

## WHOSE PROCESS IS THIS ANYWAY?

By Rick Murphy - Owner



We have a software division that has developed one of the best Customer Relationship Manager and Presentation programs ever invented for advertising sales. Now before anyone starts thinking this is a commercial for our systems, follow me a second.

As I said, this is a great system, but I just have trouble using it! Why? Because it seems that the buttons to do what I need to do are not where I need them to be. Oh, I watch our trainers zip through the system and do everything that needs to be done, but

when I get on there, I can never seem to find the right button to push or the right screen to be on. Sure the programmers can tell me where everything is and how to do what I need to do, but is that the way it should be? I tell them I want it to be intuitive. The writers claim that it is. But not to me.

That brings me to my point. How many of us have systems within our systems that we think are just "totally bitchin", only to later find out that for some people, they just do not work? The place I get my car washed has a GREAT system where you pull up, punch in what you want and then swipe a credit card. I LOVE this system, but it is being removed. I asked the owner why. He told me that too many people complained and they want it back the old way, with a greeter writing out a slip of paper and taking the car from there. In this case, an intuitive system for me is not what most of this businesses' customers wanted. I like the self checkout at the grocery store. But those lines always remain short as many people simply do not want to handle the machine on their own.

Whatever systems we have in place, from time to time we have to ask our customers "Are our systems working for you?" Then we have to ask ourselves, for whose convenience are our systems working? If it is not for the majority of our customers, we had better think them through again.

## HULU....WHO KNEW?

By Chris Rolando - CEO



The more business changes.... the more it changes. No, I am not channeling Yogi Berra here. What I am saying is that the times they are a changing (I AM channeling Bob Dylan).

This past month someone told me about an internet service called Hulu.com. It's a site that has TV shows you missed, movies sports and clips, all with 15 second commercial breaks. So why is this so fascinating to the people

using it?

Many people have Tivo® or some kind of DVR attached to their television sets. Some diehards still have a VCR hooked in. The reason? So we can "Time Shift" our viewing. That is a fancy way to say we can watch what we want, when we want to watch it. But face it folks, we are lazy. How many of us remember when the clock on every VCR was flashing 12:00, because after the last power failure we just didn't feel like setting it any more? Now with the DVR, we set lists and record all kinds of shows that we HOPE to go

(Continued on page 2)

## TODAY'S FEATURED BENEFIT

by Dianna Thornton - Sales Manager



When I first got into radio, what surprised me most was how many people I bumped into spoke "ad-speak". It seemed everyone out there knew the lingo, and it turns out so did I! I was with a customer the other day who wanted to put a line in their ad that they had plenty of free parking.

Okay I am the new person here, but even I know that the only places that I have to pay to park around here are at the boat ramps.

We all fall into ad-speak when we talk about features as if they are benefits. In one edition of the Dog's Bark, Mike Anthony mentioned the guy who goes to the hardware store to buy a drill bit. Does he want a drill bit? NO. He wants a hole.... or does he? Well maybe he needs to get a screw in the wall to hold up a shelf. Okay, does he really want a shelf put up or did someone at home ask him to get that shelf up so she has a place for a picture of her mother? Now, does he want to put up the picture of his mother-in-law, or was he sitting watching NASCAR when he was asked to please put the picture of his mother in law on the shelf, found out the shelf would not hold, went out and got a drill to put in a screw and found he did not have the right size drill bit? So, in this case, when they guy walks in to buy a drill bit, he is buying a drill bit so he can watch NASCAR in peace and quiet.

Okay that is an extreme example, but we all need to look deeper. Telling me a car gets 40 miles to the gallon is nice. Now tell me that based upon me driving 15,000 miles per year and gas being \$4 per gallon, and my current vehicle getting 16 miles per gallon, that I will save \$187.33 per month in gas by upgrading. You have now attached a feature (40 MPG) to a benefit (\$187.33 in my pocket).

# Mad Dog Wireless



## WHAT DO YOU DO WITH A PROSPECT?

By Michael Anthony - Sales Manager



I am working with a Real Estate Developer, one who “gets it” in terms of ADVERTISING, in a time when many developers are pulling a Chicken Little. But when I asked about his follow up plan on prospects I was a bit taken aback. It seems that while they at least have a system, it is marginal at best. Their system involves a post card at a timed interval, and then a letter at a timed interval, everything but a personal touch.

To set the stage, this is a high end development where starting costs for land and home are in the \$600,000 and up (way up) range. This development sometimes sees as many as 400 people in a weekend. But what has happened is this development’s people have bought into the idea that times are hard and a closing ratio of ½ of 1% is acceptable.

This development spent about \$200,000 in marketing last year. That includes some \$125,000 in advertising. In the past 12 months, some 4,600 people have visited the development. That means that just in advertising, this development has spent \$26 to get a prospect to walk on the lot. From the 4,600 people, just 18 made a purchase meaning the cost of MARKETING per sale was over \$11,000.

Now, knowing that a prospect was worth \$11,000, wouldn’t a good plan of follow-up be on the top of our minds? You see, while there are many “Lookie Loos” in Real Estate, that number is not 99.6%. So where do we start? Maybe by asking better questions as we show what we are selling. Maybe by training our people to not look like they are adding pressure (the last thing someone planning to build a million dollar home needs is more pressure). Maybe by having our people show what the benefits are of this development in a way that moves up their time clock. Maybe by having a bit more of a professional relationship that allows for follow up.

This developer is considering changing their ADVERTISING because of a closing ratio that is not where they want it to be. Sometimes we need to consider our MARKETING and see if THAT is the problem. Then we need to look at our people and see if we have given them the tools they need to be successful. In the case of this business, I think they would be surprised to find what a follow-up call from the man whose name is on the sign could do for their closing ratio.

## HULU...WHO KNEW?

*(Continued from page 1)*

back and watch later. But with High Speed Internet now the rule rather than the exception, we can watch shows we want both when and where we want to! The big networks have their shows on their web sites mere minutes after they have aired on affiliate stations. But it’s not over yet....

The latest ChangeWave Survey (August 1-8 2007, United States and Canada), people said what we all suspected. People are ready for change. People from my generation could not wait to get on “Cable” to get more channels and a better picture. Today many people are looking at satellite TV. In the survey, over 40% of respondents said that they will switch to satellite TV in the next six months with

Direct TV having the advantage over Dish Network. But what about FIOS? Verizon and ATT’s newest, fastest fiber optic service in limited markets. Fiber Optic Service holds the potential for even better quality of service for home users. In limited customer satisfaction surveys, Verizon FIOS scored an impressive 96% customer satisfaction rating.

FIOS is coming and with it even more impressive entertainment prospects. Internet speeds are coming that will make today’s best speeds look like the dial up modems of years gone by. With these, we will see a change in how we get our entertainment. You will be able to watch TV on your schedule... or read the morning edition of the paper from London.

You’ll attend a lecture in real time from your living room, or listen to a radio broadcast from Iasi Romania (I suggest Radio HIT, 94.9FM, a station Rick and I helped launch in 1995). Or... maybe you’ll just be like me.... with the top of the line DVR on my TV, a great internet connection, and happy to just sit on the couch clicking the Up/Down button on the remote looking for something to watch.

