

Presentation to NABOB

Are You Making The Best Of Your
Ratings Information

May 17, 2011



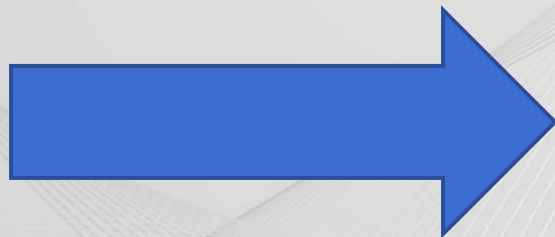
We Live in a GRP/CPP World

- GRPs & CPPs are the currency our industry has set up to compare rates of various radio schedules

**A GRP HAS NEVER BOUGHT A
SINGLE PRODUCT OR SERVICE**



We Live in a GRP/CPP World



If You Rely on GRP and CPP, Price Becomes the Central Issue



Don't Sell on Price, Sell on Value

- **Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for. A product is not quality because it is hard to make and costs a lot of money, as manufacturers typically believe. This is incompetence. Customers pay only for what is of use to them and gives them value. Nothing else constitutes quality.**
 - [Peter Drucker](#)
American (Austrian-born) management writer (1909-2005)

**Potentially, value can be increased
without raising your costs**



How Do You Increase the Value of Your Inventory?

- **Get Higher Ratings**
- **Get More Value From Your Existing Ratings**



How Do You Increase the Value of Your Inventory?

- **Get More Value From Your Existing Ratings**
 - Know What You Got
 - Communicate What You Got



Know What You Got



Know What You Got

- **Conceptually**
- **Quantitatively**
- **Qualitatively**



Know What You Got Conceptually



Conceptual Selling

- **While quantitative and qualitative positioning is important, selling the intangible elements of your station is equally important.**
- **This includes:**
 - Community Service
 - Heritage in format
 - Recognition of personalities
 - Events and promotions
 - Success stories



Know What You Got Quantitatively



Your Station's Quantitative Advantage

- **Demographically**
- **Time Period**
- **Geographical**
- **Loyalty**



Know What You Got Qualitatively



Qualitatively

- **Know what products and services your listeners consume**

Your Listeners Are Most Advertisers'
Target Audience

**A GRP HAS NEVER BOUGHT
A SINGLE THING IN ITS LIFE!**



Communicate What You Got



Communicate What You Got

- **Do You Know What You Got?**
- **Does Your Sales Team Know What They Got?**
- **Do Your Potential/Existing Advertisers Know What You Got?**



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- **Do You Know What You Got?**
- **Does Your Sales Team Know What They Got?**
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Communicate What You Got

- Do You Know What You Got?
If You Do Number One & Two, but Not Number Three
- Does Your Sales Team Know What They
Got?
It's Like Winking at a Pretty Girl in the Dark
- Do Your Potential/Existing Advertisers
Know What You Got?



Communicate What You Got

- **Build a Plan**
- **Execute the Plan**
- **Make Sure the Plan Is Working**

People Do What You Inspect
Not What You Expect



Communicate What You Got

- **Are Your Sales Tools Uniform in Fashion?**
- **Do They Enhance Your Brand?**
- **Do They Sell the Benefit of Your Station?**



Make What You Got Bigger



Perform a Regular Check-Up on Your Station

- **What Are Your Strengths?**
- **What Are Your Opportunities for Growth?**
- **How Are You Going to Get There?**



There Are Four Reasons Your Audience Changes

- **You Make a Change**
- **Your Competition Makes a Change**
- **Arbitron Makes a Change**
- **A Change in Your Audience's Lifestyle**



**If You Don't Know
What You Got...**

How Can You Make It Bigger?



Constantly Focus on Your Personalities

- **Are They Prepared for Their Show?**
- **Remember the Three “C’s”**
 - Crisp
 - Concise
 - Compelling
- **Is What They Are Talking about of Interest to Your Listeners?**
- **Are They Setting up Appointments?**



Constantly Focus On Your Personalities

- Are They Prepared For Their Show?

- Remember the Four "C's"

– Reason to Go Elsewhere

– Concise

– Compelling

- Is What They Are Talking About Of Interest To Your Listeners

- Are They Setting Up Appointments?



Any Questions?



Thank you!

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