

Flipping Objections ON THE SPOT! v4

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Sequel to Top Sales Book *Selling Backwards*

SELLING FORWARD

Pandemic Tested Sales Strategies for Success



Ryan Dohrn
Emmy Winner
Global Sales Coach
30,000 Reps Trained
\$500,000,000 Coach
30-Year Sales Veteran

Proven methods to reinvent your sales game when selling to emotionally drained, inbox-dazed, virtual meeting-bored, sales-resistant customers in a pandemic fatigued business world.

amazon **BARNES & NOBLE**

VANCE





- **Over 500 magazine and newspaper titles**
- **Over 30,000 ad sales reps trained in 7 countries**
- **Over \$500,000,000 in revenue impacted**
- **Over 1,000 speaking appearances since 2001**

Nothing Could Be Finer

ADSALES

South Carolina

Place
Month Sticker
Here

MAY

ADSALES 21



HOME

AD SALES TRAINING OPTIONS

WEBINARS

ABOUT

AD SALES BLOG

PODCAST

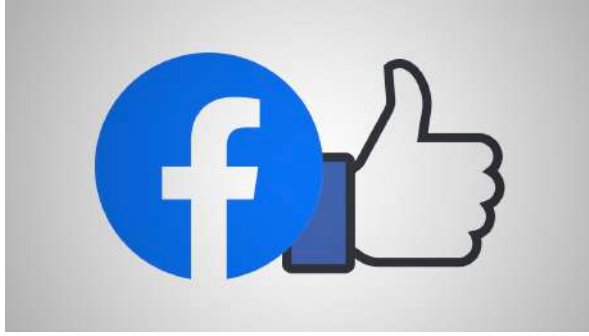
CONTACT

Ad Sales Training Advice Blog

- Get Relevant or Get Lost! 4 Ways to Increase Your Relevance to Drive Ad Sales
- TARGET Your Media Sales Message to Grow Results
- 6 Ways To Show Your Advertisers Some Love
- 10 Proven Ways To Exceed Your Sales Goals
- Selling Santa? A Fun Sales Tale.
- 10 Ways To Boost Your Fall Sales Numbers

Proven Ad Sales Training For Media Companies!
Over 3,000 ad sales trained to date!





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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.**



What I'm looking for is just 10-
minutes to quickly show you some
marketing ideas that are working
for Bob the Builder, Julie's
Interior Design and Brandon's
Roofing.





63% *remember stories.*
5% *remember statistics.*

Objections come at different stages of the sales process.

Phone = short reply / FOMO / Name drop

Email = 3 sentence reply - max

In person - stories, draw it out

Feel - Felt - Found

**I have a concern.
May I share my
concern?**

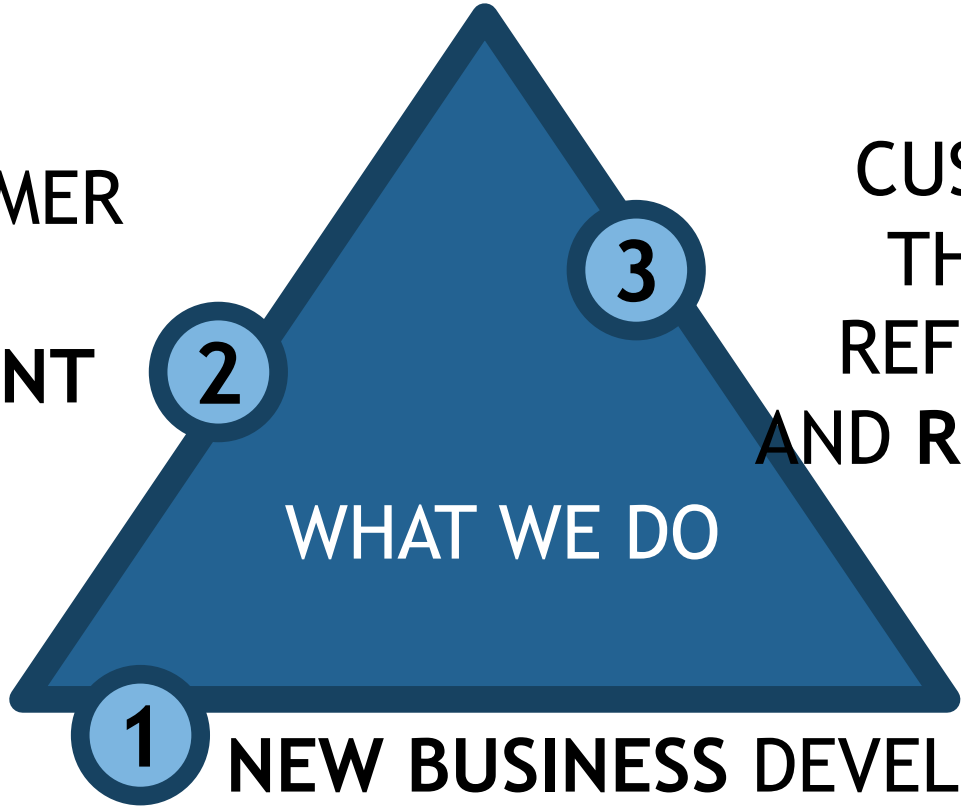
Social Proof

How you can help

Ask for time

I'm hear ya. I can
respect and
appreciate what you
are saying...

**PAST CUSTOMER
RE-
ENGAGEMENT**



**CUSTOMER
THANKS,
REFFERALS,
AND RETENTION**

1 NEW BUSINESS DEVELOPMENT

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. What I'm looking for is just 10- minutes to quickly show you some marketing ideas that are working for other business owners in our area?

Objection: No-one reads the paper 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 our publication. 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 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?

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 everything before we engage. What I'm looking for is just 10- minutes to quickly show you some marketing ideas that are working for other business owners in our area?

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: 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. What I'm looking for is just 10- minutes to quickly show you some marketing ideas that are working for other business owners in our area?

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: 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. What I'm looking for is just 10- minutes to quickly show you some marketing ideas that are working for other business owners in our area?

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



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360 Ad Sales
STRATEGY & TRAINING

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 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: 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 deep navy blue. These shapes are primarily located on the right side of the slide, creating a modern, dynamic feel.

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.**



“I am just not getting the response I hoped for.”

“I'm worried about upcoming changes in the economy.”

"I think we are on the verge of a Recession or WWII and have scaled back on all advertising!"

“Can’t I try it just once or twice to see if it will work?”

“Don’t you have an introductory rate or get acquainted rate so I can test how well it performs for me?”

“I don’t advertise in the winter.”

“I’m already advertising
(elsewhere) and getting great
results.”

“Money is tight and business is slow. I haven't figured out how to improve my margins yet with all the inflationary price increases. The jobs I am getting, I'm unsure of the profitability at this moment in time. Check with me in a few months.”

“I’ve done similar magazines and they didn’t work for me.”

“Print has just never done well for me, I tried a few years back and didn’t get good results.”

“You have too many of the same types of ads in your magazine.”

"I spoke with someone who advertised with you and he said he tried it & it doesn't work"

“Social Media (or Online) is giving me plenty of leads/sales at a much lower cost per acquisition compared to THM.”

“I’m booked through the
summer. I’m good for now.”

“I’m too busy”

“(competition) is cheaper. I’m not interested in your higher pricing.” OR “that’s too expensive.”

“I’m thriving on referral-only business right now.”

“Your magazine doesn't fit with
our refined/modern/high-end
image”

“The staffing (our clients) situation. I want to grow my (home improvement) business but with the lack of people willing to work, I cannot find anyone skilled. We pay a high hourly wage, but many have no skills and expect to make even more”

“I need to pause or cancel my advertising because I can't find good employees to fulfill the jobs I have upcoming. I just had to fire 3 of my crew members.”

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