

CUSTOMER NEEDS ANALYSIS

Part of being a “top level” advertising consultant is to know the right questions to ask. This CNA is probably **THE MOST IMPORTANT** part of providing exceptional ideas and solutions. Knowing your prospects business is way more important than knowing your products, we have experts for that!

- 1) Most of these questions can be answered **BEFORE** you meet with your prospective client. **DO NOT EVER** go meet with a prospect or new client and ask them questions that you can find on their website and do some research on their “industry”.
- 2) **ALWAYS** take copious notes when you meet or talk with your prospective client. **NEVER** show up without a notepad and not take notes, it’s disrespectful and shows you don’t care. Even take a note pad to coffee, lunch and especially every meeting or phone call.
- 3) Have 3-5 questions **PREPARED** and written down for your meeting. Most of these questions will have to do with profitability and specific products / services the client wants to move.
- 4) **TOP 5 MEETING TIPS:** Always start the meeting with a PPP (Purpose, Process, Payoff), Always take notes and have questions prepared, Always set a folder or envelope on their desk with papers inside and **DO NOT OPEN IT**, Always have the next meeting set before you leave, Always be the one to end the meeting “Mr. Client I have my next appointment, gotta go”.
- 5) **BONUS:** You are **NOT** selling a product. You are finding a “pain point”, something they need in their business, or a challenge you can help them with.



6) CMS STRATEGY QUESTIONS

- 1) Need to know their immediate, 90 day and annual company revenue or new customer acquisition goals. ACV: Annual Customer Value (what is it on each product or service). What is the biggest challenge for them as a business in the next 12 months? Drill down when they answer, and ask a couple detailed “WHY” questions. Keep asking “WHY”, and use the “What If” strategy.**
- 2) Need to know the value of each current and new customer (ACV), each month and annual value. Also, what is the value of taking a customer from their competitor(s), are they any more valuable. Who are their Top 3-5 competitors (write down names and websites). If we could take 30% of their competitors customers, who would that be from?**
- 3) If inside this envelope was an advertising campaign that would strategically take business from their main competition, would that be something of interest? Either way, do not open. You are going to make some adjustments based on this meeting, and come back tomorrow with a better solution based on what you just learned!**
- 4) Explain why you and 4 Local Media are “different”. We have access to all of the top digital media companies in the country. We do not have to push one solution or product that our company needs us to sell. 4 Local Media and our partners believe in doing research on their industry “BEFORE” we provide solutions. You (I) will spend a great deal of time researching other companies in their industry and provide ideas and solutions from other cities and parts of the country.**
- 5) Make sure and end the appointment BEFORE the time you both agreed!!!**
- 6) Smile, pull out your smart phone and tell a quick story about how you used your mobile device to make a purchase on have screen shots of advertisers on your phone and hand it to the client. (use images off the CMS Mobile section). GET THEIR CELL NUMBER and ask permission to send a message.**
- 7) Do not small talk. Get in. Get out. Get paid!**



7) Additional Questions and Suggestions

- 1) Send them a short thank you text “1 HOUR” after your meeting
- 2) Send a thank you email, with a digital PDF attachment 3-5 hours after your meeting, expressing your excitement about the follow up meeting.
- 3) One reason you are meeting is to see if their business is a company you would even want to work with (Critical Question)
- 4) You are very busy; this is an “EXCLUSIVE” opportunity to work with YOU. You will only be working and strategizing for one company in that vertical in that market.
- 5) Frame the situation to work in your favor. Don’t know what framing means? Go to CMS, education, click on the STRONG series.
- 6) You are confident. You do not need all the answers. When asked something you do not know, say “that’s a great question”, let me get the answer to it. Clients love someone who is honest, upfront and willing to provide answers

8) POKER Sales Strategies

P-osition is everything, so make sure your prospect knows you have a strategic team that will work on some creative solutions.

O-ffer your services to your prospect, meaning make sure they know you WILL work for them and find targeted solutions for their business!

K-eeep detailed notes from “every” phone call with clients.

E-arn your prospects “trust” by under promising and over-delivering.

R-ecord a “PERSONAL VOICE MESSAGE” on your cell phone.

