

99 Habits of Highly Effective Sales People

1. The boss is always right.
2. Compliment your boss on every call.
3. Make decisions on your anniversary.
4. There is no such thing as an unsellable account.
5. Be a life-long learner.
6. Listen driving. Read sitting.
7. Become PRIMARY SALES REP
8. Always take total responsibility.
9. Learn to love NO.
10. Never take rejection personally.
11. Confusion destroys selling.
12. Enthusiasm is basic ingredient in sales.
13. Develop a TRUST relationship.
14. Be PRO ADVERTISING.
15. All advertising is good advertising.
16. A media mix is :30's and :60's
17. Respect is determined by dollars.
18. You hurt clients by UNDERselling.
19. The more clients KNOW the more they buy.
20. Avoid growth killers.
21. Be NEUTRAL about clients.
22. View your list as your own free franchise.
23. Become a self sales manager.
24. Leave clients with belief you'll be back.
25. Above average income requires above average activity.
26. Love your job or find a new one.
27. Make your station an Idea Factory.
28. The best time management tool in radio is the really big order.
29. Sales is dealing with previous negative experience.
30. Turn income goals into ASKS.
31. Develop 5 Highly Motivated Clients.
32. The Self Management Form.
33. The Call Checklists.
34. Use Instant Backgrounds from RAB.
35. Attention-getting, benefit-oriented, business-based opening statements.
36. Use business flow to schedule ads.
37. Anticipate questions.
38. Use 2 sample ads each day.
39. Financially size all proposals.
40. Three ASKS per call.
41. Three NO's per ASK.

42. Have clients record part of ads.
43. Use a copy checklist.
44. Advertise high, medium and low profit items with every schedule.
45. Give clients more than a bill.
46. Always have something new to say.
47. Clients want IDEAS and APPOINTMENTS.
48. Explain collection policy at time of sale.
49. Cash with orders.
50. Identify expectations on every call.
51. Borrow client trade magazines.
52. Know your numbers.
53. Client approval on copy and production.
54. Renew all orders at 50%.
55. Renew last year's short schedules.
56. Always confirm results.
57. Dinky Deal Disclaimer.
58. Rejectors remorse.
59. Point of purchase signs.
60. Client interviews and written presentations.
61. Practice presentations on tape.
62. Only keep what you see weekly.
63. Mail missed accounts weekly.
64. Change copy often.
65. Have clients visit station.
66. Project a business image.
67. I am an employee of WRLU cards.
68. Be first to call on your clients.
69. Work the hours your clients do.
70. Join a service club.
71. Sell all components of billing.
72. Invest 5% of your income in you.
73. Present annuals to every account.
74. Present specifics, never generalities.
75. Never promise results or create unrealistic expectations of success.
76. Talk PROFIT and COMPETITION on every call.
77. Lead with questions, not statements.
78. Establish your personal "waiting time."
79. Develop a cancellation system.
80. Drill and practice cancellations.
81. Check billing on every order.
82. Add 5l week tags to one week orders.
83. The broadcast equivalent of a circular is a big schedule.
84. Give clients a regular right to say NO.
85. Diminish call reluctance.

- The five second pledge, planning and preparation, practice
- 86. Service systems and checklists.
- 87. Endorsement letters.
- 88. On-air testimonials.
- 89. Create a negative free zone.
- 90. Make friends in the media.
- 91. Make better friends in traffic and billing.
- 92. Develop files on client problems.
- 93. Record your presentations.
- 94. Know the news.
- 95. Know clients #1 problem.
- 96. Sell deep.
- 97. Four major selling events per year.
- 98. Sell the value of being important.
- 99. Know you can make a dramatic difference.