

Towards building a self-sustainable CR Station

A Training Module on Marketing, Sales and Promotion



Ministry of Information and Broadcasting
Government of India

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United Nations Children's Fund
73 Lodi Estate
New Delhi
Email: newdelhi@unicef.org
Website: www.unicef.in
Photos: UNICEF/India

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A Training Module on
Marketing, Sales and Promotion



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2-day module with a mix of group work, field work and classroom training for CR Volunteers to understand the concepts.

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3-day module for CR volunteers to understand on sales closure and promotion methods through classroom training and group work exercises.

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Overview



About the Program

The training program is on basics of marketing and sales with special focus on community radio. The program is built to enable the community radio teams to be self-sustainable by training them on aspects of marketing, sales and promotion. The training program comprises of 3 modules on basics of marketing, selling and promotion of Community Radio and applying them in their field.

Participant Profile

This training module is prepared for the volunteers who are running a Community Radio in rural towns of India.

The participants are from the local community with limited or no exposure in the field of marketing & sales.

Program Structure

The program is divided into 3 sessions to be executed in a total span of 8 days.

- First session on marketing for 2 days.
- Second session on sales for 3 days.
- Third session on sales & promotion for 3 days.

Each session will involve use of examples, role play and field visit.

Program Duration

This training module can be completed in one stretch of 8 days, but it is recommended that the training of each module happens a month apart. This gives the team enough time to understand and internalize each module. Also the team can share their learning and limitations at the start of the next module.

For best results and effectiveness there should be a refresher module on sales & marketing 3 months post completion of the training.

Profile of the Trainer

Suggested below are the key criteria for trainer selection:

- Experience in conducting trainings in the area of soft-skills and selling skills.
- Experience in conducting class-room training and field orientation (practical demonstrations).
- Experience in conducting trainings in Hindi/local language.
- Experience/exposure to training in context of radio/space selling.
- The finalization of trainers shall be based on the scope of training and availability of trainers as per finalized schedules.
- Further, it would be attempted to locate trainers from local markets who have prior work experience in training social sector professionals.



1. Basics of Marketing

2-Day Training Module



Overview

This module is the introductory module of the training program. The module helps the audience understand the aspects of brand and marketing through knowledge sharing on trends, case studies and practices. The module also helps them to set objectives, make marketing plans and work in a group.

Day 1

No.	Time	Session	Methodology	Tools	Dur.
1	0930 - 1130	ICE BREAKER - Audience introduction and understand their needs	One-to-one interactive session	Chart paper	120 mins
2	1130 - 1200	RADIO INDUSTRY SNAPSHOTS - Introduction to the radio industry	Interactive Presentations	PowerPoint - <i>Module 1</i>	30 mins
3	1200 - 1330	BASICS OF MARKETING - Understanding on brands and marketing	Interactive Presentations	PowerPoint - <i>Module 1</i>	90 mins
4	1330 - 1430	LUNCH BREAK			
5	1430 - 1600	SWOT ANALYSIS - Understanding of strength, weakness, threats and opportunities in terms of marketing	Interactive Presentations	PowerPoint - <i>Module 1</i>	90 mins
6	1600 - 1730	SEGMENTATION/TARGETING/ POSITIONING - Understanding on brands and product STP	Interactive Presentations	PowerPoint - <i>Module 1</i>	90 mins

Day 2

No.	Time	Session	Methodology	Tools	Dur.
1	1000 - 1300	MARKETING PLAN - What is a marketing plan & what goes into a marketing plan?	Interactive Presentations	PowerPoint - <i>Module 1</i>	180 mins
2	1300 - 1400	LUNCH BREAK			
3	1400 - 1730	MARKETING PLAN FOR CR - How to make a marketing plan for CR station?	Group work	Chart paper	210 mins

Session 1

Audience Introduction



 **Time:** 120 minutes.

Objective

- To introduce participants to each other and the trainer.
- To familiarize them with training objectives.

Material

- Chart paper & marker pen.

Process

Introduction

When all the participants have returned to their seats, divide them into pairs. Each person will introduce the other partner. Give them five minutes to talk to each other. They should try to find out interesting things about each other and introduce their partner. The second pair who gets up to introduce each other should also mention the names of the first pair; the third pair should also mention the names of the first two pairs and so on. Whoever cannot mention the names of the earlier teams should pay a penalty – a song, dance or skit – whatever is decided by the group.

Setting Expectations

- Start the session by saying that we are here for two days and the name of the workshop is “Brand & Marketing”.
- Ask the participants what they understand out of the title and with what expectations have they come to the workshop. What do the participants expect to achieve out of the workshop?
- List the expectations on the chart paper for everyone to see.
- Some participants will seek information on the subject matter while others will be interested in skill improvement.
- If there are participants who cannot read or write the supervisors should help them out.

Objective Setting

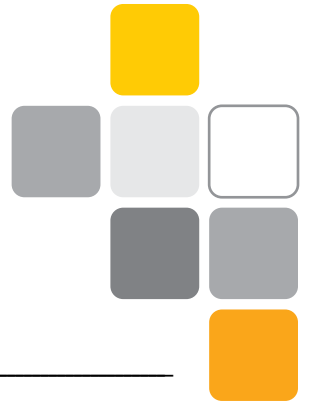
At the end of the introduction and expectations session, list the below objectives of the training programme on the chart paper for everyone to see -

- To understand the concepts of Brand & Marketing and their importance in all interactions with communities and other partners.
- To develop skills of branding and marketing and apply their learning to plan and implement a marketing plan for their community radio.

Points of Discussion

- Discuss the objectives and expectations of the training program.
- Clarify any doubts or questions regarding the program.

Notes



Session 2

Snapshot of the Radio Industry



Time: 30 minutes.



Objective

By the end of this session, the participants will:

- Understand the advantage of Radio as a mass communication medium.
- Know the industry growth pattern and future growth prospect.
- Be able to identify key opportunities basis current and future trends.
- Be aware of the key challenges and be prepared to deal with them.



Material

- Chart paper & marker pen.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 1 – Marketing; Slides 3 – 6.*



Process

- Post a chart and ask the audience, what are the advantages of radio compared to other media.
- Write down their valid points on the chart paper.
- Then using a projector and a screen/wall, discuss the strength of Radio as a medium using Slide 3, which will help participants to understand the effectiveness and importance of this wonderful medium.
- On each point of this slide, ask related questions like – What is the cost of Radio receiver? How many people in your town/village have a receiver.
- Now move to the next slide, Slide 4, which gives a snapshot of the Radio Industry. The slide will show the industry growth pattern over the years and also some of the major developments that are about to happen in this industry. Make the audience understand the significance of these facts by asking them questions like – How many radio channels do you receive? And then reveal the total channels in India. Similarly reveal the industry spends and future trends as mentioned in the slide.
- Move to the next slide, Slide 5, Drivers and challenges of Radio. Here again using a flip chart, draw 2 columns, Drivers and Challenges, use relevant mnemonics on the chart to represent the columns. E.g. Drivers – can be Downhill and Challenges can be Uphill.

Session 3

Basics of Marketing



 **Time:** 90 minutes.

Objective

- To get participants to share their view on brand & marketing.
- To make participants aware of the basics of brand & marketing.
- To make participants use the basics of brand & marketing for their Radio Stations.

Material

- Chart paper & marker pen.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 1 – Marketing; Slides 7–12.*

Process

- Prepare a flip chart and ask the audience about the various brands they know or use.
- List these brands along with the information of where is it available, where is it advertised, what is the cost, what is the offer.
- Using their inputs, explain that all these factors together form the basics of marketing.
- Using the flipchart elaborate on the different definitions of marketing mentioned in Slides 7 – 11.
- Move to the system of marketing on Slide 12 and explain the role and relevance of each component using the example below.
- Explain the same using an example of soap. Soap is just a product by itself and different brands and types of Soap collectively form the Soap industry. Now each brand advertises their product through a different messaging and proposition using different media like TV, Radio, Poster, Packaging, and other means, this becomes the communication. All of us who use the soap collectively form the market and our response to the product in terms of feedback, usage, referral becomes the information.
- To check the audience understanding on the basics of marketing, ask them to choose any commodity and a corresponding brand for the same.



Task

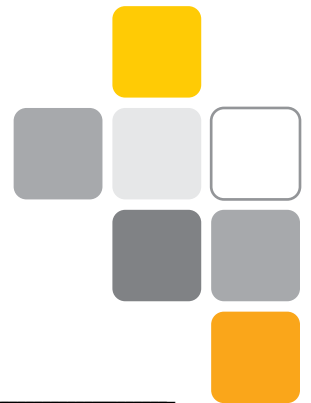
- To check the audience's understanding on the subject, they are given a task on Brand vs. Commodity.
- As part of the task, the audience has to choose any product/ commodity and using their learning from the session, prepare a plan for its branding and marketing.
- Each members plan is evaluated to understand their comprehension of the session.
- The plan is evaluated on the basis of the following –
 - ♦ Use of Marketing concepts.
 - ♦ Use of 4 principles of marketing.
 - ♦ Use of advertising.
 - ♦ Distribution.
 - ♦ Correct pricing (price of the brand should be quoted keeping in mind all the expenses on advertising activities).
- Each member is then advised on their plan basis the evaluation, while the best performers are applauded for their effort.



Points of Discussion

- What are the key brands they know?
- How do these brands advertise themselves?

Notes



Session 4

SWOT Analysis



 **Time:** 90 minutes.

Objective

- To introduce participants to the concept of a systematic analysis of self-appraisal and evaluation.
- To make participants understand the process of carrying out a SWOT analysis and to use it to identify individual's strength, weakness, threat and opportunities.
- To make participants use this method for evaluating proposals and use the result of the analysis to make evaluations and decisions.

Material

- Chart paper & marker pen.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 1 – Marketing; Slides 13 – 15.*

Process

- Prepare a chart and create a four quadrant graph on it, marking Strength, Weakness, Opportunities and Threat in each Quadrant.
- Explain the objective of such an analysis and the situations where it is needed using Slide 13 – An introduction to SWOT analysis. The slide explains how Strengths, Weaknesses, Opportunities and Threats help to evaluate and understand the potential of any proposal/ activity/ product/ service.
- Then move to Slide 14 – A detailed look at the elements of SWOT analysis. The slide explains each of Strengths, Weaknesses, Opportunities and Threats and their components. Support each of this with an example for Community Radio.
 - ♦ Strength helps us identify & understand our assets/ positive aspects so that we can highlight them. E.g. Community Radio speaks your language in your language.
 - ♦ Weakness helps us identify our problem areas so that we can overcome these. E.g. Community Radio has limited reach.
 - ♦ Opportunities are the other options that can help us build an asset or strength. E.g. Community Radio can become the voice of the community.

- ♦ Threat is something if not checked could lead to failure. E.g. FM radio playing commercial music are a threat.
- As mentioned in Slide 15, using an example of a volunteer, explain the inputs to be filled in each head. Ask participants to mention points under each head. This will increase participation and understanding on the concept.
- Wrap up the session by giving each participant a task on doing a SWOT analysis of self and the Radio Station they represent. The task will help them understand the concept as well as help them in self-evaluation.



Task

- Audience is asked to do a SWOT analysis on
 - ♦ Self.
 - ♦ Radio Station.
- Each member's analysis is evaluated and discussed to understand their comprehension of the session.
- The task is evaluated basis –
 - ♦ Minimum two points are mentioned under each head of S-W-O-T.
 - ♦ Each point is relevant and should not be imaginative or untrue.
 - ♦ Points should not contradict each other.
- Each member is then advised on their analysis and inputs basis the evaluation done by the trainer.



Points of Discussion

- What are the 4 things that every person should be aware of about himself or about any important situation which needs decision making?
- What is the importance of knowing Strength, Weakness, Opportunities and Threats?
- What is the SWOT for the volunteer and Why?

Notes



Session 5

Segmentation – Targeting – Positioning (STP)



 **Time:** 90 minutes.

Objective

- To introduce participants to the concept of Segmentation, Targeting and Positioning and make them understand its importance for effective marketing.
- STP helps segment the market basis potential, target the relevant audience and position the product and create a differentiator.
- Understand the various STP approach depending on the market and audience and how do we customize for our station.

Material

- Chart paper & marker pen.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 1 – Marketing; Slides 16 – 21.*

Process

- Start the session by using an example of a tractor as a product for marketing. Ask the audience the following questions to build a contact funnel – How many people are there in your villages; how many can afford a tractor and how many will be buying a tractor.
- Using the Slides 17 & 18, explain the top part of the funnel and importance of segmentation and how it can help make marketing more optimized and efficient.
- Explain segmentation as a means of reaching the right segment of people, in this example it would be the farming community.
- Using Slide 19, explain targeting, as reaching the user, decision maker or the right influencer who will help in the product sales, in this case it would be the big farmers.
- Using Slide 20, explain the task of positioning by giving examples of different level of farmers, one who has a smaller land, one who leases their land and the ones who are into trading.

- For each person the primary usage of the product is the same, but they might need different things from their tractors, while the smaller one might need more power and performance, the ones who are leasing it might need low cost of maintenance and the traders might need fuel efficiency. So as per the product attribute and the primary target, the product positioning of the product would be different for different consumers.
- Moving to Slide 21, assign participants a group task to check their understanding of STP.



Task

- Audience is asked to do a STP for
 - ♦ Any Product of their choice.
 - ♦ Radio Station.
- Each member's STP is evaluated and discussed to understand their comprehension of the session. The evaluation is based on –
 - ♦ The Segmentation should clearly define the geography and demography.
 - ♦ The Targeting should clearly mention the customer for the product along with their age bracket, profession, and whether its male or female.
 - ♦ The positioning statements should match with the segment and target group.
- Each member is then advised on their analysis basis the evaluation by the trainer on the basis of the relevance of inputs and the participants logical reason for the same.



Points of Discussion

- Who would be the target segment and audience for a tractor brand?
- How would you do a STP analysis for your Radio Station?

Notes



Sessions 6 & 7

Developing a Marketing Plan



 **Time:** 240 minutes.

Objective

- To introduce participants to the need and elements of a marketing plan.
- To explain them on the process of development of a marketing plan.
- To help them use the science of marketing planning to develop a marketing plan for the Radio Station.

Material

- Chart paper & marker pen.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 1 – Marketing; Slides 22 – 33.*

Process

- Start the day by welcoming the class to another day of fun and learning.
- Initiate the class by recapping the previous day topics and write them on a chart paper.
- Now use Slide 22 – Introduction to Marketing Plan and explain the definition of a marketing plan and its elements which are written on the chart paper.
- Also elaborate on the objective of making a marketing plan as to give direction and vision to your efforts for a product or service.
- Now elaborate on the elements of a marketing plan using Slide 23. Tell the participants that we have learnt about the various components of a marketing plan like SWOT & STP. Today we will learn another important component of Marketing Mix and then use all of these to make a marketing plan for the Radio Station.
- But before knowing about Marketing Mix, using Slide 24, explain about Marketing Strategy which is defining a thought through strategy as per the objective for the product/ service and how to identify and implement it.

- Move to Slides 25 & 26 and explain about Target Market & Audience - how these two important elements define your marketing plan.
- Using an example of a cycle brand and the Slides from 27 – 32, explain the concept of Marketing Mix and the elements of product, price, promotions and placement.
- Explain them by asking questions on each aspect, as to how each of 4Ps is related to the marketing activities. E.g. the product defines the users, while the price defines the segment and approach, and the promotion defines the positioning and intent. The placement is the facilitator of sales at a point where we would find a consumer/buyer.
- Finally wrap the session on reaching Slide 33 with a group task, where the audience is divided into 2 teams and each has to prepare a marketing plan for the radio.



Task

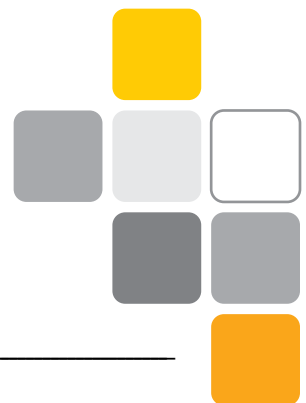
- Audience is asked to develop a marketing plan using the tools of 4 P's, SWOT and STP for
 - ♦ Any product of their choice.
 - ♦ Radio Station.
- The teams are advised to nominate one leader and one person for each element. This person will lead the discussion on that particular topic while the others can give that person their recommendations.
- The leader will be responsible for the plan and will present it with the help of his team to the rest of the audience. The group will take questions from the trainer and the class.
- The teams should finally come up with a seamless plan which should have the following
 - ♦ A product SWOT.
 - ♦ Then a STP analysis.
 - ♦ Finally a 4P indicator.
- Each member is then advised on their marketing plan basis the evaluation. Best efforts are identified and applauded. The evaluation is done by the trainer by determining the relevance of the inputs and understanding the participants logical reasoning.



Points of Discussion

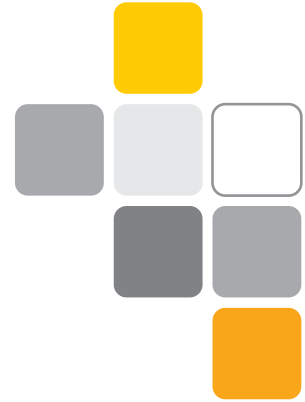
- Marketing Mix of a Cycle brand.
- Discussion on the Group task of each team.

Notes



Module Conclusion

- Recap on all the sessions and learning.
- List the Module objectives and assess if these are met.
- Identify what worked and what did not work for the audience.
- Set a Preview Task for the next module.



Task for Module 2

Divide the participants into 2 teams and assign each team the following task:

- **Listenership data:** Handout a feedback questionnaire to one team. The objective of the questionnaire is to understand the station audience through a sample survey of listeners. The team has to find listeners in their town/village and ask them specific questions as per the form. The team should get feedback from at least 100 listeners. The survey base should include listeners from different age, sex, sect, and work group like traders, farmers, workers and any other group in their society.
- **Advertiser data:** Handout the Advertiser Survey form to the other team and ask them to identify the key advertisers in the local market by monitoring both traditional and non-traditional media in their town/ village. Some media that the team should monitor would be TV (cable tickers and satellite, other Radio channels, Newspapers, Wall painting, Brandings at their Haats, Posters & Banners in their market areas.



Presentation on Basics of Marketing



Tuning in to the Community

1

VIJAYETA

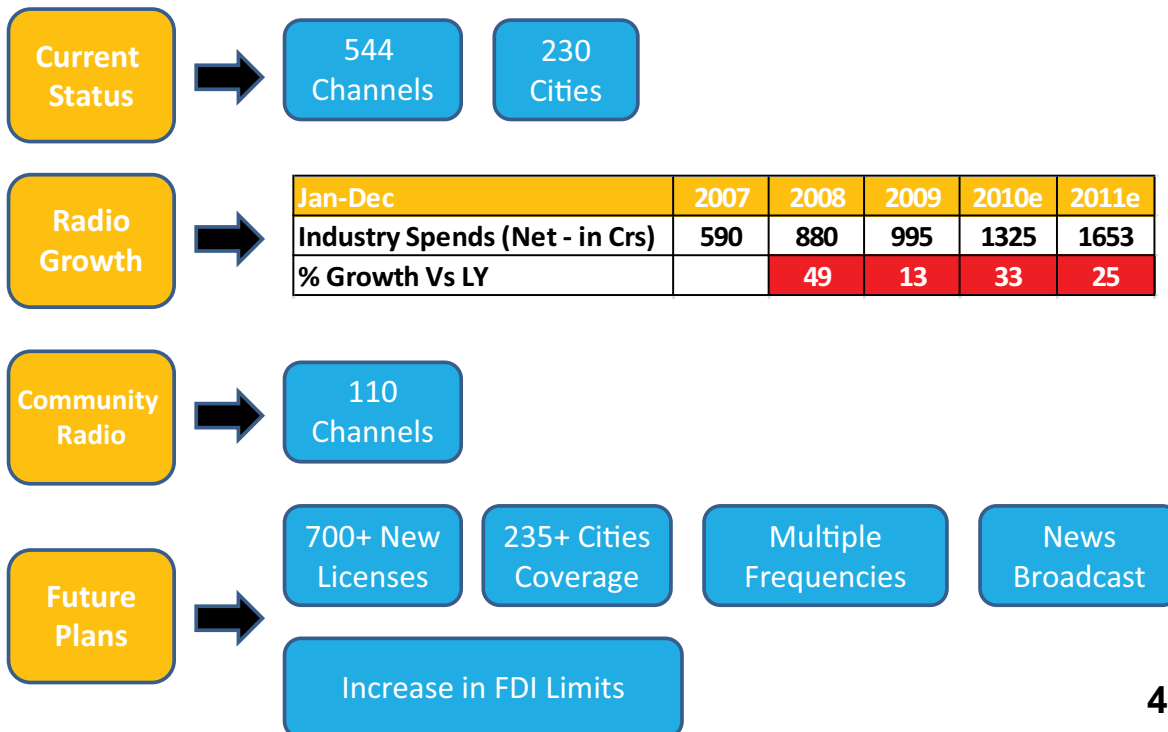
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Radio

- An affordable and easily accessible medium of the masses.
- Free to air – no subscription charges unlike TV/newspapers/magazines/Sat Radio.
- Cheap receiver – unlike TV.
- Not dependent on power.
 - only source of entertainment during energy cuts; which is still high in smaller towns.
- Vast reach – 90% coverage vis-a-vis TV (only 80 million TV homes) and press.
- Only medium of entertainment for the economically weaker sections of Society.

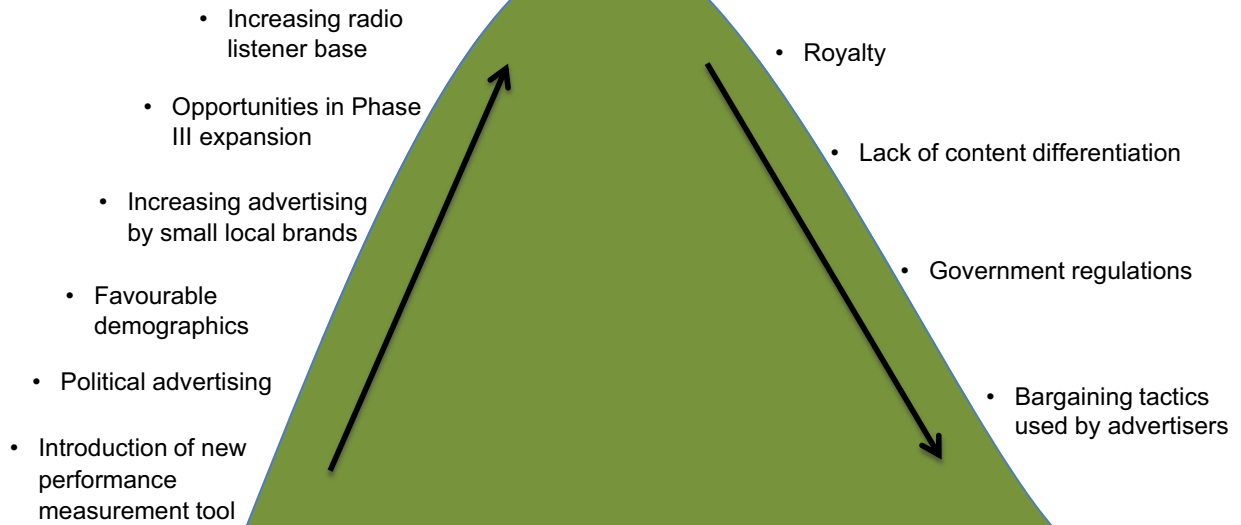
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Radio Industry Snapshots



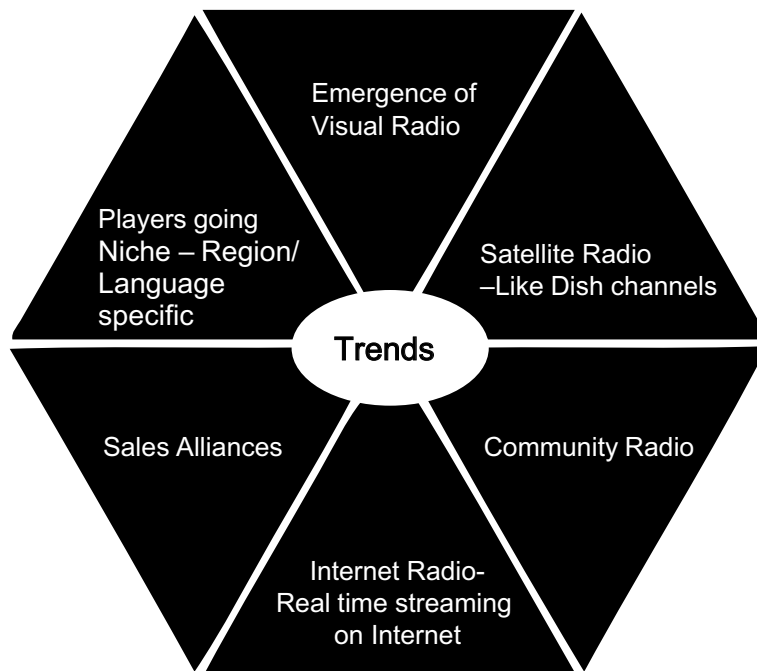
4

Drivers & Challenges



5

Key Trends



6



Marketing

7

What is Marketing...??

- Selling?
- Advertising?
- Promotions?
- Making products available in stores?
- Maintaining inventories?
- **All of the above, plus much more!**

8



Marketing = ?

- Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goals.

– American Marketing Association



9

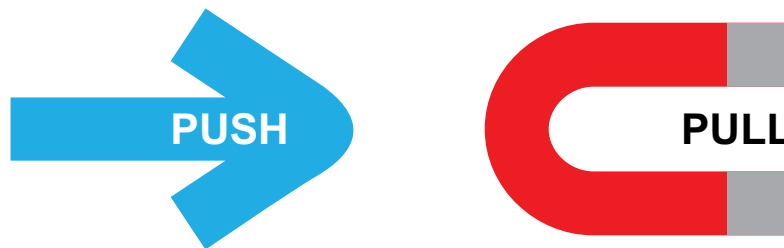
Marketing = ?

- Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

10

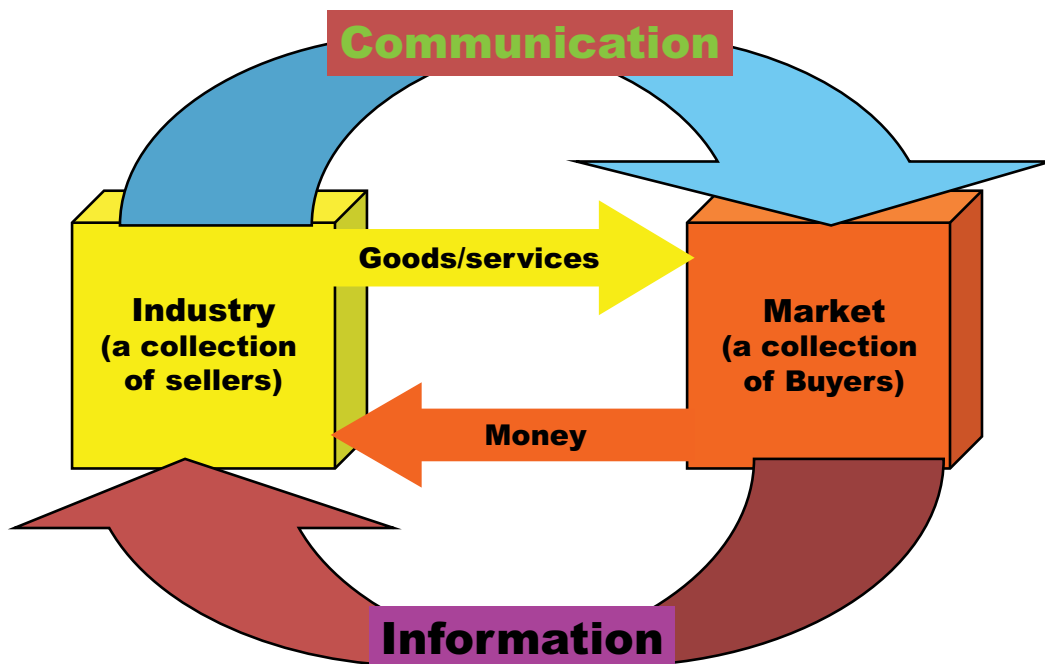
Marketing = ?

- Marketing is the sum of all activities that take you to a sales outlet. After that sales takes over.
- Marketing is all about creating a pull, sales is all about push.



11

Simple Marketing System



12



SWOT Analysis

- A situation analysis details the context for your marketing efforts. In this section you will take a close look at the internal and external factors that will influence your marketing strategy, this is called a SWOT analysis.
- A SWOT analysis combines the external and internal analysis to summarize your Strengths, Weaknesses, Opportunities and Threats.
- You need to look for opportunities that play to your strengths. You also need to decide what to do about threats to your business and how you can overcome important weaknesses.

13

SWOT

- A strength is an asset or a resource that can be used to improve a competitive position.
 - For E.g. Tourism in a city.
 - Tourist spots such as a natural attraction, historic buildings, or a strong retail base is a strength of a city.
- A weakness is just the opposite, a resource or capability that may cause your community to have a less competitive position, which can adversely affect tourism.
 - For instance, empty commercial space or unattractive vacant buildings are categorized as weaknesses.
- Opportunities are the various possibilities that are available in the current situation.
 - For instance tourist overflow from a nearby metropolitan city or the opportunity for special events within your community.
- Threats are viewed as problems that focus on your weaknesses and which can create a potentially negative situation.
 - Depressed commercial activity or a competing tourist destination's growing summer music festival are examples of threats.

14



SWOT Analysis –Group Task

STRENGTH

Friendly & good in building new relationship with strangers.

WEAKNESS

Lazy and not self motivated.

SWOT of an Individual

OPPORTUNITIES

He can also work in sales/reporting as its all about building relationship.

THREATS

Need to update current skills to stay in tune with industry.

15

STP

Segmentation

- Geographic
- Demographic

Targeting

Selection of potential viewers

Positioning

Building up a brand

16



Segmentation

- Process of subdividing a total market into different subsets or groups.
- Segmentation helps us divide the market into various homogeneous groups and identify the segment with highest potential.
 - The marketer may select one or more segments.

17

Types of Segmentation

Geographic Segmentation

- Subdividing the whole market into different geographical units which can be further subdivided into smaller units like region or states.
- A national marketer may take whole nation as his market.
 - For example-wheel powder is sold across India so its geographic scope is all India.
 - SASA washing power is only sold in UP & MP hence its geographic scope is only UP & MP.

Demographic Segmentation

- Subdividing the market in terms of demographic features of a country or a region. Like age, gender, marital status, family size, etc.
 - For example Amul Butter for family, Amul Kool for youth, Amul chocolate for children.

18





Targeting

- Once the firm has segmented the total market, it should select the target market within the segment or segments for marketing.
- Targeting is the process of selection of potential customers to whom a business wishes to sell products or services.
- Target marketing provides a focus to all of your marketing activities.
 - So if, for instance, I open a food business offering catering services in the client's home in 3 km radius, instead of advertising with a newspaper that goes out to everyone, I could target my market with leaflets that go only to particular residents.

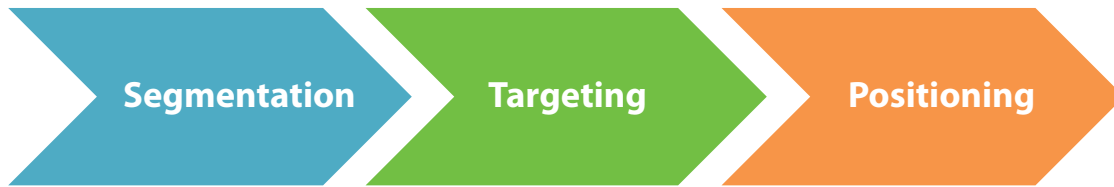
19

Market Positioning

- Positioning of a product or service is creating an “image” in the consumers’ mind.
- Consumers generally buy “images” rather than actual product.
- Marketers mostly use advertising as a tool to build up brand or corporate “image”.
- For Example
 - Surf and Rin both are washing powders but Surf is positioned for stain removal (daag) and Rin for Whiteness (Safedi).

20

Group Task



21

Marketing Plan

- A marketing plan provides direction for your marketing activities.
- Its a road map, with detailed directions on how to get to your destination. Sure there may be a few bumps in the road, perhaps a diversion or two, but if the marketing plan is carefully researched, thoughtfully considered and evaluated, it will help the organization achieve its goals.
- The marketing plan details what you want to accomplish with your marketing strategy and helps you meet your objectives.

22



Elements of Marketing Plan

- Situation Analysis (SWOT)
- Marketing Strategy
 - Marketing Mix
 - Product
 - Promotion
 - Price
 - Place

23

Marketing Strategy

- Strategies are the things you need to do to accomplish your objectives.
- If your objective is where you want your company to be, the strategy is the route you need to take to get there.
 - For example, if the objective is to increase sales revenue, your strategies might be one or more of the following:
 - Increase the average price on all units.
 - Increase overall sales volume.
 - Sell more of the higher-priced units.
 - Any combination of these.

24



Target Market

- The concept of target markets is one of the most basic, yet most important aspects of marketing.
- There is no such thing as the “general public.” It is unrealistic to think that you can attract everyone.
- Defining your target market helps you decide where to commit resources and what kinds of promotional methods and messages to use.

25

Target Audience



- Target Audience is the group of consumer towards whom you will direct your marketing communication.
- A common concept in radio marketing is the target audience. This means the types of listeners that you are trying to reach: not just the listeners you already have, but also the listeners you should have, if only they can discover your station and realize what great programming it has.
- Target audiences are usually described in demographic terms – the type of information collected by a Census: age group, sex, education, occupation, and so on.
- As most variation in radio listening is related to the age of the audience, target audiences are most often expressed in terms of age groups.

26



Marketing Mix

27

Marketing Mix



28



Product

- A product/service is a tangible/intangible offering that satisfies a consumer need.
- Its any offering that a consumer is willing to pay for.



29

Price

- A product is only worth what a customer is prepared to pay for it.
- Price is the exchange currency a consumer is willing to spend on to buy a product.
- Pricing models
 - **Premium pricing:** Use of high pricing where there is a uniqueness about the product or service. Such high prices are charge for luxuries such as cruises, luxury hotel rooms, designer products.
 - **Penetration pricing:** It is the strategy of entering the market with a low initial price to capture greater market share.
 - **Price skimming:** The practice of 'price skimming' involves charging a relatively high price for a short time where a new, innovative, or much-improved product is launched into a market.
 - **Competitive pricing:** If your product is sold at the lowest price regarding all your competitors, you are practicing competitive pricing. Sometimes, competitive pricing is essential.

30

Promotion

- This is the way in which you communicate to your potential customers about your product.
- It includes the various ways of communicating to the customers of what the product has to offer. It is about communicating the features/ benefits of using a particular product or service.
- Types of promotion
 - **Advertisement:** It takes many forms like TV, radio, internet, newspapers, yellow pages, leaflets, posters etc.
 - **Sales promotion:** Buy One Get One Free. Others include couponing, money-off promotions, free accessories (such as free blades with a new razor), introductory offers (such as buy digital TV and get free installation) and so on.
 - **Personal selling:** It is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization.



31

Place

- It refers to the place where the customers can buy the product and how the product reaches out to that place. This is done through different channels like:

- Retails
- Wholesale
- Internet
- Mail orders
- Direct sales



32

Group Task

Product

Radio content & programing

Price

Competitive pricing in comparison to AIR & local cable

Place

The frequency & station office

Promotion

On-air & off-air promotion

Use the 4 p's of marketing to build a marketing plan for the radio station



33

Task for Next Session

- Build a list of potential advertiser in your market.
- Understanding the audiences for the station through the listenership survey.

34



Thank You

35





2. Basics of Sales

3-Day Training Module



Overview

This module is the second module in the series of three sessions. The module helps the audience understand the aspects of basic sales and radio sales. The module also inculcates confidence in the audience through mock calls and role playing. The group also learns on various revenue options for community radio.

Day 1

No.	Time	Session	Methodology	Tools	Dur.
1	1000 – 1300	REVIEW THE TASK - Understanding listeners & advertisers in local market	Team Presentation & Evaluation	Chart papers	180 mins
2	1300 – 1400	LUNCH BREAK			
3	1400 – 1730	BASIC OF SALES - The art of basic selling, skills to be a good salesperson	Interactive Presentations	PowerPoint - <i>Module 2</i>	210 mins

Day 2

No.	Time	Session	Methodology	Tools	Dur.
1	1000 – 1300	RADIO SALES - How to sell Radio airtime	Interactive Presentations	PowerPoint - <i>Module 2</i>	180 mins
2	1300 – 1400	LUNCH BREAK			
3	1400 – 1700	ROLE PLAY & MOCK CALLS - To bring out the stage fear & address concerns	Audience interaction & situation based role play	Situation Call Cards	180 mins

Day 3

No.	Time	Session	Methodology	Tools	Dur.
1	1000 – 1300	FIELD SALES CALL - Real market experience to understand the market	Market visit meeting the prospective retailers	Route Plan	180 mins
2	1300 – 1400	LUNCH BREAK			
3	1400 – 1500	EVALUATION AND FEEDBACK - To share the learning's of the market visit	Live interactions	Chart paper	60 mins
4	1500 – 1730	PRICING MODEL - Various avenues of revenue and how to price them	Interactive Presentations	PowerPoint - 2	150 mins

Session 1

Task Review



 **Time:** 180 minutes.

Objective

- Advertiser Survey – To identify the advertising potential and key advertisers to target in the market for ad sales for their community radio.
- With information on advertisers and the media they use, the participants can be prepared on how to approach these advertisers with clear value propositions for them.
- Audience Survey – The findings will help participants to establish a SWOT analysis for their station. It will also help to understand their audience preference and habits which can help in creating better programming and content.
- The audience survey can also be used to analyze the reach and impact of the station which can be showcased to the advertisers during sales.

Material

- Chart paper & marker pen.
- Survey forms and data.

Process

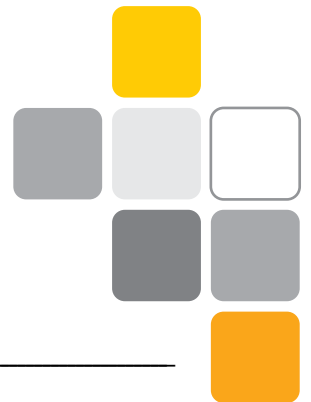
- On a chart paper, the trainer will list the key derivatives from each survey.
- The trainer will first discuss about the advertiser survey, he will list down the various media that the team was monitoring and will ask the teams to present the names of the advertisers under each media. He will then classify the advertisers as heavy spenders, medium spenders and low spenders basis their presence on number of media and general team feedback on the frequency.
- The trainer will explain that how big spenders are the low hanging fruit for the Community Radio Ad sales and are the top priority.
- Similarly, the trainer will classify priority of other advertisers based on product category, seasonality and positioning.

- Post this the trainer will discuss about the audience survey, he will list down the key heads for findings under
 - ♦ Radio penetration amongst male & female.
 - ♦ Other Radio Stations.
 - ♦ Listenership during different time bands and preferred programming.
 - ♦ Self-Assessment on Listenership and Programming.
- Teams will share their findings with respect to each head and the trainer will facilitate a discussion on what is working and what is not working for the station and how to address any concern areas.

Points of Discussion

- Survey results and findings.
- Applying the findings to their Radio Station.

Notes



Session 2

Basics of Sales



 **Time:** 150 minutes.

Objective

- To help participants to understand sales as a concept and as a process.
- To impart smart and basic selling tips which they can practice for better results.
- To build confidence to make a sales call through role play and field visit.

Material

- Chart paper and marker.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 2 – Sales; Slides 3 – 12.*

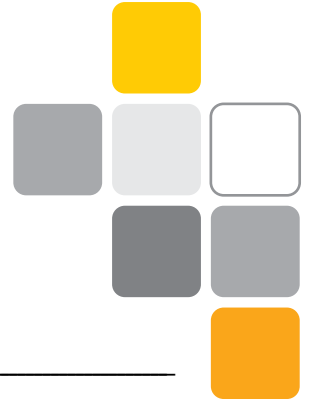
Process

- The trainer will ask the audience who do they consider a superb salesman and why.
- On a chart paper the trainer will put down two columns one marked as Appearance and other as Skills.
- Classify audience answers in each column accordingly.
- Explain in detail the importance of a nice personality using the points in the Column labeled Appearance and the points from Slide 5.
- Explain in detail the importance of selling skills using the points in the Column labeled Skills and the points from Slide 6.
- Using Slide 8, explain how selling and its skills are integral to our daily lives and how can we use them in these scenarios as well.
- Using Slide 9, explain that an important aspect of selling is Solutions. Every product or service fulfills a need for the consumer. A successful seller is able to understand this need and provide customized solutions for this specific need.
- Explain the participants that similarly to be able to sell your services as a community radio, it's important to understand the need of the advertisers and provide suitable solution to them.

- With this lead the participants to Slides 10 – 12 on Understanding the Consumer. Explain them that putting you in the buyers shoe, will give any salesman a definitive advantage. Thus knowing and understanding the buyer is an important aspect of selling. The slides will help understand the process of identifying the buyer and knowing them better in terms of their needs and their spending power.

Points of Discussion

- Who does the audience consider a Good Salesmen and their qualities?
- What is their thought process when buying a product or a service?



Notes

Session 3

Radio Sales



 **Time:** 180 minutes.

Objective

- To introduce the audience to the components of Radio Selling.
- To make them understand the process of Radio Sales starting from Prospect identification to Sales closure.
- To prepare them to handle general objections and convince buyers.

Material

- Chart paper and markers.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 2 – Sales; Slides 13 – 23.*

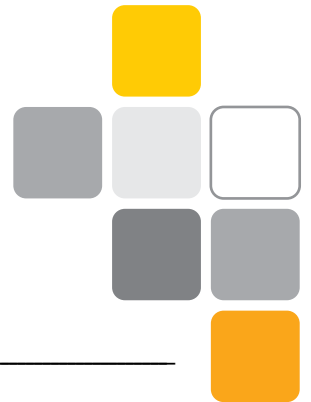
Process

- The trainer introduces the session by asking the participants – what is selling and takes their inputs to construct a flow of Lead Generation to Product Communication to Sales Closure.
- He then using Slide 16 explains a sales process and its key components which will be similar to the flow above.
- In Slides 17 – 20, the trainer explains each step of the process in detail. In Slide 17, the trainer explains how to identify prospects and then moves to Slide 18, on how to approach these prospects.
- Using Slide 19, the trainer explains, once you meet the prospect, how to qualify them in terms of their decision making power, relevance of service and spending power.
- During any sales process, the customer might have many concerns and will raise them as they near the closure stage. Here the trainer uses Slides 20 – 22, to explain and demonstrate how to handle Objections in general. And using relevant scenarios of the radio medium prepares the participants on how to handle objections when selling for Community Radio.
- The trainer may use volunteers from the audience to enact some scenarios and demonstrate how to tackle them.

- Then he moves to the last step in the sales process of closure, using Slide 23 the trainer explains on how to close sales and the importance of after sales service.
- He mentions on few pointers on how to provide your customers with after sales service w.r.t. Community Radio which will help them to build a mutually beneficial relationship.

 **Points of Discussion**

- What is the general sales process for any product?
- What are some of the objections one might face while selling radio?



Notes

Session 4

Role Play & Mock Calls



 **Time:** 180 minutes.

Objective

- To make participants experience the real life situation and develop confidence.
- To advice participants on the common mistakes and their weak points.
- To prepare them for actual sales meeting and sales call.

Material

- Chart paper and markers.

Process

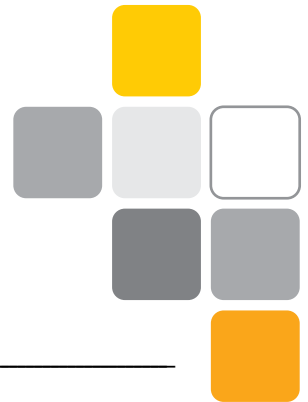
- Trainer will brief the participants on the activity and will tell them to use what they have learnt till now in making sales call for closure.
- Trainer will outline key tasks for this session like –
 - ♦ Setting up an appointment.
 - ♦ Understanding the client needs.
 - ♦ Understanding the Clients budget.
 - ♦ Closing a sale.
- Four teams of two will carry out each task where one person will be an advertiser and the other will be the Radio sales person.
- Participants playing the advertiser will be asked to choose their product/brand from the ones they have found out during the advertisers' survey.
- Each team will be given 10 minutes to carry out the exercise.
- The trainer to observe the role play and note each participant's weak points and strong points.
- After the whole exercise, trainer will list 2 heads Highlights and Lowlights of the role play for each team and ask the following questions -
 - ♦ What did you see?

- What went right and what went wrong.
- How can this interaction be improved?
- Using the Slides 16 – 23 again he will compare the team’s performance w.r.t. what was explained to them.

Points of Discussion

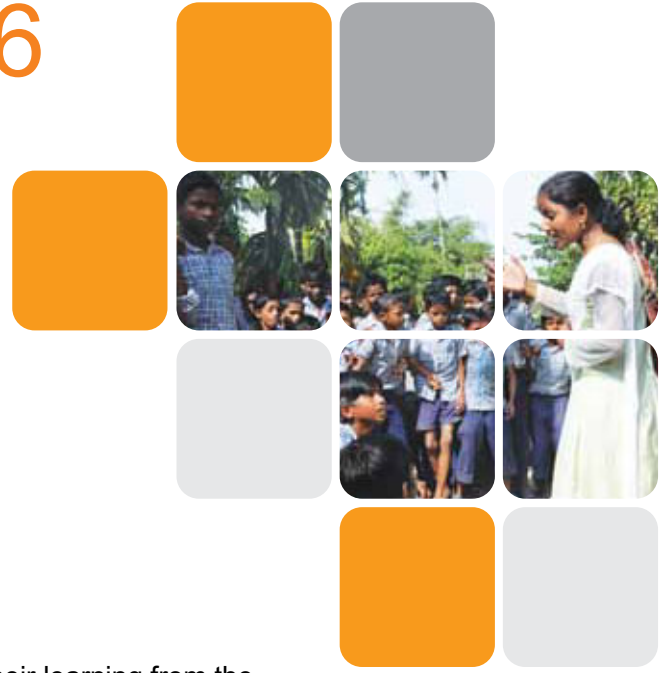
- How was the team’s performance on key tasks?

Notes



Sessions 5 & 6

Field Visit & Evaluation



 **Time:** 180 minutes.

Objective

- To get participants a real life experience of a sales call post the training.
- Give participants an opportunity to use their learning from the training.
- Evaluate the effectiveness of the training on the participants.
- Evaluate the participants efficiency at using the training for sales.

Material

- Participants to be taken to the nearest local market.
- Sales material.
- Station leaflets.
- Mobile Phone to be kept handy for setting/ confirming appointments.

Process

- Trainer will use the advertisers' survey finding to prepare a list of key advertisers in the area.
- A team of two will be assigned one key advertiser with whom the team needs to set up an appointment and meet them.
- The trainer will observe each sales call and note his evaluation basis the Radio sales module.
- After all the participants have returned from the field visit, the trainer will hold an evaluation session where he would discuss the strengths of each participants during the call and the common mistakes made by the group.
- Trainer will discuss on how to avoid these mistakes.

Points of Discussion

- How was the team's performance during the sales call?

Session 7

Pricing Model



 **Time:** 180 minutes.

Objective

- Explain the participants the various sources of revenue through a Community Radio Station.
- Explain the participants on how to price the various services that can be provided by the station.
- Making the participants understand the total revenue potential for a station.

Material

- Chart paper and markers.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 2 – Sales; Slides 26 – 43.*

Process

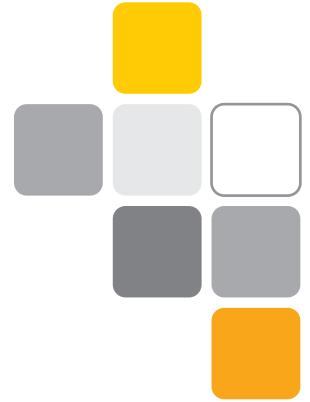
- The trainer will right the name of the Radio Station on a chart paper and will ask the participants on what could be the potential sources of revenue for the station.
- He will put the valid options on the chart and then using Slide 28, explain the various avenues that can be explored for revenue generation.
- The trainer using Slides 28 – 32, will explain these avenues in detail to the participants.
- After explaining the avenues the trainer will discuss on how to price these services using a cost benefit analysis versus other local media like Cable TV. Slide 34 explains the working of this analysis in detail.
- Using Slides 34 – 43, the trainer explains pricing of each element in detail and on alternate revenue options as well. For example the studio can be used for production work like making Radio Jingles and recording voice overs in local languages.

Points of Discussion

- What are the potential sources of revenue for a station?
- What is the cost of advertising in other local media?

Module Conclusion

- Recap on all the sessions and learning.
- List the Module objectives and assess if these are met.
- Identify what worked and what did not work for the audience.
- Set a Preview Task for the next module.



Task for Module 3

- **Audience to compile and maintain a Daily Sales Report** – After discussion with the station manager a core sales team will be formed for the particular Radio Station. This sales team will compile a report on a daily basis of the various clients they have met and contacted with details of their interest for advertising with the Radio Station.



Presentation on Basics of Sales



VIJAYETA

1

Review of Task

- Listenership data.
- Advertiser data.

2





Basics of Selling

3

Vijayeta: Winners of Selling



4



Working Your Ways to Sales

- Having right mind set and attitude.
- Your appearance and dress code.
- Must have fresh look.
- Clothes must be ironed.
- Proper footwear like well shined shoes for males and sandals for females are a must.
- Males: Belt and shoe must be of same color.
- Wear fragrance.

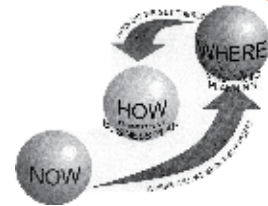


5

Basics of Selling

Techniques

- Selling values are based on trust. If we sell with truth, we will further get work on trust and reliability.
- Selling is a recurring activity. If you are capable in doing it continuously, results will surely follow.
- If you have well planned format laid out, success and results based on it are evident.
- However, on the other hand, a sales effort without a series of well-defined steps too often leads to an unfavorable result.



6



Techniques of Selling

- “It is important to make a relation with customers and keep it. Just sale should not be the objective.”



- “My biggest secret of selling is that I can identify a customer’s need and hence fulfill it effectively.”

7

Selling: An Integrated Skill to Life



Retirement



Childhood



Being successful



College



Parenthood



Marriage



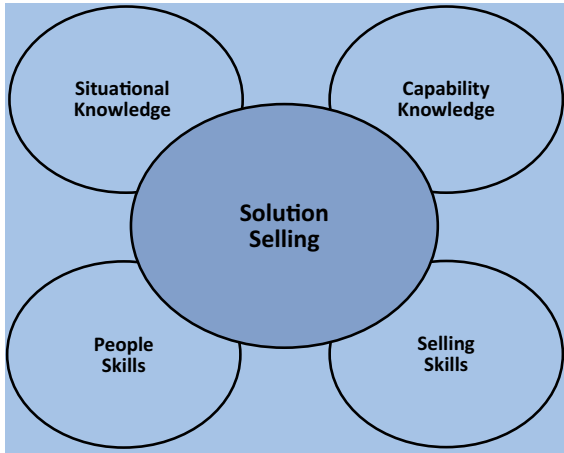
Workplace

8





Solution Selling



The mantra to win is “Sell Solutions” and not only “Products/Schemes”
9



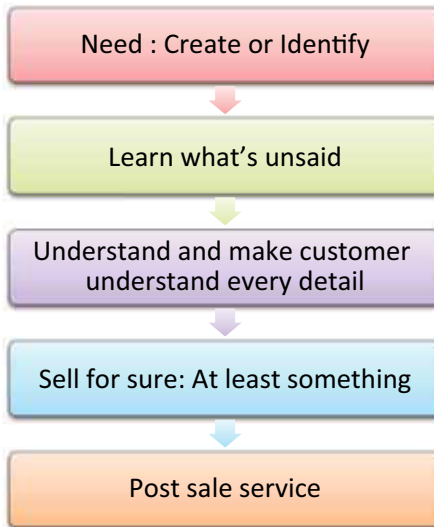
Let's Identify Our Customers

10



Identify Your Buyers

- Buyer behaviour – The decision-making process



11

Understanding Spending Power of Customers

Important to keep in mind:

- Reason for need.
- Spending power.
- Earning of customers.
- Effect of income after expenditure.
- How keen is the customer to earn from other sources/resources.



12



Radio Sales

13

Selling

- Sales involves most or many of the following activities, including cultivating prospective buyers (or leads) in a market segment; conveying the features, advantages and benefits of a product or service to the lead; and closing the sale.

Sales



14





How to Sell Radio Airtime

15

Sales Process



16





Identify Prospects

- Identify all local advertisers who are advertising in the local medias like newspaper, radio, local cable
- Get several back issues (12 months) of the paper and look at who advertises, when they advertise, how often and what time of the year
- Contact the local media sales department to get a rate card, this will help you decide on the advertising budget of the local advertiser
- Use the local telephone book to see what sort of businesses operate in your area, This process will also tell you which businesses in your local area do not advertise in the paper

17

Approaching Business

First Call

Generally a introductory call, when a salesperson makes the first call on a business, they should go in with a positive attitude that a sale will be made

Listen more than you speak

Its very important to understand the clients business and problems before suggesting a standard solution

Be Patient

Be persevere, you cannot make a sale then and there at least get an appointment to call back with a more detailed proposal

18





Qualifying Your Prospect

Identify the right prospect

It is important to decide who we will and will not accept sponsorship from. It is a good idea to mark on the lists you have already made those businesses which you will not accept money from and why.

Meeting the right person

When approaching a business for the first time it is imperative that you talk to the person who makes the purchasing decisions. He could be the owner, purchase dept. etc.

Understanding on the budget

It's important to get a broad understanding of the budget and the products on which they are advertising. If the business is spending without a budget then he is spending without planning.

19

Addressing Objection

A general method for dealing with objections is labeled LCPPA

Listen

Understand the objections

Cushion

Respond with empathy

Position

Relent the objection

Present

Go back to your presentation

Ask

Get an answer and close the deal

20



Some Objections

Nobody listens to Community Radio

- We have an active and loyal base of listeners also Your message is not lost in the clutter of eight commercials in a row but is limited by law to five minutes of commercial sponsorship per hour.

Newspaper ads are more effective

- No specially due to low literacy levels in the local markets. Also radio gives you the freedom to be a passive listeners and yet do your work

Nobody listens to your station

- Mention the importance of reach, of frequency, and show them the map on your rate card which shows how much area your signal covers. Also mention the attentiveness of your listeners and the clearly defined market segment your listeners hold.

21

Some More Objections...

Radio costs too much

Have a list of how much newspapers charge, how much commercial stations charge, the importance of frequency, your station's rate card, etc

We tried radio and it didn't work

Do not directly criticize their previous efforts but try and discover what they did, with whom and suggest reasons as to why it was not as successful as it should have been.

We have already allocated our advertising budget

This gives you a good opportunity to discover exactly where they are advertising. If it is with the local papers see earlier section. Discuss the important beneficial characteristics of sponsoring community radio, particularly its local nature.

22



Close the Sale

Closing the deal is not the end but the beginning of a long relationship with the advertiser

The salesman should be regularly in touch with the advertisers

He should share the details of the spots run on the station

He should also share details of new opportunities and competition info

23

Mock Calls



24





Field Visit

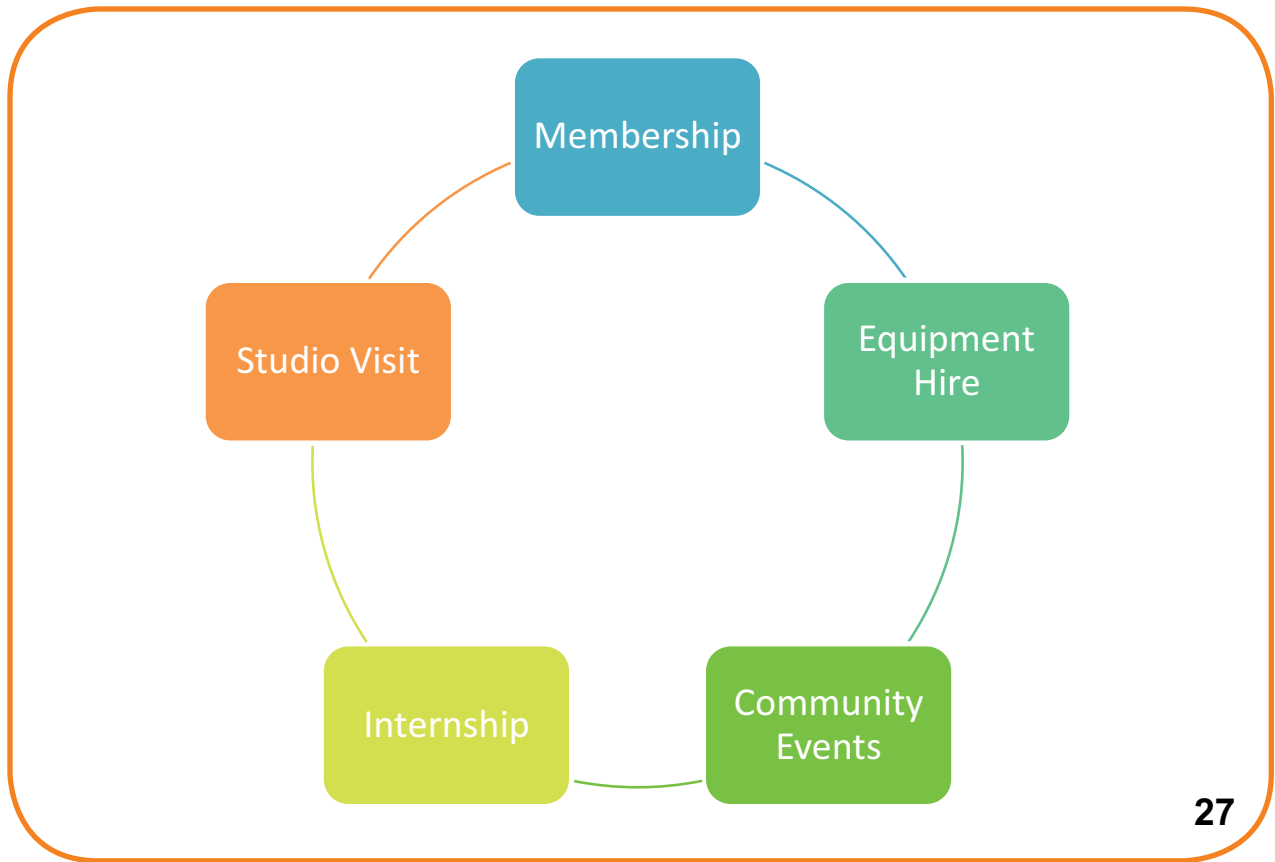


25

Revenue Generation in Community Radio

26





27

Membership Fees

- Community radios can sell memberships as a method of fundraising for community stations. This is done through setting up a membership system so as to keep track of all paid up listeners or members.
- This helps the audience to develop a sense of vested ownership and local advertising becomes easily obtainable for the stations to thrive financially.
- A cheaper rate could be used for unemployed people and a higher rate for those who want special privileges, perhaps the right to make a musical request at a specific time on a particular day.
- In spite of the station's charges for subscriptions, it should remain clear that subscribers are welcome to make donations as well.
- In South Africa, membership fees are collected by religious community radio stations which serve specific audiences such as Christian or Muslims, which appeal to a sense of cultural identity.

28



In-house Infrastructure and Facility or Equipment Hire

- Stations might sublet their spare studios plus a technical operator to local production companies so that they can record a tape or CD or use them for any related business for an agreed fee.
- Though facility hire usually involves studios, anything else that a radio station has can also be hired out.
 - A popular presenter could be hired out as an announcer at weddings and private events.
- Community radio stations can use the in-house infrastructure in various ways.
 - Equipment rental, studio and premises rental, and consultancies to business and social organizations.

29

Community Events and Remote Broadcasts

- Funds can be raised by bringing together members of a community for specific events.
- These can include open days, entertainment, special fairs, and tours.
- Avenues of community participation
 - Music festival
 - A radio station with good recording equipment and skilled recordists can organise a music festival: a series of public concerts, which are recorded and later broadcast.
 - A festival like this helps the station in several ways: it creates programme content, income (from ticket sales), community respect, and public awareness.
 - Community theatre
 - Unlike a normal play, community theatre usually has no formal script, and no distinction between actors and audience.
 - This can be used to give a platform for people to showcase their talent and also highlight key issues in an interesting manner.
 - This not only helps in building fascinating content but also helps build a loyal audience.

30





Internship

- With a growing scholarly interest in community broadcasting, stations could tap into the opportunity that is associated with academic research and development.
- This approach could be used by stations to raise funds through tie up with colleges or vocational institutes for on the job training
- Bush Radio provides fee-based internships to foreign (predominantly European and North American) journalism students, who have to conduct a mandatory internship as part of their studies.
- Similarly, Kothmale Community Radio is the site of regular internships from university journalism departments in Columbo, and the station receives payment for internships (Bosch, 2007:3).

31

Studio Visits

- Regular listeners are always curious about what happens behind the scenes at their favorite radio station.
- An open day or entertainment event could be announced and listeners charged a small amount to visit and see the station in action.
- If people can be persuaded to visit the station, they will have a much more detailed mental image of it.
- Following their experiences at such events visitors are likely to become faithful listeners.
- Thus, an open day or entertainment occasion is as much an audience-building activity as a money-raising event.
- By mounting these audience-building events, we will get both admission fees and a programme to broadcast for that particular day.

32



Radio Pricing

33

Radio @ Shivpuri

1	Live Marketing Tool , i.e. unlike a cable tickers at the bottom of the TV radio communication has a voice, it buzzes				
2	It is cheap - generally you require atleast 10-14 days for any radio communication to register. Therefore, a 3 week campaign * 3 spots / day = 63 spots @ Rs 50/- approx for a 20 secs spot = Rs 3000/- . Therefore, it is retailers dream come true medium or a poor mans medium.				
3	Cost Benefit Analysis Vs Local Cable - Radio is one-third the cost of local cable and delivers 3 times reach approx than local cable				
	LOCAL CABLE		SHIVPURI CRS		
a	Shivpuri Population	200000	a	Shivpuri Population	200000
b	TV Reach	40%	b	RADIO Reach	20%
	Therefore, TV Reach last 1 week equals	80000		Therefore, Radio Reach last 1 week equals	40000
c	TV Fragmentation @ Shivpuri	40	c	Radio Fragmentation @ Shivpuri	2
d	Therefore, approx cable reach / week	2000	d	Therefore, approx radio reach	20000
e	Duplicated Reach / month	8000	e	Duplicated Reach / month	80000
f	Cost / month	800	f	Cost / month	2100
g	Cost / Reach	0.10	g	Cost / Reach	0.03
4	It is the voice of Shivpuri - and a common forum for people to share				
5	It is the medium with a social cause and has non-commercial angle to it's sustenance with Unicef as it's sponsor				
6	It is an engaging medium - involves interactivity				
7	It is non-intrusive medium playing in the background, and therefore can create a theatre of mind / imagination				
8	It is a Reach medium in Shivpuri and a must do for any local activities within a diameter of 10 kms				

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Option 1 – Fixed Commercial Time

Daypart	Maximum Advertising Limit @ 5 mins / hr	Avg. Days / Month	Total FCT / Month	% Disp. Of Available FCT	Rate / 10 ⁿ Scenarios					Cost Scenarios Like-wise on Full Inventory Basis				
					ER 1	ER 2	ER 3	ER 4	ER 5	Cost 1	Cost 2	Cost 3	Cost 4	Cost 5
0700-0900 hrs	600	30	18000	33.3	50	40	35	30	20	90000	72000	63000	54000	36000
1300-1500 hrs	600	30	18000	33.3	40	35	30	20	10	72000	63000	54000	36000	18000
1900-2100 hrs	600	30	18000	33.3	40	35	30	20	10	72000	63000	54000	36000	18000
Total			54000	100	43.3	36.7	31.7	23.3	13.3	234000	198000	171000	126000	72000

Busines Source	% Contribution	FCT / Month	Demand @ 50% FCT Fill	ER	Cost
Government (Central/State)- DAVP RATES	10%	5400	2700	10	2700
Others	90%	48600	24300	23.3	56700
Total		54000	27000		59400

35

Option 2 – RJ Mention

Daypart	Maximum RJM's / hr is 2	Avg. Days / Month	Total RJM's / Month	% Disp. Of Available RJM's	Rate / RJM Scenarios					Cost Scenarios Like-wise on Full Inventory Basis				
					Rate 1	Rate 2	Rate 3	Rate 4	Rate 5	Cost 1	Cost 2	Cost 3	Cost 4	Cost 5
0700-0900 hrs	4	30	120	33.3	150	120	105	90	60	18000	14400	12600	10800	7200
1300-1500 hrs	4	30	120	33.3	120	105	90	60	30	14400	12600	10800	7200	3600
1900-2100 hrs	4	30	120	33.3	120	105	90	60	30	14400	12600	10800	7200	3600
Total			360	100	130	110	95	70	40	46800	39600	34200	25200	14400

Busines Source	% Contribution	Total RJM's / Month	Demand @ 50% RJM's Fill	Cost / RJM	Cost
Government (Central / State) - DAVP RATES	0%	0	0	0	0
Others	100%	360	180	70.0	12600
Total		360	180		12600

NOTE: RJM'S are subject to programming approval and will be maximum of 30 sec duration. The script should not be more than 40 words.

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Option 3 – Outdoor Broadcast

Daypart	Maximum OB/ 2 hrs is 1	Avg. Days /Month	Total OB's/ Month	% Disp. Of Available OB's	Rate / OB Link Scenarios					Cost Scenarios Like-wise on Full Inventory Basis				
					Rate 1	Rate 2	Rate 3	Rate 4	Rate 5	Cost 1	Cost 2	Cost 3	Cost 4	Cost 5
0700-0900 hrs	1	30	30	33.3	450	360	315	270	180	13500	10800	9450	8100	5400
1300-1500 hrs	1	30	30	33.3	360	315	270	180	90	10800	9450	8100	5400	2700
1900-2100 hrs	1	30	30	33.3	360	315	270	180	90	10800	9450	8100	5400	2700
Total			90	100	390	330	285	210	120	35100	29700	25650	18900	10800

Busines Source	% Contribution	Total OB's/ Month	Demand @ 50% OB's Fill	Cost / OB	Cost
Government (Central/State)- DAVP RATES	0%	0	0	0	0
Others	100%	90	45	210.0	9450
Total		90	45		9450

NOTE: This will not be live, but will be aired within an hours time after the time of recording in the form of an RJM. The cost includes travel & equipment.

37

Option 4 – Live Contest

Daypart	Maximum RJ-led contests links in form of a RJM / hr	Avg. Days / Month	Total RJM's / Month	% Disp. Of Available RJM's	Rate / Contest RJM Scenarios					Cost Scenarios Like-wise on Full Inventory Basis				
					Rate 1	Rate 2	Rate 3	Rate 4	Rate 5	Cost 1	Cost 2	Cost 3	Cost 4	Cost 5
0700-0900 hrs	2	30	60	33.3	300	240	210	180	120	18000	14400	12600	10800	7200
1300-1500 hrs	2	30	60	33.3	240	210	180	120	60	14400	12600	10800	7200	3600
1900-2100 hrs	2	30	60	33.3	240	210	180	120	60	14400	12600	10800	7200	3600
Total			180	100	260	220	190	140	80	46800	39600	34200	25200	14400

Busines Source	% Contribution	Total RJM's / Month	Demand @ 50% Contest RJM's Fill	Cost / Contest RJM	Cost
Government (Central / State) - DAVP RATES	0%	0	0	0	0
Others	100%	180	90	140.0	12600
Total		180	90		12600

NOTE: Contest will be promoted live by a RJ. Call the CRS phone number to answer the question asked by a RJ. Gratification of minimum Rs 500/- in a letter given by the CRS. Gratification on first come first basis. CRS to ensure the landline is working and somebody is their to man it.

38



Option 5 – Sponsorship

PROGRAM / DAYPART

Note: Sponsorship of morning (0700-0900hrs)/ afternoon (1300-1500hrs) / evening (1900-2100hrs) dayparts will attract 30% premium on FCT rates of that daypart (See OPTION 1) and it is mandatory to run 150 secs (Presenting Sponsor - PS) & 120 secs / day (Associate Sponsors - AS) in that daypart. Each daypart will have 1 presenting sponsor & 2 associate sponsors. Sponsorship to a client will be sold in number of weeks (Minimum weeks for being an AS is 3 weeks & like-wise for being a PS is 4 weeks). PS name will be announced first with a 5 secs tagline (not greater than 8 words). Like-wise AS names will be announced post PS with a 3 secs tagline (not greater than 5 words). There will be 4 tags entitled to either a PS or an AS in any daypart which will include opening & closing tags of the daypart.

INTERSTITIALS / SPARKLERS

Note: Sponsorship can also be of Interstitials / Sparklers which are actually fillers in the main programming which give a personal touch to the listener with localization of content. The frequency of the same is best left for the station head to decide. These include - Timecheck (every half an hr, etc.), Weather Updates, humour segments, Whats Up (whats new in town that is making news), Stock Update, etc. All of these Interstitials can be sponsored like above, but, no FCT is required.

39

Option 6 – Production/Recording

A	CD recording/copy = Rs 250/-
B	Studio hiring/hour = Rs 1000/-
C	Making a radio jingle (Max. 60 secs length and with in-house CRS talent) = Rs 500/-
D	Hiring an in-house voiceover = Rs 300/-

40



Option 7 – Interview

Note: An Interview is generally defined as a to and fro communication between the interviewer (person who is conducting the interview) and an interviewee (person who is getting interviewed). The minimum slot is of 15 mins of length @ Rs 5000/- which includes editing of the interview & 120 secs of FCT in-built as a bonus. an interview of 15 mins is devoid of any music. A 30 min interview on the other hand has 4 request songs of the interviewee along with 150 secs of inbuilt FCT and a price tag of Rs 8000/- (inclusive of packaging & editing).

Target / month (in Rs)	20000
Note:	In a CRS this can be the quickest and easiest way of generating income. Ideally the interview date & time should get promoted by the CRS

41

Option 8 – Other Source

		Target / month (in Rs)	Conservative Target / month (in Rs)
A	Using CRS premises, on hourly rent (e.g. 3 hrs * 30 days * Rs 500 / day)	45000	22500
B	Guided Tour of a CRS with a half an hour training - total 1 hour package cost / person - Rs 50/- (to be held once a week) - 1 school / week * 4 weeks * Rs 50 / person * 50 children / school / session or per week	10000	5000
C	Birthday / Anniversary / Best of Luck / Congratulations / Obituary, etc. announcements by an RJ i.e. in form of RJ Mention - max to 6 announcements / day * 30 days * Rs 300/- per announcement. Can also play a song request if required and CRS inform the time of airing to customer	54000	27000
		109000	54500

42

Summary of Potential

OPTIONS	OPTION TYPE - for CRS Revenue Options	CONSERVATIVE Target or Potential / month (in Rs)	50% Realization of conservative Target
1	FCT (Fixed Commercial Time)	59400	29700
2	RJ MENTIONS (RJM's)	12600	6300
3	Outdoor Broadcast (OB Link)	9450	4725
4	Live Contest (RJM)	12600	6300
5	Sponsorship	5000	2500
6	Production / Recording	5000	2500
7	Interview	20000	10000
8	Other Income	54500	27250
	TOTAL	178550	89275

43

Let's have a Dialogue

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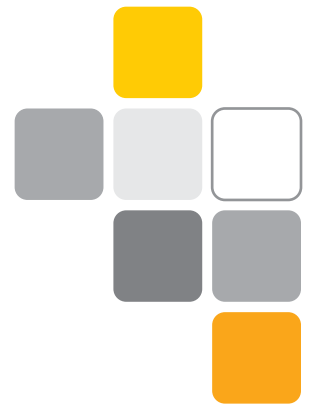
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3. Basics of Sales & Promotion

3-Day Training Module



Day 1

No.	Time	Session	Methodology	Tools	Dur.
1	1000 - 1200	RECAP - Brief refresher of the last 2 modules	Interactive session	Summary Sheets	120 mins
2	1200 - 1300	ADDRESSING KEY ISSUES - Understanding key sales issues	Team interaction and discussion	Chart papers	60 mins
3	1300 - 1400	LUNCH BREAK			
4	1400 - 1700	FIELD VISIT - Addressing key sales issues	Customer interactions	Route plan	180 mins
5	1700 - 1730	FEEDBACK ON MARKET VISIT - To share the learning's of the market visit	Live interactions	Notes from field	30 mins

Day 2

No.	Time	Session	Methodology	Tools	Dur.
1	1000 - 1300	KEY TOOLS FOR SALES - To develop the tools for the team	Interactive presentations	PowerPoint - <i>Module 3</i>	180 mins
2	1300 - 1400	LUNCH BREAK			
3	1400 - 1600	SALES PROPOSAL - To help develop a sales proposal	Audience interaction & situation based role play	PowerPoint - <i>Module 3</i>	120 mins
4	1600 - 1730	GROUP TASK - To help develop a sales proposal	Team presentations	Take notes for f/b	90 mins

Day 3

No.	Time	Session	Methodology	Tools	Dur.
1	1000 - 1130	INTERPERSONAL SELLING SKILL - Effective and consultative selling	Interactive Presentations	PowerPoint - <i>Module 3</i>	90 mins
2	1130 - 1300	GOAL SETTING - Importance of goal setting	Interactive Presentations	PowerPoint - <i>Module 3</i>	90 mins
3	1300 - 1400	LUNCH BREAK			
4	1400 - 1500	PERSONAL GOAL SETTING- Self goal based on specialization	Live interactions and discussions	Chart paper	60 mins
5	1500 - 1600	RADIO PROMOTIONAL PLAN - Local promotion approach	Interactive Presentations	PowerPoint - <i>Module 3</i>	60 mins
6	1600 - 1700	FIELD VISIT - Use of marketing / sales tools in the market	Customer interactions and team notes	Route plan	60 mins
7	1700 - 1730	CLOSING - Brief recap and task setting	Live interactions with the team	Notes	30 mins

Session 1

Recap



 **Time:** 120 minutes.

Objective

- To refresh the participants on the learning of the past two modules.
- To understand the participants challenges and experiences at implementing the learning.
- To review the Daily Sales report status.

Material

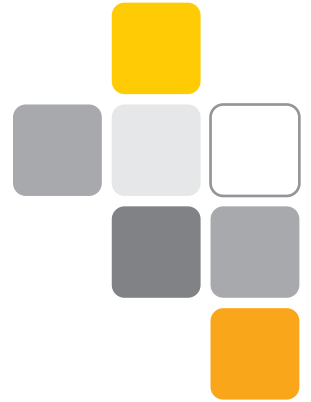
- Chart paper and markers.
- Daily Sales Reports.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 3 – Sales & Promotion; Slides 1 – 7.*

Process

- The trainer will begin the session by asking the participants on their experience post the two modules that have been shared with them.
- He will recap the marketing module by writing 'Marketing' on a chart paper and will ask the participants on what had we learnt during this module. All the right points will be noted on the paper and discussed broadly to address any gaps in participants' understanding.
- He will then use another Chart paper to similarly discuss the Sales Module.
- Post the discussion on the previous two modules the trainer will move to a discussion on the Daily Sales Report.
- As per Slide 5, he will first evaluate the quality of information basis that the advertiser details are complete, the status for each advertiser is stated in detail.
- As per Slide 6, he will then discuss these status with the core sales team and try to classify the advertisers as Prospect and Suspects.
- He will then using Slide 7 explain the team the key to good sales call and understand the roadblocks, achievements and other concerns of the team.

Points of Discussion

- What were the topics discussed under Module 1 on Marketing?
- What were the topics discussed under Module 2 on Sales?
- What is the status on each advertiser as per the Daily Sales Report?



Notes

Session 2

Addressing Key Concerns



 **Time:** 60 minutes.

Objective

- To understand the teams challenges during sales call.
- To address these challenges and explaining the team on measures to be taken.

Material

- Chart paper and markers.
- Daily Sales Reports.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 3 – Sales & Promotion; Slides 8 – 10.*

Process

- On moving to Slide 8, the trainer will list the challenges on a chart paper and classify them into 3 broad categories of Sales Related, Programming Related and Technical.
- Then for each set of problem, he will explain the participants on how to get them addressed.
- For technical problems, he will give the contact details of the concerned person and will explain the participants to detail these problems and send a communication to the concerned person.
- For programming related issues and sales related issues, he will address each problem objectively by understanding the reason and will then suggest the participants a way forward.
- He will analyze the sales report and try to address the status on each client and suggest how to expedite closure or resolution of roadblock. E.g. for clients who are not willing to spend on radio, the trainer can suggest a cost benefit analysis compared to local media.
- On moving to Slide 9, the trainer will advise the team on how to use some basic questions to identify our limitations. The trainer will explain the participants that by answering these questions you will know the key roadblock and can hence work on removing it.

Points of Discussion

- What are the key roadblocks to sales and operations?
- How can we resolve these roadblocks?



Notes

Sessions 3 & 4

Field Visit & Feedback



Time: 210 minutes.



Objective

- To address prospective advertisers on their concerns.
- Showcase the participants on how to approach difficult situations with customers.



Material

- Sales material.
- Station leaflets.
- Mobile Phone to be kept handy for setting/ confirming appointments.



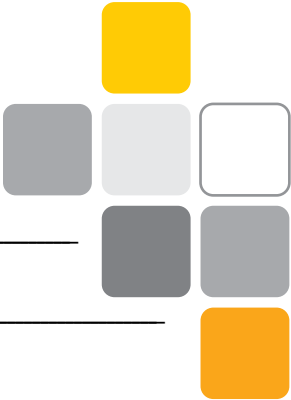
Process

- The trainer will identify key prospects from the DSR, with whom the sales team is facing issues.
- The trainer will develop an action plan by ways of comparative studies or case studies and ask the team member handling the advertiser to fix an appointment.
- The trainer to lead the call with support from the participant and address the concerns of the advertiser and demonstrate objection handling.
- He will repeat the same process with other team members for other prospects.
- After finishing all the meetings, he will debrief the team on the learning from these field visits.

Points of Discussion

- What are the challenges faced while making sales to a particular advertiser?
- How can this challenge be addressed?
- What are the common challenges of the market and the advertisers and what worked/ didn't work for them?

Notes



Horizontal lines for writing notes, starting from the top left and extending across the page.

Session 5

Key Sales Tool



 **Time:** 180 minutes.

Objective

- Explain participants on what tools should they carry for any sales meeting.
- Explain them on the importance of these tools and how to use them for sales.
- Explain them on how to develop these tools for their market.

Material

- Chart paper and markers.
- Projector, Screen and Laptop.
- Dummy Sales Kit.
- PowerPoint presentation: *Module 3 – Sales & Promotion; Slides 11 – 20.*

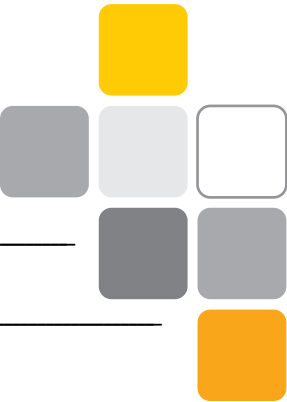
Process

- The trainer starts the session by asking them what tools they carry with them for a sales call and what tools they think they need to carry.
- After writing the points from the participants, the trainer shares Slide 11 and explains briefly how do these tools help on a sales call.
- He shares a dummy sales kit as outlines in the slide to the participants and encourages them to prepare a similar kit for themselves.
- He then asks that there is one thing missing from the dummy kit and tries to get the answer which is Station Credentials.
- He then proceeds to showcase a Station Credential format as mentioned in Slides 12 – 19.
- On reaching Slide 20, the trainer asks the participants to prepare a similar Credential Presentation for their Radio Station.

Points of Discussion

- What are the tools they carry and need for a sales call?

Notes



Sessions 6 & 7

Sales Proposal



 **Time:** 210 minutes.

Objective

- Make the participants understand the importance of a Sales Proposal.
- Explain them through examples on how to make a Sales proposal.

Material

- Chart paper and markers.
- Projector, Screen and Laptop.
- Dummy proposals.
- PowerPoint presentation: *Module 3 – Sales & Promotion; Slides 21 – 25.*

Process

- The trainer starts a session by asking the participants if their customers have asked for a Sales Proposal from them. To the members answering in affirmative, the trainer asks what have they written for a proposal or how do they structure it.
- After taking the participants input the trainer moves to Slide 22, to explain the key aspects of making a Sales Proposal.
- Post sharing the above slide, he moves to Slides 23 & 24 to share a dummy proposal and discusses the same w.r.t. the answers given by the participants in the initial discussion.
- Using the dummy proposal, he explains the various elements of the proposal, the language and the format.
- On moving to Slide 25, he asks the participants to make a sales proposal for their Radio Station to a prospective advertiser.

Points of Discussion

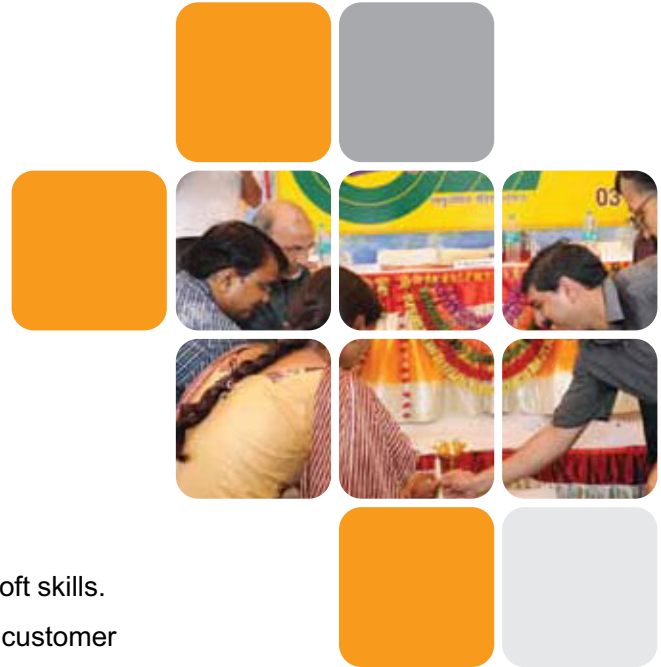
- Have you been asked to present a proposal?
- How have you structured your proposal?

Notes



Session 8

Interpersonal Selling Skills



 **Time:** 90 minutes.

Objective

- To help participants inculcate important soft skills.
- To aid participants in providing good customer service to their clients.
- To help participants in handling negotiations.
- To make them understand the importance of Customer Retention.
- To build participants' confidence for making sales and relationships with customers.

Material

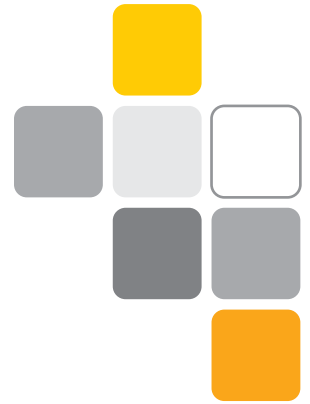
- Chart paper and markers.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 3 – Sales & Promotion; Slides 26 – 33.*

Process

- The trainer will start the session by asking the audience on why do they need interpersonal skills.
- He will derive the following answers from the audience – Sales, Negotiations & Customer Retention.
- He will then use Slides 27 & 28 to explain that the most important part of any communication is to Listen.
- He will then explain how good listeners are better salesmen and negotiators.
- Using Slide 29, he will explain the facet of Negotiations and then Slide 30 will showcase the approach to effective Negotiation.
- The trainer will then move to Slide 31 and explain the importance of Customer Retention.
- Using Slides 32 & 33, the trainer explains the process of Customer Retention and how various interpersonal skills help in retaining a customer.

 **Points of Discussion**

- Why do you need interpersonal skills?



Notes

Sessions 9 & 10

Goal Setting



Time: 180 minutes.



Objective

- To help participants understand the importance of setting goals in both their personal and professional lives.
- To help them set goals and realize them through a methodical approach.



Material

- Chart paper and markers.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 3 – Sales & Promotion; Slides 34 – 39.*



Process

- The trainer starts a discussion by asking participants their goal in life and their goal for the station.
- On Slides 35 & 36, he explains and discussed the importance of setting goals, as it helps individuals in defining their journey.
- Using Slide 37, the trainer shares the different kinds of Goals and explains the participants, using their answers, how different goals can be classified into different categories.
- For example, buying a home would be a long term goal but going for a vacation could be a short term goal.
- Using Slide 38, the trainer explains the key to Goal setting and how should one proceed to set his or her goals.
- On reaching Slide 39, the trainer asks the participants to set personal and revenue generation goals with timelines.

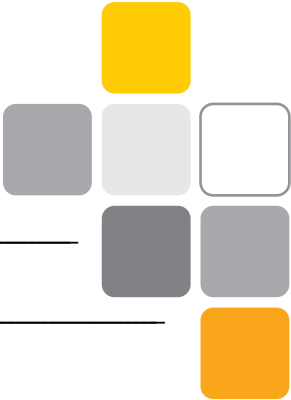


Points of Discussion

- What are your personal and professional goals in life?

Notes

Lined writing area consisting of 20 horizontal lines.



Session 11

Radio Promotional Plan



Time: 60 minutes.



Objective

- To help participants understand the concept of promotion and how does it help the Radio Stations.
- To make them aware on how to use different tools for promotion.



Material

- Chart paper and markers.
- Projector, Screen and Laptop.
- PowerPoint presentation: *Module 3 – Sales & Promotion; Slides 40 – 52.*



Process

- The trainer starts the session by asking why do brands advertise and using their answers will explain like any brand or product, our Radio Station also needs to advertise.
- Using Slide 41, he will explain that Promotion is a form of self-advertisement and a media like Radio can do self-promotion through no or very low costs.
- Using Slides 42 – 45, the trainer explains the facets on On-Air promotion and its elements in detail. And elaborates how to use On Air promotion for the Radio Station using these elements.
- Using Slides 46 – 50, the trainer explains the importance of Off-Air promotion and tools that can be used for Off Air promotion.
- Using Slide 51, he explains how to promote the Radio Station to different consumers based on their listenership pattern.
- On reaching Slide 52, the trainer asks the participants to prepare a Promotional Plan for their Radio Station.



Task

- Audience is asked to prepare a Promotional Plan for the Radio Station.
- Each member’s plan is evaluated and discussed to understand their comprehension of the session. The evaluation is based on –
 - ♦ Using on both On-Air & Off-Air Medium.
 - ♦ Using all the tools discussed in the session.
 - ♦ Preparing an interesting contest and promo.
 - ♦ Preparing an interstitial for the station.
 - ♦ Detailing the activities for each tool and medium.
- Each member is then advised on their plan basis the evaluation by the trainer



Points of Discussion

- Why do you think brands/ products advertise themselves?

Notes



Session 12

Field Visit



 **Time:** 60 minutes.

Objective

- To encourage the team to use their latest learning and skills in the market.
- To identify key performance related issues and address them.

Material

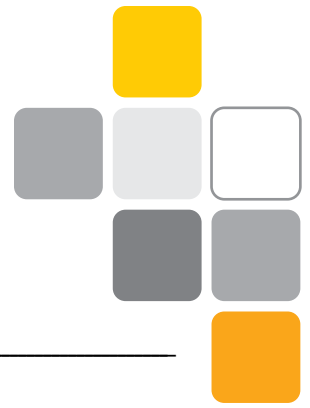
- Sales kit.
- Station leaflets.
- Mobile Phone to be kept handy for setting/ confirming appointments.

Process

- The trainer will identify the low hanging fruits and prepare a list of prospective advertisers who do heavy advertising on other media.
- He will compile the factors on which they denied giving advertisement the last time round and based on that, prepare a proposal and visit them again.
- He will try to identify what lacked in team or in their effort that the client does not want to advertise with us and also understand on what basis does he advertise on other media.
- The trainer repeats the similar activity with other participants and draws a list of learning and action points with which he debriefs the team on the sales call.

Points of Discussion

- What were the factors/ issues for the advertiser on not advertising with us?



Notes

Module Conclusion

- Recap on all the sessions and learning.
- List the Module objectives and assess if these are met.
- Identify what worked and what did not work for the audience.
- Addressing overall concerns.
- Task setting on sales and revenue.
- And a Team Photograph.



Presentation on Basics of Sales & Promotion



Sales & Promotion

1



2





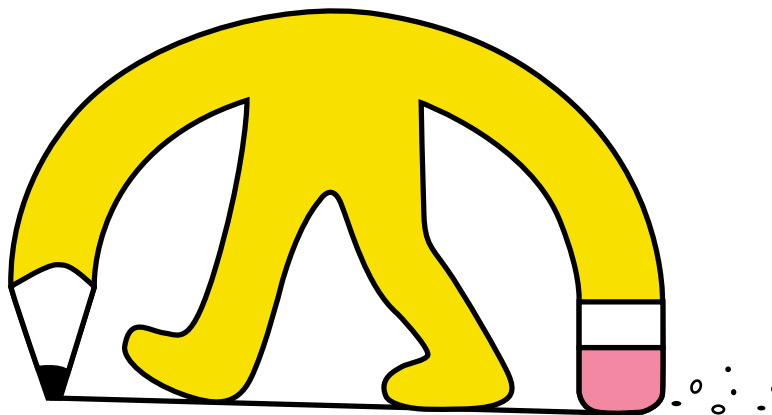
Agenda

- Recap of the last session.
- Addressing sales issues/challenges.
- Key tools for sales.
- How to make a proposal.
- Interpersonal selling skills.
- Goal setting.
- Promotional plan.

3

Recap of the Last Session

- Daily sales report.
- Advertiser's report.



4



Daily Sales Report

S. No.	Client Name	Contact No.	Current Status	Remarks
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

5

Group Task

Develop a daily sales report

- Based on DSR, create a suspect and hence a prospect client's list.
- Dummy proposal sheet for the team to prepare final proposals.
- Demo dummy for sales brochure and proposal format.

6



Key to a Good Sales Call

- Always know who's on your sales call list today.
- Make a list of planned conversation with each client.
- Fix schedule time before you start (For each meeting and whole day.
- Make logical decisions which benefit client and your organization collectively.
- Understand and hold objective instead of losing or getting carried away.
- Memorize major points. Use written points during conversation for added advantage.
- Keep it simple and ask for easy explanations.
- Always write minutes of meetings for further reference.
- Talk according to flow and topic of client's concern.

7

Addressing Key Issues

- Addressing the key issues faced by the team during the sales call.
- It's going to be an outright interactive session giving them a final breath of answering queries that any client comes up. This will completely enable them to clear any cluster/ blockage coming their way.
- If there are issues based other than selling or technical glitches, they need to be sorted out and action plan to be developed for guidelines to work under company's norms.

8

Tools to Identify Our Limitations

- Are we aggressive in our approach?
- Are we courteous enough?
- Are we respectful?
- Are we taking the result to be for granted and not giving our performance our extreme shot?
- Is our competition doing better than us?
If yes, Why?
- What is our psychological advantage?
Are we more concerned
about our team or
organizational goals?



9

Followed by Actual Field Visit



10



Key Tools for Sales

A sales person must have the following as part of his kit

- Visiting card.
- Detailed about the FM station.
- Radio brochure.
- Sample promo material.

Share and help develop the key tools/kit for the sales team

- Station credentials.
- Sales brochure.
- Proposal format.
- Content of sales collateral etc.

Demonstration through a dummy kit

11

A Corporate Presentation

12





Corporate Presentation

- A corporate presentation or the credential presentation is a very important aspect of sales.
- It helps the prospective buyer understand about us.
- A corporate presentation should cover the following:
 - Who are we?
 - What do we offer?
 - Who listens to us?
 - Our program?
 - Reach?

13

Who We Are?

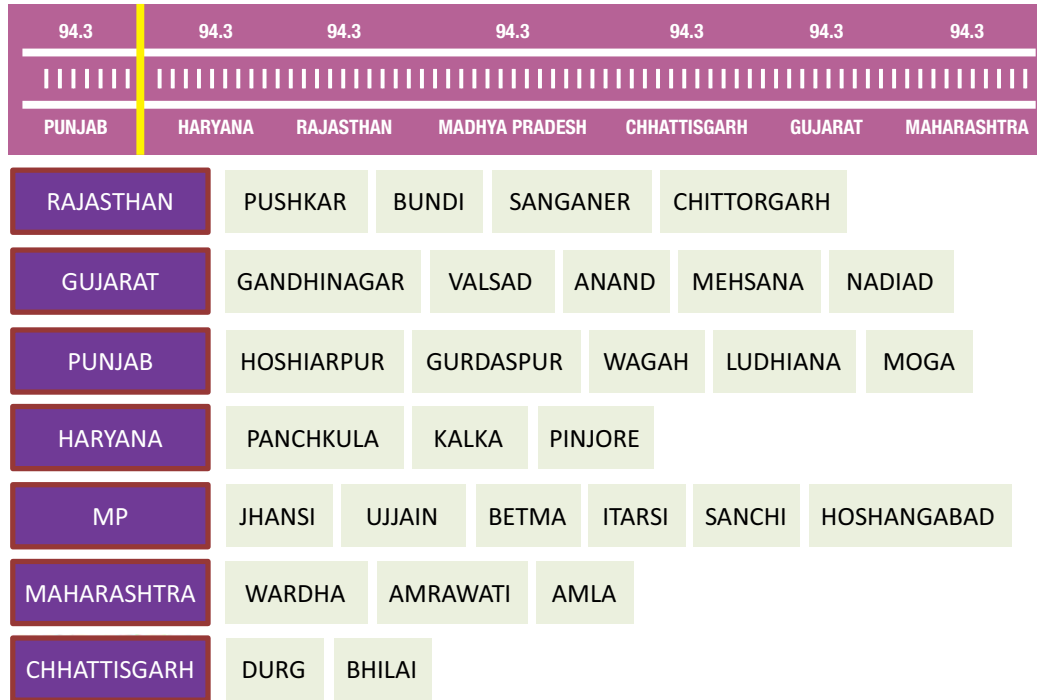
- Flagship radio brand of the Bhaskar group.
- **Fourth largest private radio network** in India operating in 7 states and 17 cities.
- Single unified frequency of 94.3 FM across 17 stations.

14





Our Network – Signal Strength That Goes Beyond These 17 Cities



15

What Makes Us Different From Others?

Our philosophy – Jiyo Dil Se
a philosophy that inspires people to live life dil se

Differentiated and localized content
Programming for all audiences, unique shows

On ground connect
through events, festivals and CSR

Highest retail market share
of advertising volumes

16





Content

Local flavor in programming
Programming for all audiences
Special shows

17

Local Flavor in Programming

Dhol Wajda

Dedicated Punjabi music show in **Punjab**



Swar Gurjari

Dedicated Gujarati music show in **Gujarat**



Swar Dhara

Dedicated Marathi music show in **Maharashtra**



International Music

Pulsating English music for the youth in Ahmedabad and Chandigarh



18



Radio Brochure

Pehli Kiran
5-7 AM

Gwalior मेरी जान
रिश्तों को पहचान
10-1 AM

Chaand ke Paar
7-10 PM

Gwalior मेरी जान
7-11 AM

Suno Lemon 91.9 FM
रमीत 91.9 FM
नये रिश्तों के साथ

Musafir
7-10 PM

Zindagi @11
11-2 PM

Life khubsurat
2-4 PM hai...

Sham Ka Signal
4-7 PM

GANG OF GIRLS
on sundays

Suno Lemon 91.9 FM, 82, Maharana Pratap Nagar, Usha Colony, Lashkar, Gwalior. Ph. 0751-4031919

19

Group Task

- Develop a corporate presentation for your radio station.



20

Sponsorship Proposal

21

Sponsorship Proposal

Act Fast

- When you make contact with a prospect do not say you will be back in a few weeks.
- Be back with a well laid out and attractively packaged written proposal, spec. tape or both.

The Proposal

- Its important to have a written proposal that the business can refer to later, it should be written in a conversational style that is short, simple, clear and concise.
- The proposal should cover the brief, radio idea, cost and summary of the proposal.

Sample of Deliverables

- The sample sponsorship announcement can be a highly effective tool to make a sale, It can turn a "no" into a "yes" very quickly.
- A good idea is to put a brief explanation on the spec. tape just ahead of your sample sponsorship announcement. This is unexpected and is guaranteed to get their interest.

Demonstrate through a dummy proposal

22



To,
Mr. Amit shukla
Delhi Public School

Dear Sir

"Suno Lemon 91.9 FM", most creative and highest listenership Radio channel of Gwalior, is an up coming brand name in the radio industry entering in the daily life of common man. "Suno lemon 91.9 FM" is touching every fifth Gwaliorite across the city and in gwalior- chambal region we are covering approximately 35 to 45 lacs of population. Estimations are that "Suno Lemon 91.9 FM" shall be covering Gwalior, Bhund, Morena, Ambha, Porsa, Kailurus, Jaura, Sobalgarh, Dabra, Tekanpur, Daba, Malanpur, Gohad, Banmore, Mehagoon, Lahar, Sewda, Bhander & Rajasthan-Dholpur etc.

It is worth to mention here that the station has received **7 lacs SMS** in last **3 months**, which is considered to be the highest in SMS received by any station in any "C" class city.

"Suno Lemon 91.9 FM" is only station in **M.P.** to have strategic tie-up with India's oldest radio brand "Radio City".

The innovative ideas of station are covered in India's only and highest selling magazine "RADIO DUNIA".

With "Suno Lemon 91.9 FM" making its presence felt in the heart of common man in approx 20 villages. We feel this has potential to take shape of mutually beneficial association, and hereby are pleased to make an offer to you for your kind consideration Trust you find the enclosed offer in order. For any details/ clarifications please do call me. We look forward to a long and mutually beneficial relationship with your esteemed organization



23



PROPOSAL FOR ON-AIR PROMOTION ON WITH SUNO LEMON 91.9 FM

Client : **Delhi Public School**
 Station : **gwalior**
 Period : **1 Month**

Please find below the "Suno Lemon 91.9 FM" Proposal for on-air commercial campaign with Suno Lemon 91.9 FM.

On - Air Advertisement:

No of day	Jingle in sec.	No-of Spot/day	Total second	Rate per sec.	Total amount +tax
30	20	10	6000	Rs. 10/sec.	Rs. 60000+ tax

Yours Truly

For Suno lemon 91.9 FM

Viney Bhaduria
 Manager Relationship
 Mob. : 7489305783,
 E-mail: viney.menolemon@gmail.com



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Group Task

- Making a proposal based on the learning.



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Interpersonal Selling Skills



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We Listen...



- To Obtain Information
- To Understand
- For Enjoyment
- To Learn

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The Ability to Listen Carefully, Will...



Allow you to:

- Better understand assignments.
- Build rapport – co-workers, bosses & clients show support.
- Work better in a team based environment.
- Resolve problems with customers, co-workers & bosses.
- Answer questions.
- Find underlying meanings.

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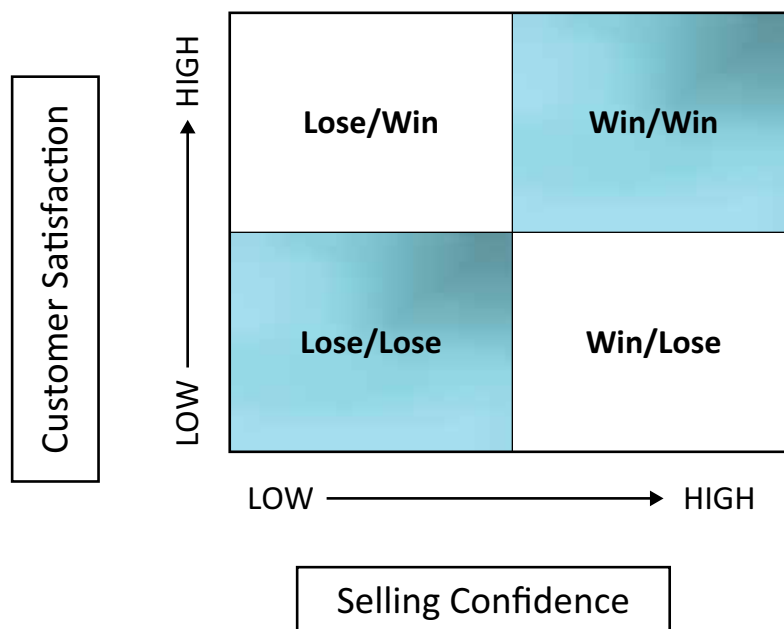
Negotiation

- What is Negotiation?
 - Negotiation is the process we use to satisfy our needs when someone else controls what we want.
- The Key to Effective Negotiation is Communication
It involves:
 - Speaking.
 - Listening.
 - Understanding.
- Key to Good Negotiation
 - **A** – Acknowledge the needs of the customer.
 - **C** – Clarify to all the queries coming from the customer.
 - **R** – Resolution (Give a proper solution).



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Basic Approaches to Negotiation



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“It is said that you invest 8 times more in getting a new customer than retaining an old one.”

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The Greatest Secret of Success in Business: *Satisfied Clients Customer*

- You cannot afford to forget the customer once you take the check.
- Delighted and satisfied customers are your ambassadors and their referral can generate more business than you can handle.



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Customer Retention

- Hand hold the customer for 1 year – to ensure that the Advertisements are regular and payments are on time. Give regular reminder through courtesy call.
- Continuous touch base (Birthdays, Anniversary etc.).
- Ask for feedback.
- Listen to complaints.
- Quick action to resolve complaints.
- Ask for new products (cross sell & up sell).
- Ask for references.

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Goal Setting

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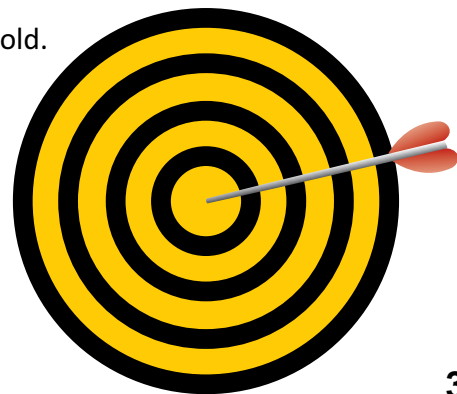
Goals

“A journey of thousand miles begin with a single step.”

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Why Setting Goals

- A goal helps you define the start and the end point, it gives you a direction and path to achieving it.
- A goal is required in every aspect of your life.
 - You need goals in personal life.
 - To buy my own house by time I am 30 years old.
 - You need goals in professional life.
 - To achieve a sales growth of 20%.



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Type of Goals

- Long term goals
- Short term goals
- Individual goals
- Organizational goals



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Key to Goal Setting

- Every human is making an effort to achieve his/her goals.
- Goals should be SMART:
 - Specific.
 - Measurable.
 - Achievable.
 - Realistic.
 - Time bound.

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Group Task

- Goal setting
 - Personal goal setting.
 - Revenue generation target.

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Promotional Approach for a Community Radio

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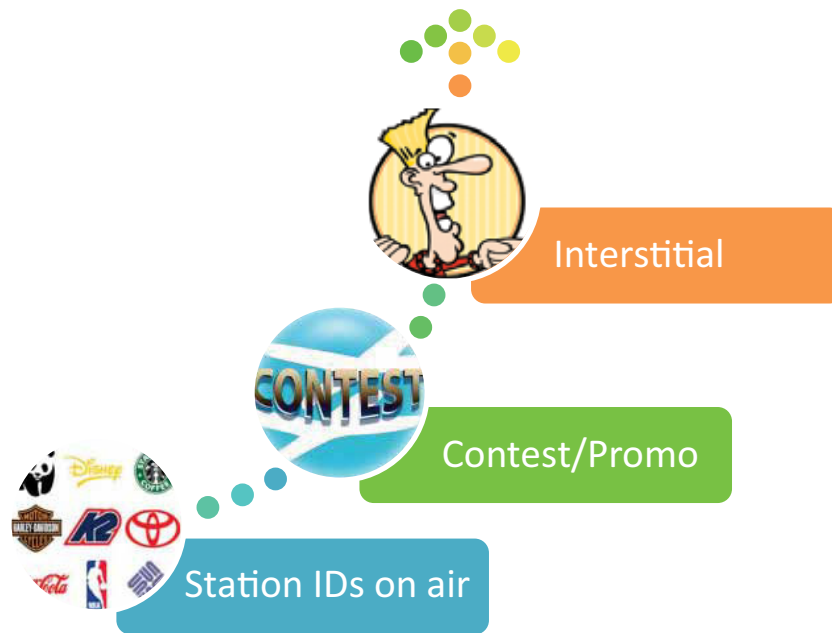


Marketing through Promotion

- Promotions are a form of self advertisement. The rationale for self promotion is to keep the listeners interested and tuned to the station, to increase the number of listeners and as an aid in attracting business sponsorship.
- The two types of station promotion are on-air and off-air
 - On-air promotions: Invaluable in informing the listener about what the station has to offer, who the personalities are, when they are on, when the news is on and which programs or special events are coming up in the future.
 - Off-air promotions: Off-air promotions are designed to attract new listeners, the more people that are aware of your station, the more likely that they will begin to listen.



On-Air Promotion



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Station IDs on Air

- The call sign is an essential part of a station's image and branding, evoking an association with a particular sound or program format.
- The main object is to create instant recognition. It is the same reason commercial stations constantly promote their call sign and frequency.
- The call sign needs to be heard more than once during a half hour program.
 - Call signs can be placed before and after all breaks between music. Call signs can be grafted on to the time, the weather report, the traffic report, the news or any other regular feature on your station.

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Contest/Promo

- On-air promotions are invaluable in informing the listener about what the station has to offer, who the personalities are, when they are on, when the news is on and which programs or special events are coming up in the future.
- Promotions which include prizes keeps the audience interested.
 - People like to win something, no matter how small when the odds gives them a reasonable chance of winning.
- The competitions community broadcasters can run are limited only by the imagination. It is best if the prizes are donated or can be obtained as part of a sponsorship deal.
- For example, it is feasible to develop a sponsorship package with a competition as part of the deal. The sponsor could be charged a premium rate for the spots they sponsor and a competition run if they "donate" some product as the prize(s).
- The competition would fall outside the five minute per hour guidelines for sponsorship announcements and the sponsor would get that little extra out of the sponsorship package.

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Interstitial

- Interstitial or entertainment capsules are small program content interspersed in the main program.
- A radio station normally uses it to create interesting entertainment capsule to entertain and build loyalty.
 - Babar Sher of Radio City and Sud of Mirchi are some of the examples.
- We can create such humorous yet relatable characters for our station who not only build a relationship but also drive the right social message among listeners.
 - “Ratna Chachi” will give out interesting advices and highlight some local issues.
- This kind of programing helps build the right association and interest about the station among the listeners.

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Off-Air Promotion

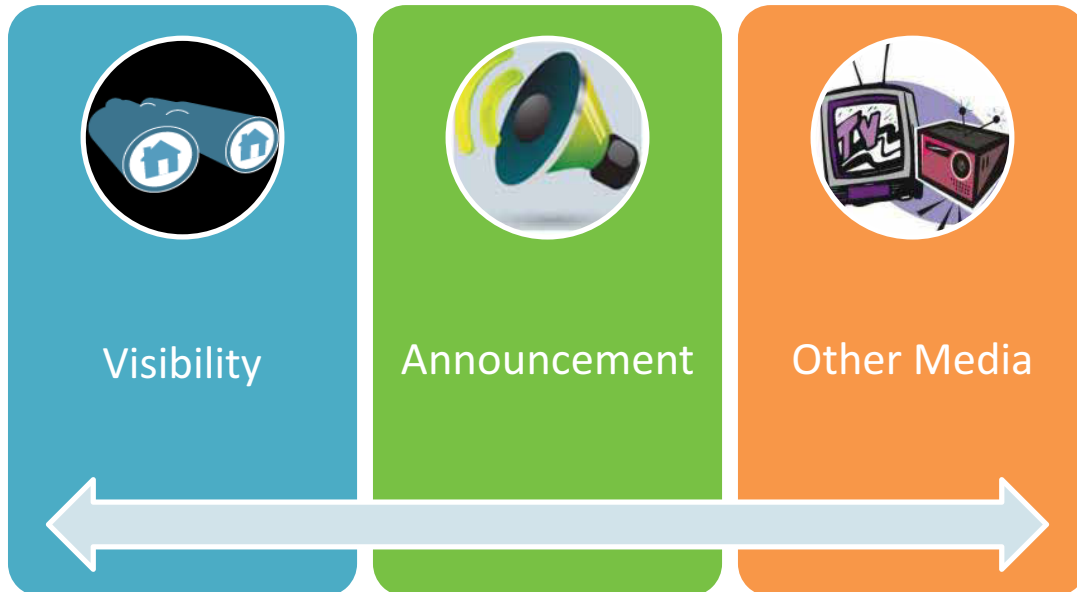


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Awareness



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Visibility

Posters/Banners

- Plastering of posters and banners at various congregation points to create mass awareness and visibility.
- Can be used to create awareness on new News like.
 - New programs or something new on the station.

Wall Painting

- One of the most cost effective and semi permanent medium to create visibility in rural markets.
- This medium should be used for thematic messages highlighting the core of the station.
- Selection of sites around key TG touch points like markets, source of water etc.

Notice Board

- Temples, PHC, Aanganwadi and Tea stalls are the key touch points for gossip and information dissemination.
- We can use these touch points to create awareness about our programs through interesting messages on the notice board (install new).
- Create a long term property to create awareness on the programming and announcement on key events.

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Announcement

Local announcement through loudspeaker on a cycle rickshaw is one of the quickest way of spreading the message in a small town

We can use this medium to make big ticket announcement on programs, interviews, contest etc. For example, interact with the local leader only on Radio Dhadkan this Friday

This will not only create awareness within the listener community but also future advertisers

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Content Sampling



Broadcast Zone

- Create special broadcast zones at key consumer touch points for couple of days to create awareness about the frequency and make them try the content.
- These zones will be created at high traffic areas like markets , bus stands etc.



Listeners' Club

- Listeners' clubs do not only benefit radio stations but listeners themselves also benefit, a listeners' club can be set up either by the radio station or by listeners supported by station.
- Give out single frequency transmitters to these clubs to ensure listenership.



Local Transport

- An individual spends considerable amount of time traveling using a local transport
- The idle time can be used to engage with the consumer through branding and content sampling on a shared transport.

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Listeners and Task

Never Heard	Occasional Listeners	Regular Listeners
<p>The task is to convert some of them into occasional listeners, by making them aware that your station exists. It's no use advertising at them on air, because they don't listen to your station.</p>	<p>The task is to convert some of them into regular listeners, by making them aware of the shows. On air promos at high listenership time band should be used to create awareness.</p>	<p>Here we are dealing with people who already spend most of their radio listening hours with your station. What more could you want from this keen group? Money from some, perhaps. Others could join your army of volunteers and helpers.</p>

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Group Task

- Develop your own on air promotional plan.
 - For the radio station.
 - For any product.



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Field Visit

Use the sales kit and promotional material

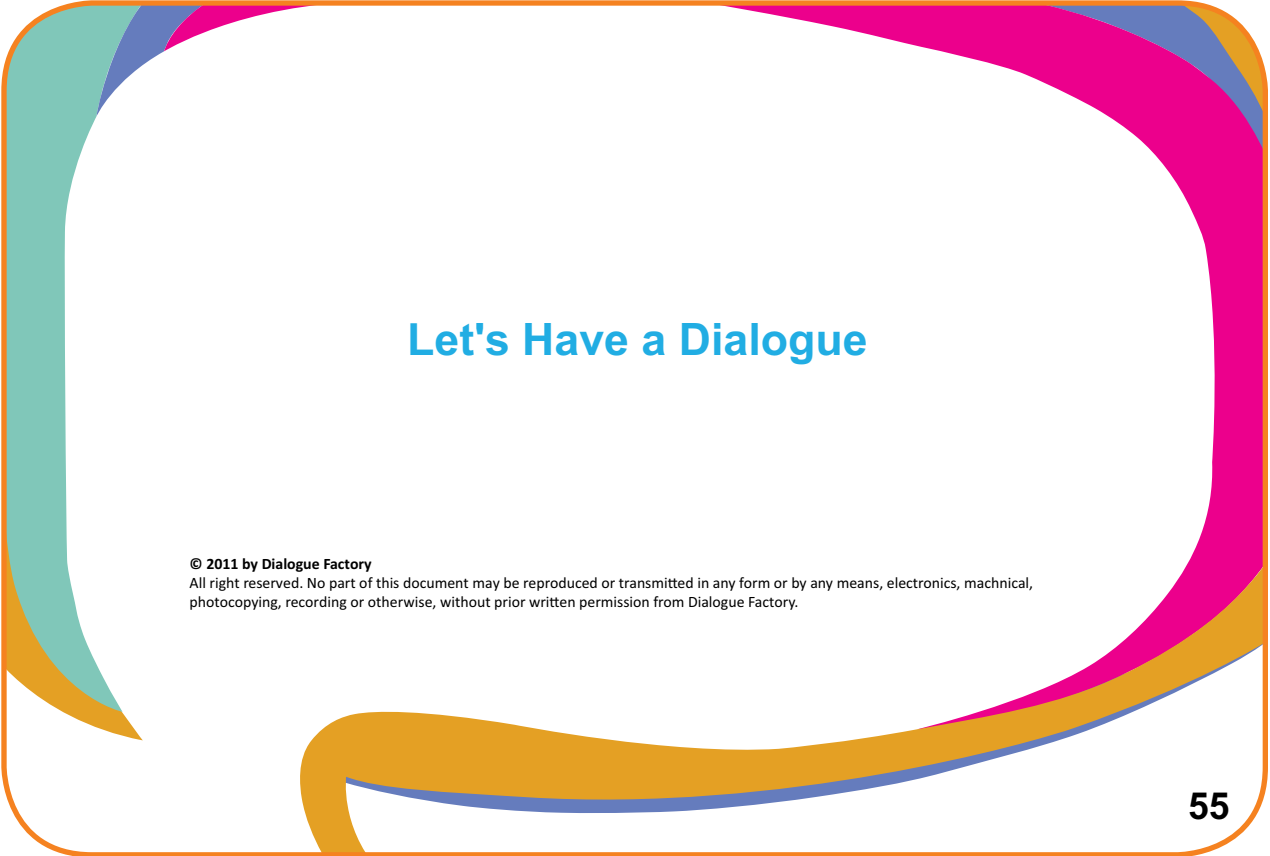


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Closing of the Session

- Recap/addressing overall concerns.
- Task on sales and revenue.
- Next steps.

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Let's Have a Dialogue

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Annexures

Understanding Your Audience Form

Sample Size: 100 - 150

Audience: CWE (Male), Female, Youth

Aapka Naam: _____

Purush: _____ Stree: _____

Umar: _____

1. Kya Aap Radio Suntey Hain?

- a. Han
- b. Na

2. Agar Han to Kaunsa Radio Station Suntey Hain?

- a. _____

3. Aap Zaydatar Radio Kab Suntey Hain?

- a. Subah
- b. Dopeher
- c. Shyam

4. Aap Radio Par Kaunsa Karyakram Zayda Suntey Hain?

- a. Filmi Sangeet
- b. Jankari Ke Karyakram
- c. Kuch Aur _____

5. Aap Radio Kitni Baar Suntey Hain?

- a. Roz
- b. Haftey Mein Ek Baar
- c. Mahiney Mein Ek Baar
- d. Kuch Aur _____

6. Kya Aapne Radio Dhadkan/Lalit Lokvani Ka Naam Suna Hai?

- a. Han
- b. Na

7. Aap Kaunse Samay Par Humara Prasaran Suntey Hain?

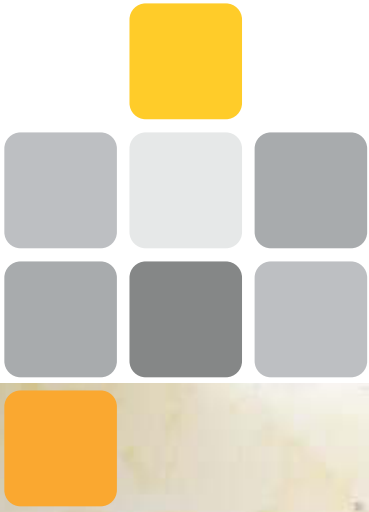
- a. Subah
- b. Dopeher
- c. Shyam

8. Aap Zaydatar Humara Prasaran Kanha Suntey Hain?

- a. Ghar Par
- b. Bazaar Ya Nukkad Par
- c. Aur Kanhi _____

9. Aap Humara Prasaran Kaise Suntey Hain?

- a. Radio Par Akele
- b. Radio Par Parivar Ya Padosi Ke Saath
- c. Mobile Par Akele
- d. Aur Koi Zariya _____





unite for children

United Nations Children's Fund

UNICEF House,
73 Lodi Estate
New Delhi - 110003
India

www.unicef.in