

Introduction to Broadcast E-Lessons™

With Paul Weyland



"We now accept the fact that learning is a lifelong process of keeping abreast of change. And the most pressing task is to teach people how to learn." --Peter Drucker



"In order to succeed, your desire for success should be greater than your fear of failure." --Bill Cosby



"Practice is the best of all instructors."--Publilius Syrus



"Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success."—Dale Carnegie



"Effort only fully releases its reward after a person refuses to quit."—Napoleon Hill



"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude."--Thomas Jefferson



Welcome to E-Lessons™, Version 3. This year we'll focus on getting more LONG-TERM local direct business on your station.

In fact, this version of E-Lessons™ begins with a FREE BONUS lesson on the importance of long-term local direct contracts. It goes into great detail on the advantages of long-term contracts for both the client and the salesperson. We begin with this bonus E-Lesson because all subsequent revised E-Lessons™ focus on the need to get more local direct business.



Additionally, this new revised and amended E-Lessons™ Version Three series contains more information than ever before on essential broadcast sales subjects, ranging from prospecting, getting appointments, proposal writing, negotiation and more. All revised Version 3 E-Lessons™ focus toward getting more long-term business. We'll go into more detail on mastering creative and handling call reluctance as well as handling objections and closing more local direct business. This revised version contains many new examples. Worksheets for salespeople are re-written. Manager's guides are more comprehensive.



This new version of E-Lessons™ also includes Paul Weyland video clips on all 26 subjects. With a special code you receive from your state broadcast association, you'll be able to download these video clips (about seven to twenty minutes per clip) and use them in sales meetings. If you have any questions about how to get to the video clips, contact your state broadcast association or email us at paul@paulweyland.com . We're using the latest version of Windows Media Player™ so for best viewing results we recommend [updating your Windows Media Player](#) on every computer.

The 26 topics in E-Lessons™ are chosen because of their immediate relevance to day-to-day broadcast sales. In order to see short and long-term results, managers must make clear to salespeople that this system **will not go away**. Repetition of relevant information reinforces essential sales skills in both new hires and staff veterans.

E-Lessons™ will help you sell more local direct no matter what market size you're working in. The E-Lessons™ program was created to provide your station with relevant, effective and low-cost sales training. This learning and accountability tool is distributed by your state broadcast association and is designed to help broadcast stations sell and retain more local direct business. E-Lessons™ will help increase local direct business regardless of format or program and regardless of whether your station is number one or number twenty.

The E-Lessons™ process is designed to help you run more effective sales training meetings and they are very simple to use. Each month your state broadcast association will send you two of the 26 E-Lessons™ by E-mail. Each lesson contains a Facilitator's Guide, a General Agenda, a Worksheet and a video clip. Every other week, you would use an E-Lesson to train your sellers on a specific broadcast sales topic. Each E-Lessons™ sales training session is intended to last between twenty and forty minutes.

We believe that effective sales training systems should be ongoing and repetitive. This new E-Lessons™ series contains many changes from previous editions, but the general topics remain the same. Print out all of the E-Lessons™ and archive them for future reference. Encourage your salespeople to do the same with both their General Agendas and copies of their worksheets.

By using the E-Lessons™ method properly, you will see less rate resistance, less added value, and you might double or triple the amount of money a local direct client thinks he should be spending on your station. E-Lessons™ are designed to make salespeople more

accountable for long-term local direct business. By enforcing E-Lessons™ accountability standards, you can manage your salespeople more effectively and more efficiently. Your salespeople will make more calls on local direct business. E-Lessons™ will teach you and your sellers better ways to get appointments and how to do better, more logical presentations.

All of these E-Lessons™ benefits are geared toward helping your salespeople make more money and improve your bottom line by helping to reduce salesperson turnover. Salesperson turnover can be very expensive. Think of the money you have invested in one salesperson in salary guarantee, orientation and employee benefits alone. Add to that the damage to your reputation when local direct accounts are seeing their third representative from your station in a year and a half, and you can see how expensive sales employee turnover can be. When sellers are making money, they are less likely to quit or get fired.

E-Lessons™ provides you with management and accountability assistance in the event you must terminate a salesperson. The Salespersons Worksheets at the end of each E-Lesson should remain filed in your office. Should you encounter a situation in which you must terminate a salesperson, the E-Lessons™ accountability exercises will help provide you with evidence you will need to make the termination procedure go as smoothly as possible.

The Facilitator's Guide helps you to get a firm grasp on the topic you will be covering and contains suggestions on how to effectively run the training session. Before you schedule your E-Lessons™ sales training session, first you would read the Facilitator's Guide. This guide is intended for the sales manager only and should not be distributed to salespeople.

The second portion of each E-Lesson, the General Agenda, contains information on the specific sales training topic. The General Agenda is intended for distribution to salespeople. E-Lessons™ General Agendas offer clear, concise and logical ways to prospect, create proposals, present, close and retain long-term local direct clients.

The third portion, the Salesperson's Worksheet, is designed to be completed by salespeople and turned in to you by the end of each E-Lessons™ meeting. You should evaluate each worksheet to make sure that each salesperson is "on the same page" and fully understands the content of each lesson. In one-on-one meetings you would ask each seller about progress or problems they are having closing long-term local direct business. You then keep the worksheet in the salesperson's permanent file.

This revised edition of E-Lessons™ contains changes from last year's edition. We have tried to make each lesson more comprehensive and, at the same time, even easier to use and to understand.

A client used to tell me, "The bottom line IS the bottom line." He's right. Here at Paul Weyland Training Seminars, **our** bottom line is to help you increase **your** bottom line. This revised E-Lessons™ series is the best one yet. We think you'll love the video addition. But we can't help you if you don't embrace and use the system. Remember, if you don't know where you're going any road will get you there. E-Lessons™ provides you with a paved, proven and well maintained road. So, use it. Best wishes and good selling.

Sincerely,

Paul Weyland
President

*Paul Weyland is president of Paul Weyland Training Seminars.
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