

HANDY TIP:

If you're not already doing this with new local direct clients, try it.

One of the reasons you want a long-term contract with a local direct client is to keep your competitors away. But here's another way to keep the vultures away from your new client. After you close the sale tell your client, "Oh by the way, the one negative thing about the campaign is that as soon as it starts running, you'll probably get NUISANCE calls from media salespeople everywhere. One part of my service to you is if you'd like, you could refer all of those calls to me. If I discover anything of value I'll bring it to your attention." What's amazing about this is the number of clients who say, "You'd do that for me?" "Absolutely," I respond. Then you get a call from Scott at the station down the street. In a strained voice he says, "Mrs. Smith says if I want on the buy I have to talk to YOU." You say, "That's right, Scott. And with that tone of voice...it doesn't look like you'll be getting anything from us THIS month. But if you send me some information on your station, I'LL GET RIGHT BACK WITH YOU."