1) The ______ ______ combination is powerful.
2) “Today we go hunting with a rifle and a shot gun”
3) We can serve clients in so many ______ ______!
4) There’s money in other media that’s ______ ______ for clients.
   ______ Radio ______ Newspaper
   ______ Yellow Pages ______ Cable
5) The Biggie?
   TV is the ______ ______ form of communication that has ever been invented.
Make it work for the clients.
(And watch the renewals flow.)
But... who wins the sales battle???

What’s the lesson here?

Principle of Sacrifice
In order to get something, you have to be prepared to give something up...
FINDING YOUR SINGULAR POINT OF ATTACK

How do you determine which “singular point of attack” opportunity is for your clients?

1. Build on __________, don’t fix __________!

2.

3.

4.

“Concentration is the KEY to ALL economic success!!!”

–Peter Drucker
TO ACHIEVE RESULTS...
THREE INGREDIENTS ARE REQUIRED:

1. ________________________________________________

Determine________________________________________!

1)  
2)  
3)  
4)  
5)  

“Birds of a feather... flock Together!”
TO ACHIEVE RESULTS...
CONTINUED...

2. _______________________________________________________

Two ways to improve copy:

1) 

2) 

3. _______________________________________________________

INTRODUCING...
Principle of “Fewer Glasses”
1. Sometimes it is a __________.

2. Often it’s a __________ __________. Especially for __________ schedules.

3. Gotta love __________!
   Also allows us to do things we could never do before.
“The fastest way to grow your billing! is to increase the business you get from your best customers.”

Jim Doyle & Associates
www.jimdoyle.com
The 80/20 rule is also called the ________________
__________________.

Most situations get ____% of their sales from the top ____% of their clients.

Note to Managers: Multiply your local billing by .5% to determine how big an account has to be in the TOP 25% of all accounts.

Any Account in the TOP 25% is called a ________________ Account.
Actions that “build the bridge” with Key Accounts.

1. 
2. 
3. 
4. 
5. 
6. 

The Goal:
Partnership and UPGRADE!!!
2. Determine ____________________ Accounts

Definition:

Goal?

How many? _____ Target Accounts at a time.

Only 3 options:

a.

b.

c.

3. Secondary – Seasonal Accounts

Definition:

How many total accounts _________

Why?

Why we don’t like to give up accounts:

1.

2.
IMPLEMENTING THE UPGRADE SELLING® SYSTEM

To UPGRADE a client’s spending:

1.

2.

3.

4.

5.

6.
1. Check out __________  __________!
2. Facebook, LinkedIn and __________.
3. Review their site on your __________ phone.
4. Google and __________  __________.
   Look for video
5. Google their __________.
   (Ex. Used Hondas in Montgomery)
6. Google __________  __________.
7. Arrive early. __________ notes.

“The wing it days are over”
THE “TIME OUT” CALL

Probe your clients thinking in these areas:

1. ________________________________
   Identify:

2. ________________________________
   Determine the client’s:

3. ________________________________
   Look for:

4. ________________________________

5. ________________________________

JIM DOYLE & ASSOCIATES
www.jimdoyle.com
THERE’S NO DIGITAL SECTION TO YOUR T/O CALL
(It’s all about digital)

Here are a few great questions:

• Which ________ is having more impact?
  ___Front door  ___Phone door  ___Web door
• Has digital increased __________________
  ____________?
• What __________ bases are you trying to build?
• Is there anything you __________ are doing
digitally that impresses you?
• How much are you spending on all your ________
  marketing?

JIM DOYLE & ASSOCIATES
www.jimdoyle.com
Questions...

To Ask Every Single Time!!!

A. How many separate glasses?
B. What’s working about your program?
C. Of all the advertising you are doing, what doesn't get the ROI?
D. What about the advertising you are doing with us?
E. How much a year do you spend on advertising and marketing?

Common Mistakes Made On Time Out Calls:

1. Start in Diagnosis --- Flip to Sell
   A. Lose opportunity to learn
   B. Be seen as product focused

2. React --- What’s Said
   A. Argue
   B. “Psychological” Sledgehammer!
LEVELS OF SALESPERSONS

1. 50% ___________ Visitors

2. 40% Product _______________

3. 8% ________________ Focused

4. 2% _________________ Resources (Partner)
UPGRADE SELLING®

Post Time Out Question #1

What is the next sale?

The Four Sales:

1.

2.

3.

4.

“Money Speaks The Truth!!”

JIM DOYLE & ASSOCIATES
www.jimdoyle.com
Post Time Out Question #2

Determine the Client’s Optimism Level:

1. __________________ Probability of Sale:
   Characteristics:
   1.
   2.
   3.
   4. Probability of Sale: ____________

2. __________________ Probability of Sale:
   Characteristics:
   1.
   2.
   3.
   4. Probability of Sale: ____________ but maybe not by you
Determine the Client’s Optimism Level:

1. ____________________ Probability of Sale:
   Characteristics:
   1. 
   2. 
   3. 
   4. Probability of Sale: _____________

Sell the “Don’t Rock the Boat” Buyer:

1. 
2. 
3. 

JIM DOYLE & ASSOCIATES
www.jimdoyle.com
UPGRADE SELLING®

Determine the ______________________

Examples:

People Buy for Their Reasons... Not Yours!
Before you write – customize

1. Which buyer?
   Sell _______ Buyer with _______.
   Sell _______ Buyer with _______.

2. _______ Sale

3. Optimism Level

4. What’s your ___________!
   (Does it match Optimism level)
The Written Presentation

Some Suggestions:

1.

2.

Partnership Ideas:
TUNED IN Hearing Centers
How To Drive 30 More Leads Per Month
• Tuned In Hearing Centers was established in 2004 and currently operates a total of 14 locations

• Business for the first 7 months of 2012 was good. Then it fell off. Started to climb back up with Tuned In slightly up around 5%

• The best thing the business did to help themselves was to become more efficient, which required closing 2 stores

• Perception for Tuned In Hearing Centers in the market is spotty, with 10% truly knowing who they are

• Tuned In would like to be perceived as offering great service at an affordable price with happy clientele
• Sales revenues for Tuned In are in the $550K/month range and they will move 175-200 sets of devices

• Tuned In is currently generating 40 new “ups” per month by location and will close around 60%

• In general, a client will upgrade their hearing device every 3.5 years

The #1 OBJECTIVE for Tuned In Hearing Centers is to drive 30 more leads a month to increase total sales!
To Drive 30 More Leads Per Month
THREE Elements are Needed:

1. THE RIGHT AUDIENCE:

   Target the core, don’t chase the extremes

   A  Core  Z
To Drive 30 More Leads Per Month
THREE Elements are Needed:

2 THE RIGHT MESSAGE:

Message should convey your distinction and be consistent across all media. The message must be singular.
To Drive 30 More Leads Per Month
THREE Elements are Needed:

SUPER HIGH FREQUENCY IN FEWER PLACES:

“Principle of the Glasses”

Radio  Event  Cable  TV  YP  Mag  Newspaper  DM  Billboards  Online
To Drive 30 More Leads Per Month
THREE Elements are Needed:

• **THE RIGHT AUDIENCE** - Target the core customers desired. Do not chase the extremes

  A

  Core

  Z

• **THE RIGHT MESSAGE** - Message should convey a distinction and be consistent across all media. The message must be singular.

• **SUPER HIGH FREQUENCY IN FEWER PLACES** - “The Theory of the Glasses”

  “Concentration is the key to all economic success.” – Peter Drucker
Video shown here
Eckstein Shoes

- Eckstein Shoes, Indianapolis (Market #26)
- Specialty is Orthopedic Shoes
- Limited advertising budget spread across multiple advertising outlets

**Recommendation**
- Noon News
- :15 second ads, 10x week, ONE WEEK per month

**Result**
- Best thing she’s ever done
- Client asks, “Why didn’t anybody tell me about this before???”
How To Drive 30 More Leads Per Month

<table>
<thead>
<tr>
<th>STRATEGY:</th>
<th>Concentration and Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITION:</td>
<td>A hearing solution is just one visit away</td>
</tr>
</tbody>
</table>

- Brian, you told me: “The only thing that has worked consistently is a request for volunteers to test a device”… Let’s make that work harder for you with a more powerful “glass” and give the direct mail a much needed lift!

- Adults, particularly women, spend more time per day with television than with any other medium – over 5.0 hours per day – and men nearly as much with 4.25 hours/day. Use the only medium that can reach large numbers of consumers consistently with Sight, Sound, Motion, and EMOTION!

- Concentrate your schedule on programs/networks that deliver your specific target: Women decision makers, 45+.
How To Drive 30 More Leads Per Month

• A recent Siemens Hearing Instruments Survey says “Children (40-60) are the Drivers!”

According to the survey, 72% of Boomers believe their hearing is average or better, but their spouse or children disagree. The findings show a significant disconnect between Boomers and their children about the severity and perceived consequences of their hearing loss.

• To drive more leads, have a call to action!
• Your mailer is: “Tuned In Hearing Centers needs 42 volunteers to test a new hearing device with updated invisible technology.” Let’s mirror that in your TV commercial and put a deadline on it to create a sense of urgency.

*Also tie this to your web address or a ghost URL such as: www.betterhearingthroughtechnology.com Avail 10/31/13
<table>
<thead>
<tr>
<th>VIDEO</th>
<th>AUDIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wife calling out to husband from another room</td>
<td>Wife: “Sam......Sam......Sam....turn down that TV”</td>
</tr>
<tr>
<td>Cut to an example of an invisible device</td>
<td>Announcer/Spokesperson: “Is it the TV volume going up or your hearing going down?”</td>
</tr>
<tr>
<td>Phone/web/Address</td>
<td>Tuned In Hearing is conducting a test with the latest updated invisible technology. The first 42 respondents to call our offices will be outfitted with a device for testing at no additional charge....so hurry, call Tuned In Hearing today to speak with a certified hearing specialist.</td>
</tr>
<tr>
<td></td>
<td>Announcer: “Being born with good hearing isn’t a fluke....at Tuned In Hearing, its hearing like nature intended.”</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.betterhearingthroughtechnology.com">www.betterhearingthroughtechnology.com</a></td>
</tr>
</tbody>
</table>
The Power of TV for Tuned In Hearing
Your Older Customers are watching TV

Adults 65+
Time Spent each day

Average Daily Time Spent (In Hours)

- Television: 6.4 hours
- Internet: 2.2 hours
- Radio: 1.1 hours
- Newspapers: 0.7 hours
- Magazines: 0.4 hours
- Mobile: 0.1 hours

Source: TVB Media Comparisons Study 2012. Knowledge Networks Inc. Custom Survey
Dr. Oz viewers are active in managing their health

- 76% currently have health insurance
- They’re 33% more likely to pay anything when it comes to their health
- 31% say they are “far above average” when it comes to actively managing their health. That’s +53% more likely than the average adult

Source: Simmons NCS; Fall 2010 Full Year Study, Adults 18+
Dr. Oz viewers = watch Dr. Oz 2+ times per week;
“more likely” = more likely than the average adult
And Your Customers are watching

• The Live/Local PRIME TIME News program at 10 o'clock

• A consistent team of well-known, trusted personalities

Traci Capellman
with WYYY since 1998

Dean Huppert
with WYYY since 1991

Tom Powell
with WYYY since 2011

John Fischer
with WYYY since 1993
### Monthly TV Campaign (2 weeks each month)

<table>
<thead>
<tr>
<th>Program</th>
<th>Days</th>
<th>Time</th>
<th>Commercials</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOX &amp; Friends</td>
<td>Mon – Wed</td>
<td>7am-9am</td>
<td>20</td>
</tr>
<tr>
<td>THE DR. OZ SHOW</td>
<td>Mon – Wed</td>
<td>9am-10am</td>
<td>5</td>
</tr>
<tr>
<td>FOX 28 NEWS at 10</td>
<td>Mon – Wed</td>
<td>10pm-11pm</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>2-3 Days per month 6 times /year</td>
<td>Pencil Pushdown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>Total 31</td>
</tr>
</tbody>
</table>
FOX 28 Pencil Pushdown

Pencil Pushdown Example…“CLOSED”

Pencil Pushdown Example…“OPEN”
Reach & Frequency Over 12 Months

W45+

**REACH**

- % of Target Customers

**FREQUENCY**

- Average Number of Times Ad Is Seen

****
$9,000 per month (December 2013 - December 2014)

- 31 commercials per month
- 9,000 Pencil Pushdown impressions on FOX28.com (6x)

- 372 Commercials
- 54,000 Pencil Pushdown impressions on FOX28.com
2:1 Return on a $9,000/mo. Advertising Investment

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Ticket:</strong></td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Current Traffic:</strong></td>
<td>40 calls/hearing test per month</td>
</tr>
<tr>
<td><strong>Closing Ratio:</strong></td>
<td>60%</td>
</tr>
<tr>
<td><strong>Margin:</strong></td>
<td>30%</td>
</tr>
<tr>
<td><strong>Annual Value of a New Customer:</strong></td>
<td>$1,100 ($3,500 x 30% margin)</td>
</tr>
</tbody>
</table>
Is it reasonable to assume that this schedule, which will reach 117,000 people over age 65, can generate an additional 30 calls per month?

To achieve a 2:1 return on your investment, we would have to deliver an additional 30 calls per month...

30 calls x 60% close ratio = 18 sales

18 sales = $19,800 in profit

$19,800 in profit = 2:1 return on $9,000 advertising investment

2:1 Return on a $9,000/mo. Advertising Investment
Video shown here
## Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copy deadline</td>
<td>10/31/13</td>
</tr>
<tr>
<td>Production deadline</td>
<td>11/15/13</td>
</tr>
<tr>
<td>Meet with staff to launch campaign</td>
<td>11/25/13</td>
</tr>
<tr>
<td>Campaign start</td>
<td>12/03/13</td>
</tr>
<tr>
<td>Evaluation of results</td>
<td>02/28/14</td>
</tr>
</tbody>
</table>

## Action Plan

### What’s Next?

1. Proceed
2. Proceed with changes
3. Stop the process
## FOX 28 Monthly Totals

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Cost/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOX 28 Local News Morning Show</td>
<td>20/month</td>
</tr>
<tr>
<td>Dr. Oz</td>
<td>5 /month</td>
</tr>
<tr>
<td>FOX 28 10pm Prime Time News</td>
<td>6 /month</td>
</tr>
<tr>
<td>Production of one (1) thirty-second commercial</td>
<td></td>
</tr>
<tr>
<td>Pencil Pushdown on FOX28.com</td>
<td>2 /month</td>
</tr>
</tbody>
</table>

### TOTAL INVESTMENT:

$9,000 / PER MONTH  
(December 2013–December 2014)

---

Accepting for Tuned In Hearing

______________________________  

Date

Accepting for FOX 28

______________________________  

Date