

available, said Jennings; there are many ways to sell your station's audience.

- Stop treating new business development within the station as the worst kind of position for a sales executive. Jennings said that perception exists, especially in the major markets.

- Know the business of your prospective clients. Be so well prepared, said Jennings, that you can walk into a showroom and know by assessing square footage (using the furniture showroom example) of floor-space the size of the advertising budget available to that prospect.

- Know the radio business. "Radio is a lead generator," said Jennings, "and lead generation is where it's at for the 1990's."

- Prepare to take a risk. Don't short sell radio, said Jennings; go for all the money. To get all the money, however, the sales executive must become the creative director—know the audience, work with the copy and refuse the order if it doesn't add up to a successful run. If you don't get a frequency of 3 to 5, don't take the order, he said.

- Stop being salespeople and become enterprising sales partners.

- "Be prepared and know your client's business."

- Remember the "curve of gratitude." Ask for the renewal while the campaign is working, before the client gets the bill, before competing sales executives make him doubt the value of the money he has already spent on your station.

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Other sales workshops shared the theme of "New Business Development." In the workshop entitled "Targeting Local & Regional Dollars," panelists shared techniques that have worked for them at their respective stations to bring in new business.

Pam Young of WVAZ(FM) Chicago moderated the panel that featured Michelle Billy of KRTH-FM Los Angeles, Jeffrey Jean-Pierre, CRMC, of WKLH(FM) Milwaukee and Jeff Holden of KQPT(FM) Sacramento, Calif. Among the key elements stressed by the panelists as essential to successful revenue building: going directly to the product source (the manufacturer); analyzing your station's strengths and finding compatible areas to begin; targeting sales zone and regional managers; reading their respective



Targeting local money: (l-r) Pam Young, Michelle Billy, Jeffrey Jean Pierre and Jeffrey Holden trade magazines and being informed about their businesses; selling movement of product, not ads or spots on your station; coming in with ideas, not packages; being prepared to listen; becoming the marketing expert for the station, and even offering to accompany sales staff of a manufacturer to the retailer. Said Billy: If the idea is good, the manufacturer will find the funds."—LC

Hispanic radio session is convention first

The 10th Managing Sales Conference featured a Hispanic workshop for the first time in its history. "Selling the Hispanic Format" was moderated by George Hyde, executive vice president, Radio Advertising Bureau. The session featured presentations from Gene Bryan, president, Katz Hispanic Radio; Dee Levy, CBS Hispanic Marketing, and Mario Limon, WTAQ(AM) La Grange, Ill.

Bryan opened the discussion with a series of guidelines for station operators to maximize benefits from their rep. Bryan said that stations must learn to work closely with their rep firm. To that end, Katz Hispanic has put together a checklist of procedures a station can follow to make its rep the best-informed sales representative possible. But

the local station, cautioned Bryan, must make an effort to keep more and better sales materials than the rep at the local level—the station must function as a local source for the rep.

Discussion in the room centered on the problems of explaining the different variations of formats to non-Hispanic buyers. Limon encouraged broadcasters to know their audience well and learn ways of explaining the ethnic and cultural differences of the various groups covered by the Hispanic umbrella. Adding to the problem was the differences in styles between immigrant Hispanics and first-generation U.S.-born Hispanics.

Levy feels that the problem is that the Hispanic market is underexposed. She urged broadcasters present at the session to come up with different approaches to generating dollars, such as using their national spots as segues to local business.

Another format-oriented sales workshop was "Selling the Urban Format," workshop moderated by Skip Finley, president, WKYS(FM) Washington. Joining him were Amos Brown, from WTLC(FM) Indianapolis, and Tim Feagan, of WVAZ(FM) Chicago.

The message from these broadcasters was loud and clear: Use every resource to know your community better than anybody else. The way not only to survive, but thrive, is to use all the qualitative and quantitative data available about your station's audience to sell not the station, but the size of the audience. In the same vein, all panelists encouraged the attendees to push participation among their listeners in the 1990 U.S. Census.

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Awards for excellence in creative commercial production were handed out on Friday, Jan. 19, by John Dille, co-chairman, Radio Futures Committee, to six radio stations, with four stations receiving honorable mentions. Top honors went to WBMD(AM) Baltimore; WPTF(AM) Raleigh, N.C.; KXL(AM) Portland, Ore.; WKLQ(FM) Holland, Mich. (Grand Rapids); WQRA(FM) Warrenton, Va., and KBSB(FM) Bemidji, Minn. Honorable mentions were awarded to WJIB(FM) Boston; WKLQ(FM) Grand Rapids; WPKZ(FM) Elkton, Va. (Harrisonburg), and WHIZ(AM) Zanesville, Ohio.

—LC



Selling the Hispanic format: (l-r) Mario Limon, George Hyde, Gene Bryan and Dee Levy