“How to Nail the Sale: My Last Four Months as an Intern”

An Honors Creative Project, HONRS 499

By

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ABSTRACT

THESIS: How to Nail the Sale: My Last Four Months as an Intern

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A mini-training seminar resulted from this creative project designed to give radio salespeople an insider's view of the world of media buying. Media buyers and their practices are somewhat of a mystery to broadcast sales staffs and this program not only offers suggestions for personal and team growth, but also offers tips on how to improve sales staff relations with media buyers. Literature in the broadcast field supports the theory that periodic sales training and team bonding improve overall sales, team morale, and customer satisfaction. This training program consisted of three segments: an overview of the author's internship history, personal growth tips, and suggestions for team growth. The mini-training seminar was delivered to members of the Neuhoff Broadcasting radio sales staff on April 26, 2005 and training materials and a DVD of the actual presentation are included in this creative project binder. These training materials hold value for orientating new sales employees or as a refresher course for established sales teams.
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Introduction

My HONRS 499 project was the development and presentation of a sales seminar called, “How to Nail the Sail: My Last Four Months as an Intern.” This project consisted of a presentation and sales training binder. The project was designed for the sales staff at Neuhoff Broadcasting, a small group of stations in Danville, Illinois with whom I had interned the last two summers. I recorded my presentation and made it into a DVD that I gave to the station to use for future training sessions for new employees. I also included a copy of the DVD in this portfolio.

The training session/seminar idea was initiated through a conversation with the general manager who asked me to come back and present what I had learned as an intern at an ad agency in Indy. He wanted me to include tips on personal growth and team growth; reminders on how to be a top-notch salesperson; and to provide an insider’s look into the rationale behind media buying. Media buying is the process whereby ad agencies purchase radio, television, print ads or other forms of advertising on behalf of their clients. Media buyers are known to be “closed-mouthed,” so local media reps are often perplexed by buyers’ decisions. Therefore, a presentation such as this would be beneficial to sales reps because it gives them a “leg-up” on their competition by gaining a clearer picture of what buyers are thinking. Although the Neuhoff staff was familiar with some of the concepts and materials presented in the training session, the sales manager assured me that all of my material was relevant and would provide the staff with a fresh perspective on how to sell.

In the pages that follow, you will find a literature review on the articles and interviews that provided me with materials for the project. After this literature review, I
will present my rationale behind the presentation, an example of the sales binder presented to the staff, a DVD record of the sales training seminar, a survey and its results, and my overall thoughts of the HONRS 499 process.
Literature Review

Books, the internet, and interviews were the three main sources that contributed to my project. By conducting research on selling techniques, team growth, personal sales growth, and successful presentation skills, I was able to support the points expressed in my seminar. The sales industry is a fast-paced world and that was evident in the results I was finding. Most sales tips I found were geared toward the busy professional – short, bullet-pointed, and a quick read.

*Making Your Sales Team #1, Selling 2.0, and 7 Secrets to Successful Sales Management* were three books in which I found information for my seminar. *Selling 2.0* proved to be the most useful. This book addressed sharing knowledge, selling a company’s brand, sharing ideas, building relationships, creating value, and partnering with one’s client. *Making Your Sales Team #1* gave me tips on how to present a strong seminar. For example, this book talked about the need for a sales pitch to have the “four R’s”: relevance, realism [sic], resources, and rewards. These four concepts are not only important to sales, in general, but were also important in selling my ideas to the radio sales audience. In order to accomplish these four things, I had to: (1) keep the information presented relevant to the staff’s line of work; (2) provide the staff with realistic goals and projects; (3) give the sales people resources to further their training after I was gone; and (4) pass out rewards throughout the presentation to keep the staff engaged and their morale high. The third and final book I read, *7 Secrets to Successful Sales Management*, focused on the power of selling as a team. This book said that successful companies work as a team, a point this presentation made in the “team growth” segment.
The electronic resources dealing with radio industry proved to be hard to find. There is a buzz in the business world about team bonding and training sales people, but finding web articles on these topics proved difficult. The articles that were located were short, bulleted, and to-the-point; a reflection of today’s selling world. A few of the articles found in journals and print addressed the need for longer radio commercial length and the need for follow-up by radio stations. Since the training seminar was given to a radio group, I decided to incorporate these radio-related articles into the presentation as discussion points and listed them as “resources” in the back of the sales binders that were presented to the staff. RAB.com was another online source that proved to be very helpful. This website, maintained by the Radio Advertising Bureau, is designed for salespeople in the radio industry. The website has tips on how to improve one’s own sales, how to improve team sales, how to improve relationship with one’s client, and much more. While browsing the site, I found an article that addressed ten things one can do to improve customer service. About two-thirds of the tips listed were discussed in the seminar.

Last but not least, were the interviews conducted for this project, which comprised the largest source of information on the topic. Through phone communication with Michelle Campbell (Sales Manager of Neuhoff stations WDAN, WDNL, and WHRK) I was able to determine which topic areas were important to the staff at Neuhoff. With Michelle’s help, I was able to fine-tune my presentation so that it addressed the specific needs of the sales staff at the radio station. Two other vital interviews contributing to my seminar were with Jennifer Garrett and David Parent. Both interviewers gave me direct quotes on what buyers and clients look for in sales reps.
Although I had witnessed many sales calls and dealt with quite a few reps during my internship at Pearson, Jennifer and David have over 20 years combined experience in the industry, making them experts on the subject.

In conclusion, books proved to be most useful in helping with the preparation for the seminar. General sales books were great resources for basic sales techniques, while the electronic resources and interviews helped me to customize the seminar for media professionals. Media companies pay thousands of dollars to receive the information I was able to find and present.
Developing the Training Seminar

During the spring semester of my junior year in the Telecommunications Department, I pursued an internship at Pearson McMahon Fletcher England -- one of the most successful advertising agencies in the Indianapolis area. I was awarded an internship position after competing for one of four paid positions in the Pearson Fellows Program. After being awarded the internship, I pondered over how I could gain graduation credit for this experience and chose to document my internship for a senior thesis creative project. However, Mike Hulvey (General Manager of the three Neuhoff stations) then suggested that the thesis could also entail a presentation to his staff detailing what was learned during the Pearson Internship. This was appealing because creating a presentation/seminar seemed more exciting and was a challenge that would fulfill my HONRS 499 requirement.

Another reason for creating this project was to thank those at the radio stations for helping me grow in my abilities as a salesperson and businessperson over the years. My goal for the presentation was to have every staff member walk-away with at least one piece of information to improve his/her own selling career. The seminar was my way of thanking them.

When conducting background research for the project, I found that many companies are spending more money and investing more time to train sales staffs. If national media groups are taking the time to send staff members to seminars, then I knew a mini-training session would also be useful for the staff at WDAN/WDNL/WRHK. Paul Karpowicz, vice president of LIN Television was quoted saying, “Look at all the different media: cable, satellite, the Internet. It’s more critical that salespeople are better
trained” (Lafayette, 2000, ¶ 4). Media sales staff must realize that in order to keep up with other industry professionals, they must constantly review and update their selling techniques.

Pearson Internship

Since this seminar planning was prompted by Mike Hulvey’s suggestion to present what I had learned during my experience as an intern, it is only appropriate to devote a large portion of this paper towards the explanation of my internship at PMFE. Pearson McMahon Fletcher England (PMFE) is a full-service advertising agency located on the north side of Indianapolis. Founded as Pearson Group in 1977, the agency quickly established itself as one of the best in Indianapolis and the Midwest. The agency’s philosophy, “Worthy communicators for this small test planet,” has allowed the agency to grow and change with the market. Some of the many clients PMFE have helped include hhgregg, Indiana Pacers, Indiana Fever, Conner Prairie, Community Health Networks, Tire Barn, Indianapolis Power and Light, Farm Bureau Insurance, Ball State University, and the Indianapolis Chamber of Commerce.

PMFE is comprised of five different departments: creative, account services, media, billing, and hhgregg. The creative department is responsible for brainstorming with the account executives to create marketing ideas and transform those ideas into billboards, print ads, radio copy, and television scripts. Although this department carries the “creative” title, the partners at the agency always stress the idea that all departments are creative in their own way. The sales staff at Neuhoff must be creative in designing sales packets, creating promotions, and in writing radio copy in order to be successful radio sales reps.
The PMFE Account Services department is the equivalent of a radio station’s sales staff. The department is responsible for obtaining new business while also being the liaison between current clients and other departments in the company. Account executives work directly with clients in order to create ads that best express a business’s message. In the typical radio station, clients do not have account executives – the sales staff normally has to develop a client’s ideas from concept to completion.

The media department is responsible for the planning and placement of all ads. Although they have one of the biggest departments, this department has utilized my time the most over the last four months because PMFE’s client list keeps growing and the media department is not employing any additional help to meet this demand. The majority of the buyers’ time is spent purchasing media spots for hhgregg because PMFE handles this client’s national radio and television buys. Buyers meet with clients, contact stations and publications, dissect commercial avail sheets and rate cards, plan media campaigns (usually on an annual budget), and handle make-goods for missed spots. The knowledge gained through this department improved my selling skills, and gave me an abundance of information and examples to present to the sales staff at Neuhoff.

This semester, I am officially the media department and account services intern; however, I shared an office with two media buyers so I assisted the media department more than any other department. The people I’ve been working with the most include: Jamie Simpson – media coordinator, Tracie Millen - associate media director, Kim Spade - senior media buyer/planner, Brent Higgins – account executive, Jessica Pegram – account services coordinator, and David Parent – vice-president of account services.
Tracie Millen is an extremely talented media buyer who often called on my services to research information for one of her main clients, Community Health Networks. The research included calling sales reps to obtain competitor ads, calling reps to acquire competitor spending information, and compiling rate cards for Community doctors who wanted to place individual practice ads. This showed me how valuable follow-up is in the sales world. For example, some sales reps never returned my phone calls requesting their ad rates, so their information was not included in the rate card we compiled for the doctors. This shows how a simple oversight can decrease selling opportunities. The follow-up section of the seminar is based largely on the experiences I had dealing with reps when researching Community Health Networks information.

One of the most educational tasks I participated in while interning at PMFE was the Conner Prairie 2005 media planning process. David Parent (account executive) and Kim Spade (media planner/buyer) were nice enough to not only let me sit in on all the sales presentations, but they encouraged me to contribute my opinions on which media venues I thought would best suit Conner Prairie’s needs. After meeting with every major media outlet in Indianapolis, we discussed what we liked about each presentation and then invited stations back for a second round. This process not only gave me insight into why clients buy, but it also allowed me to observe how budgeting is done and the art of negotiation.

Although I have listed many of my duties at Pearson, a few more need to be added to the list because of their relevance to this project. Some week-to-week duties entailed attending meetings for various departments, playing receptionist, creating charts in Excel, researching hhgregg markets, and attending “book busters” – presentations that
broke down the latest Arbitron reports. While performing receptionist duties, I was able to see the importance in treating gatekeepers with kindness and respect. All these experiences contributed to the knowledge learned during my time as an intern and the valuable knowledge that was shared with the staff at Neuhoff Broadcasting.

Project Goals

There were five goals for this project. First, I wanted to inform the staff about my PMFE internship and how the knowledge I have gained can help the salespeople continue “nailing sales” in Vermilion County. Second, I wanted to help the staff become better sales people by informing them about what clients are really thinking and saying before, during, and after a sales rep enters the room. Third, I wanted to help the sales staff become a better team and inform the staff on how to use all three stations to their selling advantage by creating “cluster power.” Fourth, I wanted to thank them for all the support they have given me over the last three years. Finally, I wanted to challenge myself to take my experience as an intern and turn it into a seminar for sales people. These goals were the basis for this seminar. The next section will outline my rationale for deciding what would be included in the presentation and materials.

Rationale for Presentation Sections

Over the course of four years, I have had three internships and many classes where I learned valuable information about professional selling. This knowledge along with more recent research and interviews were the rationale behind this presentation. In the pages that follow, one will read why certain topics were discussed in “How to Nail the Sales; My Last Four Months as an Intern.”
While I watched various sales presentations and talked to multiple buyers at Pearson, I gained insight into how I can become a better sales rep, and I shared that information with the sales staff in the “personal growth” section of my presentation. This section will break down into three smaller sections: making contact, the presentation, and follow-up. The techniques discussed in this section came from research on RAB.com; interviews with buyers and account executives; and my observations while at Pearson.

A recent article on RAB.com addressed the “Ten Components of Outstanding Customer Service,” (Potter, 2005, ¶ 1). According to this article, outstanding customer service takes into account how friendliness, tone of voice, telephone/voice-mail etiquette, voice-mail techniques, e-mail styles, timeliness, and dealing with frustrated customers can affect relationships with clients. All of these topics contributed to increased customer satisfaction and were included in the “personal growth” section of the training seminar.

Quality Materials

During the “quality material” segment of the presentation, I passed around sample sales packets and asked the reps what they liked about the media kits while I pointed out various features in the packets. According to Josh Gordon, author of Selling 2.0, it is important to provide clients with quality material and show them the knowledge you have for your product (Gordon, 2000). Gordon says, “Information is a commodity. Give away as much as you can to build credibility. Share the knowledge to put information to work to attract customer’s interest and hold on to the sale (p. 17).”

The first packet discussed in the presentation was Cincinnati Magazine. I am aware that radio and print advertising can be very different but both provide their clients
with rate cards, and both print and radio rates must be clearly defined. The clarity of Cincinnati Magazine’s rate card is excellent; not only does it clearly state the prices, but it also shows the advertising sizes on a smaller scale. Four parts of this media kit that apply to presentations radio reps create for their clients include the 2005 Marketing Calendar, Reader (listener) profile, Demographic profile, and Shopping profile. All four of these sheets can be easily adapted to the needs of radio presentations. The radio station might question the use of a marketing calendar, but they could use this idea by listing annual sales packages (Illinois games, Cardinals games, Colts games, etc.) on this page.

The next media kit I discussed was one from HomeTown Television. Although this kit was not as graphically appealing as others, it contained three valuable pieces of information that could be adapted for a radio sales kit: 1) customer testimonials, 2) program schedule, and 3) DVD sample of produced programs. Ideally, a radio station would want to give potential clients an audio compact disc with sample commercials advertising a business similar to that of the client’s; however, it would also be beneficial to include a basic CD containing the best radio spots in each sales kit. The HomeTown Television kit demonstrated the importance of creating a tangible product in order to give customers a better idea of purchasing.

Two more sample sales presentations I discussed included those of St. Louis Homes Magazine and WISH-TV. The first, St. Louis Homes’ media kit, grabbed my attention simply on the merit of its beauty. The colorful pages and eclectic font had me turning the pages as if I were thumbing through my favorite magazine. The style of the media kit fit the style of the magazine it was selling supporting the idea that media
venues should design sales packets to fit the style of the station or the intended client. The second example was for the CBS affiliate in the Indianapolis market, WISH-TV. Although the packet shown was very basic, what set it apart was references to the client throughout the packet...it was not a generic booklet, but customized for the client. These two examples proved that appearance and customization are important for impressive presentation kits.

The last, but not least, of these examples was the WTTS-FM media kit. This kit was amazing! The folders, layout of the pages, font, colors, and research all help to make an impressive sales pitch. Even though this example was a little elaborate for everyday presentations, this kit had the buyers at Pearson saying, “If our rep is going to put this much work into a media kit, then imagine how hard he’ll work to take care of us.” In the seminar, I assured the staff that this type of kit is not out of their league. Like Neuhoff, WTTS-FM is family-owned station, making it one of the smaller stations in the Indianapolis market. PMFE ended up purchasing a couple of promotional events from WTTS after they saw the professionalism the rep displayed.

Follow-up

Additional information in the “personal growth” section focused on points obtained through a personal interview with Jennifer Garrett, who is a media planner/buyer at Pearson McMahon Fletcher England. First, Jennifer stressed the importance of follow-up on the part of reps. She said that the most impressive thing a sales rep can do is follow instructions. In fact, Jennifer told me multiple times that if reps would just meet deadlines and follow-instructions they would be more successful in the buying and selling world (personal interview with Garrett on April 7, 2005). Second,
sales reps must also adhere to deadlines. As sad as this sounds, most of the buyers tell me that the most impressive reps meet deadlines, implying that most reps do not. According to buyers, if you are going to be late, call, but do not habitually miss deadlines. Garrett said, “When reps consistently miss deadlines and don’t call, it shows they have no respect for my time” (personal interview with Garrett on April 7, 2005).

**Team Growth**

The final portion of my presentation focused on team growth. Sections included in this portion of the seminar were the power of the cluster, the power in numbers, and the power of the team. According to Jack Wilner’s *Secrets to Successful Sales Management*, team efforts are needed to make one’s company thrive in the fast-paced business world (Wilner, 1998) and my presentation included tips on team building, team-bonding, and company branding to show ways to build a stronger team.

Part of team growth is the realization that collectively a sales staff must offer more opportunities, for cheaper rates, at a greater value. Since the Neuhoff stations are the “big name” of Vermilion County, people will expect more and the reps have to deliver (Gordon, 2000). In addition, the staff must think outside of the box and help each other out. PMFE account executive David Parent suggested: “Once a month or however often you would like to do it, everyone must bring a promotional idea for someone else’s client. Internally you help the team by helping others. Externally you help the client by presenting them a variety of promotions,” (personal interview with Parent on April 13, 2004).

The final section in the “team growth” segment of the presentation was called “Power of the Team.” Even though practicing presentations, sharing ideas, and
supporting each other at meetings, all help to encourage team grow, a true team must mesh. A staff does not have to be bosom buddies, but team camaraderie is needed to reach a staff’s highest potential.

Another team growth idea shared in the presentation was an insightful activity used at Pearson called “breakthrough school.” On a quarterly basis, each department presents what is new in their part of the industry. This activity requires the participation of all employees, not just the sales staff. Breakthrough school can consist of sharing current research, talking about competitors; giving programming suggestions based on what you have found works in markets similar to yours, or even feature guest speakers. In the binder, a sample article was included to show how a printed piece might spur conversation. You can find this article in Appendix B.

Station Branding

The next item of discussion was branding. I asked the staff what types of station branding they are currently conducting or what they have done in the past. Following their comments, I introduced some non-traditional forms of station branding. For example, printing up logo-ed men’s neckties, passing out station lighters at concerts, and baseballs at Danville Dan’s games, or using pizza-slicers as a give-away at Pizza Inn sponsored events all provide unique ways to get out the station’s message.

After mentioning a few non-traditional items, I discussed some of the different branding materials acquired while at PMFE. For starters, I explained Pearson’s “Secret Society” sweatshirts that are presented to every new client. The shirt shows clients that they are a part of the PMFE team or “Secret Society.” Next, I mentioned Asti bottles used to promote WISH-TV, Clear Channel’s miniature buses, and advertising cups (the
cups can be passed out at fairs, races, or parades with the station's logo). It is important for clients to feel like they are part of the team and good sales reps find ways to build partnerships with their clients (Gordon, 2000).

For the conclusion of my presentation, a little quiz was conducted to refresh the staff's memory on what was discussed. Again, as I've stated earlier, it is important for the staff to feel engaged in the seminar or they will not retain as much information (Gordon, 2000). For a list of these questions see Appendix A.

The rationalization of this project was primarily based on interviews, my internship experience, books, and electronic resources. The goal of the presentation was to show the sales staff at Neuhoff Broadcasting how to achieve both personal and team growth, see media buying from the viewpoint of industry experts, and to thank the staff at Neuhoff for all the support given to me by the staff over the last three years. The materials used in the presentation are in the chapter that follows.
how to nail the sale
four months as an intern

jessica vacketta
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objectives

- Tell the story of PMFE through the eyes of an intern
- Give an insider's look into buying
- Outline characteristics of a good sales rep
- Evoke the power of the cluster
- Provide helpful tips on team bonding and station branding
spring internship

Where I've been working...
Pearson McMahon Fletcher England Ad Agency (PMFE)

- **location:** north side of Indy
- **history:** founded 1977 by Ronald K. Pearson as Pearson Group
- **philosophy:** "worthy communicators for this small test planet"
- **clients:** hhgregg, Indiana Pacers, Indiana Fever, Community Health Networks, Farm Bureau, Ball State University, Buckingham Company, Indianapolis Chamber of Commerce, Indianapolis Power & Light

Agency Departments
- creative
- account services
- media
- billing
- hhgregg

Influential Employees
- Jamie Simpson, media coordinator
- Tracie Millen, associate media director
- Brent Higgins, account executive
- Jessica Pegram, account coordinator
- David Parent, vice president of account services
- Kim Spade, senior media buyer/planner

What has been happening at Neuhoff?
Making Contact

The method can make you or break you.

The phone call
- adapt your call for each client
- be polite to the receptionist
- clearly state your first and last name, station, and market

The client list
- keep it updated
- make it accessible to all employees
- know your coworkers' clients
- never call a client who already has a rep. at your station

The art of communication
- ask clients how they would like to communicate
- use email to provide a record of conversation and eliminate chit-chat
- when leaving a voice mail, state your name, station and purpose of call
- provide employees with a log book

The Presentation

You can never make a first impression twice.
- clothes make the woman...or the man
- use a firm handshake
- brush your hair (and your teeth)

Quality material
- provide station information
- specify materials to the client
- when a client asks for a presentation, give them one

Board activity
personal growth

- The Presentation (cont.)

  Sample presentations
  - Cincinnati Magazine - simple rate card, marketing calendar, reader "listener" profile, demographic profile, and shopping profile
  - HomeTown Television - customer testimonials, program schedule, DVD sample of produced programs
  - St. Louis Homes - colorful pages, eclectic font, personalized note
  - WISH TV - client-oriented presentation packet
  - WTTS-FM - great layout, interesting font selections, color choices, informative research, you name it you'll find it

- Follow-Up

  Follow Instructions
  - read everything thoroughly and follow guidelines

  Adhere to Deadlines
  - time is money
  - show respect for your clients' schedule
  - use Windows signature feature
  - use your time effectively
  - in correspondence, list all of your contact information
  - article: industry leaders' comments on follow-up

notes
team growth

- **Power of the Cluster**
  - "Big Name" companies
  - Neuhoff is the "big name" of Vermilion County
  - use the demographic range to your advantage
  - remember, you are selling three stations
  - book buster: an overview of numbers

  The "hot sheet:"
  - maintain a station activity list
  - keep a record of all clients and their status

- **Power in Numbers**
  - Offer more.
    - provide cheaper rates at a greater value
    - think outside of the box
    - provide promotional ideas for coworkers' clients
    - client activity

  Sales calls
  - practice sales presentations
  - provide other team members with feedback
  - send more than one person on sales calls

- **Power of the Team**
  - Retreats
    - foster an environment for understanding
    - develop and work out problems
    - experience "the ropes"
    - research team building
    - skills activity

  Breakthrough school
  - present new findings on a quarterly basis

  Non-traditional branding
  - examples include: men's neckties, lighters, baseballs, secret society sweatshirts, WISH Asti bottles, Clear Channel bus, advertising cup, and pizza slicer
  - viral marketing
and remember...

- Be polite to the gatekeepers.
- Speak clearly and concisely.
- Follow directions.
- Be prepared.
- Prove that you're the best choice.
- Exhaust all options.
- Don't be cookie cutter.
- Look for that win-win.
- Support each other.
- A good sales rep. is more interested in the long term success of a client than the next sale.
resources
Evaluation and Feedback

In order to assess whether or not this training seminar was beneficial to the Neuhoff sales staff, a survey was conducting following the sales training seminar. What follows is a sample of the survey and a summary of the participants’ feedback to that survey. Copies of six completed questionnaires are available for viewing in Appendix A of this binder.

The first three questions in the survey addressed the professionalism of the presentation, the presenter, and the relevance of the material presented. On a scale of one to five, one being low approval and five being high approval, all six surveys gave the presentation a score of four or better with four of the six evaluators giving it a perfect score.

The second group of questions addressed the helpfulness of the material presented and asked the evaluators to write down their overall thoughts about the seminar. One person thought the outline provided in the sales materials binder was too long, but that was the only negative comment received in the evaluations. The personal growth section appeared to be an almost unanimous choice as the most helpful piece of the material presented. This indicates that the Neuhoff staff is very interested in exploring new ways to improve their sales presentations, and that the staff believes that quality sales materials are a crucial part of successful selling.

Overall comments on the presentation were very positive. Staff members commented on how they were impressed by the preparation taken and the range of materials presented. No one seemed to feel that the seminar was a waste of their time;
the staff enjoyed the refresher course and new ideas. The seminar was very well received and the group participation was excellent. Everyone left the meeting in an upbeat mood and seemed ready to approach the rest of their day with a renewed enthusiasm for selling.
Conclusion

Since this HONRS 499 project was based on my internship, this has been an experience I will never forget. Through my internship, I learned more about media, the business world, and Indianapolis market than I ever could in any class. I was able to use my experience gained and connections made through my internship to obtain a job at WTTV, WB affiliate Ch. 4 in Indianapolis. Although my HONRS 499 project was not completed at the time of the interview, the ideas and rough samples I presented during my interview impressed my future employer. The sales presentation/seminar that I created and performed will be something I will keep in my business portfolio for years to come. Through this project, I learned that I have a natural ability to present to groups, which helped raise my confidence. The positive feedback I received from the sales staff after my presentation calmed my nerves and helped to assure me that I am ready to enter the working world after graduation.

Even though I had an overall good experience with my HONRS 499 project, there were some difficult situations and scenarios that taught me lessons the hard way. I learned that although my internship was a good experience on which to base my senior project, it would have been much easier to complete this project had I been living in Muncie and not Indianapolis. Switching advisors, e-mail malfunctions, and conflicting schedules all made it very difficult to complete this project on time. I also found it very hard to motivate myself to finish my “black binder” once my presentation/seminar was completed. If I could give any advice to underclassmen it would be to start their projects as soon as possible because if you wait until the end of your senior year to complete HONRS 499, it is very difficult to stay focused on a project once you are interviewing
and looking for a place to live after graduation. Documenting one’s internship experience is an excellent project for HONRS 499; I would suggest using an internship completed the summer before one’s senior year.

Overall, this was a great experience. I created a professional quality presentation that impressed employees at a leading Indianapolis ad agency, TV station, and the leading radio station in East Central Illinois. The material created can be used for years to come in employee training sessions or refresher courses. I was also able to gain insight into how to improve my own presentation skills by industry professionals. This project enabled me to design a seminar that can be shared with a variety of businesses in years to come -- a great start to my professional career.
Bibliography


Retrieved May 2, 2005, from EBSCOhost database.


Appendix A

1. Q. What is the biggest mistake salespeople make?
   a. They don’t follow-up/follow directions.

2. Q. When leaving a voicemail, what should your message clearly state?
   a. Name, Station, and Purpose of the message

3. Q. Name 3 items in a good sales presentation?
   a. Answers will vary

4. What’s a type of electronic marketing that could benefit your business?
   a. Viral marketing

5. Who is the “Big Name” of Vermilion County?
   a. Neuhoff Broadcasting

6. What is one way to help your team?
   a. Answers will vary
Acceptable Radio Spot Lengths

Rounding out 2004, and entering into 2005 when Clear Channel Radio takes drastic steps to cut commercial clutter and introduce and reel in :30 spots, it again is time to address WHO can successfully advertise on radio with :30 spots!

Unlike television, a medium which gives the viewer both audio and visual to deal with, radio offers audio only. That is WHY it takes twice as long to get the message across. The copywriter, writing a radio script, needs to paint a picture in the mind of the listener. A :60 spot can comfortably hold about 14 average length sentences, time enough to tell a story. A :30 spot has but half of the time of a :60 and can only accommodate about 7 average length sentences.......tough to tell a story in so little time.

Products with household names, such as Kleenex, Tide, Hardee's, McDonald's, Burger King, Wendy's, etc. can, effectively use :30 spots on radio, because they are well known and everyone who isn't brain-dead knows what the product is. A :30 spot on radio could effectively introduce "Hardee's New Low-Carb Breakfast Meal," or Wendy's "Open 'Til 1 a.m." message. Those are two simple messages to get across on an already well-known product.

To take a regular advertiser, whose product or service might not be as well known, and try and sell the name of the company and the product/service being offered, takes :60. First, the advertiser has to get the company name in the message 3 or more times. Secondly, the advertiser has to offer up the product or service that is being sold and why that product or service is of benefit to the listener. Additionally, most products and services like to offer more than one benefit. The listener is always looking for "what's in it for me?"

There has been much research conducted relating to what makes an effective radio commercial. According to The Center For Media Research (9/18/04), an early White Paper "summarized a large set of published research which estimated that, on average, radio commercials generate about 80% of the recall of a single TV ad." They went on to say that early published research from Radio Recall Research, Inc., "used a combination of in-mall exposure and day-after telephone calls for a commercial testing service. RRR used a lab setting to expose people unknowingly to radio ads embedded in background music. Participants were then called on the telephone a day later to test their recall. Some of the results were:

- Number of words (more is better, all else being equal)
- Brand mentions (more is better; early in the ad is better)
- Number of different ideas (more than 4 or 5 is bad)
- Execution format (straight announcement and "sing-and-sell" were weakest)
- A simple duplication of a TV soundtrack was weak.

A later analysis found that the effectiveness of humor in radio advertising depends on the product category, finding that humor worked best for "low involvement" products."
...on Problems Caused by Radio Station’s Lack of Follow Through:

The following article was addressed in the Media Buying Academy's Bi-Weekly Newsletter:

Lack of Follow Through On The Part of Some Radio Stations Can Lead To Tremendous Problems

The industry of buying and selling air time is tedious on both sides of the desk. Buyers and sellers must be extremely organized in order for schedules to be accurately placed and aired. There are way too many details that could possibly fall through the cracks for buyers and sellers to be complacent about their duties.

Let’s look at a few examples:

A radio station neglected to book an entire 2nd Quarter schedule. The time order was faxed to the radio station a month before the quarter began, signed and faxed back by the Local Sales Manager at the station. The buyer called and asked why no invoices were received for April’s schedule. The buyer left several messages for the rep. The rep had no clue. The Local Sales Manager researched the problem and found that the entire quarter had not been booked on the station. By the time the missing invoice problem was solved, two months of that quarter’s scheduled had been missed.

We’d like to hear from you how this might be prevented.

A radio station aired an entire month and then some of afternoon drive time spots in the mid-day daypart by accident. When confronted by the buyer when the invoice came in for the first month of the quarter, the station rep realized the mistake, but claimed “Mid-day ratings were every bit as good as afternoon drive, and the client should accept those spots as makegoods.” The buyer refused to accept the spots because they were not what was ordered.

How would you have resolved this?

A radio station ran ALL of the advertiser’s broad rotators (Monday through Sunday, 6 a.m. to midnight) that were at “no charge” after 10:30 p.m. due to an almost sold-out position. When the buyer deducted a percentage off the invoice for the poor rotation (because the time order specified “deductions will be made for poor rotations and missing “no charge” spots”), the station offered to makegood ALL rotators on a sister station where inventory was more available. The buyer agreed to this in order to makeup for poor rotations for the client, and in order to help the station keep the money on the books.

What would you do in this situation?

A buyer secured “value-added” at “no charge” which included :10 opening billboards for every AM Drive spot and every PM Drive spot that aired during the flight. When the invoice/affidavit arrived, none of the “value-added” :10 spots showed up on the invoice/affidavit. The buyer deducted an amount from the invoice for the lack of value-added agreed upon on the time order which was signed by both the buyer and the sales rep at time of placement. The rep’s standpoint was that “value-added” was free, and only happens when possible. The buyer’s stance was that the “value-added” was part of the contract that should be honored.

What would you do in this situation?

The Media Buying Academy received an astounding number of responses to this article. We have printed as many as we could fit. We hope these responses will provide you with insight into the minds of other Media Professionals, and may even be of assistance to you. Responses begin on Page 11.
Here's What Those In The Industry Had To Say In Response To The Article On The Lack of Follow Through On The Part of Some Radio Stations Leading To Tremendous Problems

(Read the full article on Page 8.)

I avoid situations such as this by A) Requesting a signed, computerized contract/confirmation from the station and B) Asking for weekly spot placement. The second request is generally met with resistance from my account executive, as it requires extra time and effort on their part. However, it has significantly reduced the occurrence of schedules not being placed, and it allows me to make adjustments to the spot placement ahead of time. After the schedule aires, the contracts and the weekly placements are matched to the invoices before being billed out to the client. I do this for both radio and television. It requires extra attention on the part of my staff, but it cuts down on headaches in the long run.

Meri Beth Eubank, The Gordon Group

******

We require all radio and broadcast media to send us notarized time/affidavits and scripts in order to verify accuracy when posting against booked schedules. On some instances, we have received documentation that has been notarized, however, they had "grabbed the wrong script" to notarize, or made typographical errors, or some other reason for not providing the correct documentation initially.

Our policy is "we don't pay for what we didn't order," and according to the initial documentation sent to us, there are issues as stated above. Their suggestion is to "send the correct documentation" so that we are satisfied.

Doug Dienstmann, Advertising Director Tollefson's Retail Group, Inc.

...AND MORE RESPONSES

1...Resolution: At times, I had had the station "double book" the next quarter's flight in order to make up for the missing flight. Other times, the station was not bought or was bought around until an agreeable solution was met. Lasty, I would have held the LSM responsible for the solution since his signature was on the contract. I would ask for a new rep that would be more mindful of my schedules. Typically, I touch base with my clients once a week when a schedule is running to find out if the schedule is driving traffic into the retail location. I also touch base with the reps to find out if there are any problems going on.

2...Resolution: It does not matter if the mid-day ratings were as good as the afternoon drive, that was not part of the contract that we both agreed upon. I would not have accepted the spots either and would have asked for them to rerun plus give me equal value of make-goods.

3...Resolution: It would very much depend on the value of the sister station and if it benefited my client. I, too, would have deducted on the buy for poor rotation. It is not my responsibility to place the spots on the air, it is up to the traffic department (at the radio station). If the rep made the agreement as part of the contract then he/she should be held accountable. Why couldn't the rep have called or faxed make-goods or have let me be aware of the tight inventory situation and be proactive rather than reactive once the invoice came in?

4...Resolution: A contract is a contract. A rep should not have promised something that he could not deliver. I, too, would have deducted.

In all my answers, it all depends on the type of schedule that is being bought. If this is a fire sale that a client is having, then I am much tougher than if it is just brand awareness. I am much more lenient when it is just a brand schedule.

Virginia Lineberry, President Lineberry Marketing Intermediaries, Inc. Charlotte, NC

(Continued on Page 12)
And More Responses To “Industry Leaders Comment” (Continued from Page 11)

(A response from the radio side.)

1. Don’t send orders to the sales manager. Send it to the Rep. If you don’t have a Rep, make sure the Sales Manager assigns one before you place the order. Sales Managers have too much paper to mess with already. A rep gets paid on commission. The rep will get the order on the air.

2. If there is time left on the flight, the buyer should allow the station to run the missed PM drive spots. Some consideration should be given for the spots that ran out of daypart. A negotiated credit would be in order, anywhere from 10 - 75%.

3. Value added rotators are sold on a BTA basis only. The notation on the agency’s insertion re: proper rotation usually does not apply to VA "Bonus" spots. If they all ran within time period, a credit would not be in order. A credit taken would be pursued as a "collection issue" and would be handled as such, including suspension of credit for the agency on a company wide basis, all stations, all markets, should the bill not be paid within company credit policy, usually 75-89 days.

4. If value-added is to be considered "part of the contract," the agency insertion order should specify that. All stations send confirmation contracts. If the 10s don’t show on the station contract or on a separate contract, that should be a heads up to the buyer. If the buyer failed to include the value-added on the agency insertion order, all bets are off.

Mark Cortner, Shamrock
Tulsa, OK

********

Although my reps would hate me for suggesting this, most if not all of these problems could have been avoided if the buyer had insisted on getting the times when they are logged in. At the end of each day, I insist on having the next day’s times e-mailed or faxed to me. That way, I can not only keep the stations honest, I can also listen to as many spots as possible for competitive separation.

Ric Dittman, Media Director
Jangle Media, Nazareth, PA

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I normally send a copy of my buy orders to the rep as well. Errors might have been prevented since reps follow up to claim their commissions. Also, regardless of the ratings, the station dropped the ball. I would have accepted the spots as makegoods for half the program, but asked for a credit on the rest.

Ken Gatto
Alexander Richardson

********

As an A.E. working for a radio station, I would like to put my 2 cents in on your questions of 7/28/04 concerning rep follow through:

1. Ask for a contract confirmation as soon as the schedule is turned in at the station, realizing that sometimes they often cannot be provided until only days before the schedule is to start. I know it’s a little more to follow up on at the buyer’s end, but it will stop any totally missed schedules.

2. I agree, you should only pay for what you asked for. If you didn’t get it, don’t pay for it. Next time, the rep won’t make that mistake again.

3. I am sympathetic to sold out situations, although you can’t prove that was the case, you have to accept that answer anyway. I would ask for daypart specific in the following month as a make-up.

4. If billboards were agreed upon at the beginning of the contract, you should get them. If not, again I would say to ask for daypart specific in the following month as a make-up.

Jan Liveman
Star 102 FM

********

In all situations, I would only pay for what I ordered, not take makegoods on another station unless it fit my demo and had similar ratings. If a rep didn’t like my resolutions, it would be the last time I would work with them. Most of my reps know that I can go elsewhere for the airtime. You can’t be afraid to tell the reps what you want. You are the customer.

Nicole Rouen, Rouen Auto

(Continued On Page 13)
Negotiating Tip...

Sometimes bending on some of the smaller issues will give you more leeway on standing your own ground on the bigger issues. If you know you are going to have to bend, do so on the points that are not that important to you. Save the big points for station "bending." Buyers want to win the war, not just each battle.

And More Responses To "Industry Leaders Comment"
(Continued from Page 12)

First of all, I would make certain that if the Local Sales Manager ever wanted me to advertise on his/her station in the future, they would be making up for their mistake. The problem occurred during the confirmation and input period, between the Sales Manager signing and faxing the order back, and when the order should have been logged. In reality, someone in traffic should have noticed materials to run for a spot that was not in the log. This person should have mentioned the discrepancy. In the future (assuming there is another order), instead of having the Sales Manager signing the order, I would have him sign and fax (or mail, even better) a daily log Confirmation, showing when the station logged the order. This is a tedious and time-consuming process, but necessary if the station cannot keep track of their orders. If this is difficult for the station to produce, I would remind the Sales Manager again of his/her mistake in the past and see if he/she is willing to rectify the situation.

Regarding the station who ran the spots in mid-day instead of afternoon drive, since the spots ran anyway and contain (we assume) comparable ratings, I would pay for the spots, with the expressed understanding that I would receive makegoods for the next order (again assuming there is a next order for the client). If I were to pay for the spots, I would only pay for the lower rate. If the ordered afternoon spots were higher and the spots ran in the mid-day, I would not pay for the afternoon. If the afternoon rate was lower, I would not pay the mid-day rate, because that was not what I ordered. The reason I would demand makegoods (besides the fact that the spots that ran were not ordered for that time) is because of the effect of having an ad run at different times of the day. If my ad were for a spontaneous-purchased product that people buy specifically in the afternoon (i.e., fast food), I would not have the same effect if my ads ran at 1 p.m. when the audience is just getting back from lunch. I am not reaching the target that I had intended at the time I had specified and this ruins careful media planning and research.

As for the station who ran all the broad rotators after 10:30 p.m., I probably would not have responded the same way. I would not try to take the easy way out simply to keep everything balanced and simple for myself and the station. Ads on the sister station may not be comparable to what was actually ordered, makegood or not. There may be a reason that there is plenty of inventory available on that station, and there are too many unknowns to make an informed decision. I guess it would depend on that (ratings, format, and target reached) rather than solving the problem in a convenient fashion.

As far as value-added goes, I agree with the buyer that if the agreement was to include .10 opening billboards for every AM Drive spot and every PM Drive spot that airs during the flight, then it doesn't sound as if it should only happen "when possible." This seems to be a part of the negotiated rate in which case the station has the obligation to honor it. I would have requested a makegood for the missing no charge (assuming there is another order), since they were agreed to run, but I probably would not have deducted the value-added from the invoice. I would pay for what I ordered that ran, and expect makegoods for what I ordered that didn't run.

Ginny Snyder, Executive Assistant, Zuva Marketing Kansas City, MO

********

I'm glad I sell newspaper...it's challenging enough!

Donna Gold Vest, Dallas News

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Note from the publisher: "Amen."
An Epidemic of "Viral Marketing"

Getting Web users to pass ads and promotions on to friends is effective and cheap — perfect for today's dot-coms

Before the technology-laden Nasdaq stock index plummeted in March, startups couldn't spend fast enough on TV, radio, and print ads. But since dot-com share prices have fallen to earth over the past six months, ad-spending power also has fallen sharply. Many companies have cut back on traditional ad campaigns. Take Ebrick.com. Last November, the online-shopping portal advertised in Delta Sky magazine and a few other publications. But the ads were expensive and ineffective, says Ebrick co-founder and Chairman Scot Fishman.

In the current environment, "capital is less accessible," says Michele Slack, senior analyst for Jupiter Communications, an online-research firm. "Companies have to be more careful about how they spend their dollars." Survivors of the stock market carnage "are looking at their budgets and weeding out the bad ideas," Fishman says.

What to do? Ebrick.com turned to "viral marketing" to get the word out. For several months now, it has been offering special deals and discounts to its shoppers, encouraging them to forward the deals to their family and friends. The result: An increase in traffic much higher than that prompted by the magazine ads, Fishman says. While Ebrick.com doesn't have the breakdown on how many users came to the site due to the company's viral-marketing efforts, the site experienced its all-time high traffic when it was relaunched (with added viral-marketing capabilities) in July. That month, the site had 492,000 unique users, according to the company. It soon plans to start offering "viral sweepstakes," where contestants' chances of winning increase if they get their friends to sign up for the game as well.
method of promotion, in which online customers pass company information along to their friends, is experiencing something of a boomlet again. And in an era when dot-coms are scrambling for cash, many say it deserves a second look.

Viral marketing "started out as a business-to-consumer tool for mass marketing products" such as music, books, and software, says Kim Brooks, internet-marketing consultant at Bardo-Brooks Marketing, based in Kirkland, Wash. Then its use spread out into other fields. About 80% of the 35 companies polled in the 1999 Jupiter Executive Survey reported using viral marketing as their prime tool for reaching out to consumers. This strategy is reported to be the most effective way of drawing Web users to sites: More than 90% of consumers said they told at least one other person about a Web site when the original recommendation came from a friend, according to Jupiter.

AllAdvantage.com, founded by four Stanford University alumni in March, 1999, pays its customers 53 cents an hour for a maximum of 15 hours a month for installing a special view bar on their computer desktop screen that can be used to search the Web. Whenever customers use the Web-browsing bar, AllAdvantage builds up its online consumer behavior database. And users who get their pals to sign up for the program get paid small bonuses for their bar use, too. That can be multiplied out to four tiers of friends. AllAdvantage didn't have the money for a traditional campaign, says company CEO and co-founder James Jorgensen. But so far, the viral strategy is paying off. The company now boasts 600 employees and more than 2 million active users.

MASH NOTES. Many businesses - including those that can afford traditional media - say their services are attractive enough that they don't need to offer customers a paycheck to pass along the benefits to friends and family. Personalized news site Lifeminders.com spent $60 million in online advertising, such as banners, this year, says CEO Steve Chapin. But now, 25% of the site's member acquisitions come through friends forwarding the site's content, he says.

Likewise, computer-related advice portal Computer.com gets much of its user boost from its newsletter, which members are asked to forward to friends and family, says President and co-founder Michael Ford. The company spent $2.7 million on three Super Bowl ads last year but will likely not be in the game this year due to its limited marketing budget. "It's expensive, and we did it already," Ford reasons. "We like viral marketing because it works."

The challenge with viral marketing is to make the product creative or attractive enough for users to want to bother spreading it around. Games and jokes come in handy. PassThis.com - a site with 6.7 million unique visitors in July, according to Media Metrix Inc. - relies on games and electronic greeting cards to lure users. Visitors can send a cute red heart to their love objects after handing over their sweetie's e-mail address - as well as other marketing information.

INOCULATED. Reach Online Inc., which designed a viral-marketing campaign for Sony Music in Taiwan, came up with sweeps as encouraging users to spread the word about a client. Everyone taking part in the sweeps gets a small prize, such as a coupon or discount, and gets a bigger chance of winning by signing friends up for the sweeps, too, explains Lou Tseng, the company's president and founder. "It has become much easier for marketers to get his fast"
viral marketing and the other players don't, you're going to get to the critical mass faster than they do."

But while viral marketing can give a business that badly needed extra push, it's hardly the end-all of Net promotion. "Everyone involved in Internet marketing has thought about it, not everybody has decided to use it," Deighton says. For starters, viral marketing works with only a limited number of products. For the method to succeed, companies should benefit if their network gets expanded. Services that depend on a huge network of users, such as e-mail services, benefit the most.

And even if a product is perfectly suited, the method can backfire. "Like any other tool, it works really well for a while," says Mohanbir Sawhney, a marketing expert at Northwestern University's Kellogg School of Management. Then, "people become inoculated" and marketers have to move on. "All of this stuff starts to look like spam [unrequested, junk e-mail]," he says. AllAdvantage, for example, hired an antispam specialist and has a team that deals with suspected cases of user spam and fraud, says Jorgensen. The company kicked out more than 1,000 users for sending marketing messages about the company not just to family and friends but also to entire lists of e-mail addresses posted on community Web sites. "We go after them, and we cancel their accounts," Jorgensen says.

MICROBIAL SPREAD. Still, viral marketing works if these challenges can be overcome, say many experts and execs. They cite Hotmail, the most successful viral-marketing campaign ever. The free e-mail service spent a mere $50,000 on traditional marketing and still became the world's leading e-mail provider almost overnight, with 75 million users.

In fact, Hotmail's founding fathers came up with the term. "It struck us that it was like a virus," says Steve Jurvetson, now a partner in California-based venture capitalist Draper Fisher Jurvetson. His wife is a doctor, and Jurvetson consulted her medical textbooks. He learned that a sneeze released 2 million particles. Companies have had the bug ever since. With cash tight and a dot-com shakeout in the offing, many are e-sneezing up a storm.

By Olga Kharif in Washington

Edited by Beth Belton

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Appendix E
Evaluation Survey

Please answer the following questions:

1. How would you rate this presentation based on professionalism, 1 being low and 5 being high?  1  2  3  4  5
2. How would you rate the presenter, 1 being low and 5 being high?  1  2  3  4  5
3. Was the material presented relevant to your line of work, 1 being low and 5 being high?  1  2  3  4  5
4. What was the least helpful piece of material presented?
   I liked the outline, however possibly too much for the listener. A one-two page outline for the listener should suffice. I want to hear your thoughts.
5. What was the most helpful piece of material presented?
   Confirmation of a “complete” presentation from your “look” to the idea to sell - it all influences the “buy”.
6. What are your overall thoughts about this presentation?
   I really feel that regardless of the years of experience in sales, reviewing the “basics” is a necessity. We all become so ingrained in our daily routine, we need refreshed on occasion.
Evaluation Survey

Please answer the following questions:

1. How would you rate this presentation based on professionalism, 1 being low and 5 being high? 1 2 3 4 5

2. How would you rate the presenter, 1 being low and 5 being high? 1 2 3 4 5

3. Was the material presented relevant to your line of work, 1 being low and 5 being high? 1 2 3 4 5

4. What was the least helpful piece of material presented?
   I got something out of all aspects of the presentation. Some of the "print" info was good to include.

5. What was the most helpful piece of material presented?
   The inside look at life in the agency. A world that radio reps can't fully understand.

6. What are your overall thoughts about this presentation?
   Jess has a very positive view of the world and that comes through in her presentations. I think she would have been just as at ease with any group. Perhaps she did go long because she knew us all so well.
Please answer the following questions:

1. How would you rate this presentation based on professionalism, 1 being low and 5 being high?  
   1  2  3  4  5

2. How would you rate the presenter, 1 being low and 5 being high?  
   1  2  3  4  5

3. Was the material presented relevant to your line of work, 1 being low and 5 being high?  
   1  2  3  4  5

4. What was the least helpful piece of material presented?  
   Nothing - Jessica referred back many times to this being information we've already heard but everytime I'm exposed to it I'm challenged to be.

5. What was the most helpful piece of material presented?  
   The perspective of the whole package. You don't have to have the best numbers - you need to have a great idea.

6. What are you overall thoughts about this presentation?  
   Great! This young lady has grown so much these last 2 years. It was great to have someone else reinforce the practices we preach everyday.
Evaluation Survey

Please answer the following questions:

1. How would you rate this presentation based on professionalism, 1 being low and 5 being high? 1 2 3 4 (5)

2. How would you rate the presenter, 1 being low and 5 being high? 1 2 3 4 (5)

3. Was the material presented relevant to your line of work, 1 being low and 5 being high? 1 2 3 4 (5)

4. What was the least helpful piece of material presented? NONE

5. What was the most helpful piece of material presented? Everything - Very good info for us here in the small pond!

6. What are your overall thoughts about this presentation? Very well prepared, comfortable in present, that people skills, eye contact - perfect...

THANK YOU
Evaluation Survey

Please answer the following questions:

1. How would you rate this presentation based on professionalism, 1 being low and 5 being high? 1 2 3 4 5

2. How would you rate the presenter, 1 being low and 5 being high? 1 2 3 4 5

3. Was the material presented relevant to your line of work, 1 being low and 5 being high? 1 2 3 4 5

4. What was the least helpful piece of material presented? None

5. What was the most helpful piece of material presented? The "presentation" segment

6. What are your overall thoughts about this presentation? Well prepared, excellent presentation, "she knew her stuff," shared very at ease, information can use on od exam.
Evaluation Survey

Please answer the following questions:

1. How would you rate this presentation based on professionalism, 1 being low and 5 being high? 1 2 3 4 5

2. How would you rate the presenter, 1 being low and 5 being high? 1 2 3 4 5

3. Was the material presented relevant to your line of work, 1 being low and 5 being high? 1 2 3 4 5

4. What was the least helpful piece of material presented?

   None

5. What was the most helpful piece of material presented?

   Viral Marketing

6. What are you overall thoughts about this presentation?

   Very good & professionally done.

   You're going to go a long way if you continue to work hard & be prepared like you are now.

   Keep up the good work!