



Quickshow Sales Process STEPS

By now, most of us get the message-- we need to consider the entire customer journey, the complete experience, surrounding the products and services we offer to customers. In this frenetic, multitasking, app-happy society, how do you prepare people to pay attention, get actively involved in your carefully planned business message experience?

1. start with a station brochure Quickshow
your standard brand awareness message
2. then a message about your radio listening audience
include audience demographics, communities served etc.
3. introduce business messaging
set up a MULTIPLE solutions sales opportunity with finance and service and call center.
4. tell a little story about radio advertising effectiveness
5. provide a few business messaging examples
you have access to dozens of Quickshows: real estate, mortgage, insurance, retail sales, service industry, manufacturing.
6. start up the radio advertising conversation
Discuss a customer specific high-value business relationship
7. request an advertising review
8. ask a question where the customer sees measurable benefits
9. set up an appointment with a goal
10. provide shows to socialize the advertising campaign inside the client's organization
11. start of radio advertising package
12. add a show to a campaign to extend the duration
13. deliver a total advertising and messaging package customized to each customer's budget, right-now needs, targeted to your client's real business situation.



Since there is NO charge for radio station shows, it is in your best interest to have as many shows as needed, to start your message, to set appointments, follow up after a conversation, bridge between meetings. Each show's purpose should be to educate, to attract new customers and sell as much and many radio advertising packages as possible.