATEGY & TRAINING

Advertisers are
creatures of habit.
What are the chances
you will get a new
objection you have
never ever heard?



The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to dark navy blue, creating a modern, layered effect on the right side of the slide.

Creating Word Tracks is
critical.



You can handle
most objections
with a success
story.





Feel, felt found.



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I understand how you feel. Bob Jones felt the same way. He took a chance with us last year and found that he loved the results.



Use silence to your advantage. You do not always have to talk.

That really surprises me. - silence -
HmMMM. Very interesting- silence -
I have not heard that before- silence -



Failing to plan is
planning to fail.



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