

OBJECTION: Your rates are too high.

ANSWER: I understand, and at the same time the demand on our inventory is so great, and the underwriters who are on our station are getting such good results, there's just nowhere I can go with the rates at this point⁺.

+ There's just nowhere I can go with the rates at this point (pause) without a longer term commitment.

OBJECTION: I don't believe in radio.

ANSWER: I understand, and at the same time, the mind works by ear. Try memorizing a song without singing it out loud. We learn to talk before we learn to read. Underwriting gets your message across loudly and clearly.

OBJECTION: We've become successful using newspaper advertising.

ANSWER: I understand, and at the same time, newspaper readership is actually declining among adults age 18 and over. Newspaper is expensive, not because of its reach, but because of its outmoded delivery system. It's expensive to deliver it to each individual reader. Underwriting on my public radio station is a cost-effective method of getting your message to a highly desirable audience.

OBJECTION: Word of mouth works just fine for me.

ANSWER: I understand, and at the same time, 'word of mouth' is something you can't control. You can't control the frequency, you can't control the timing, you can't control even the message. There's good and bad 'word of mouth' and the problem is that bad has higher frequency. You usually hear the bad airplane stories, not the good ones. Underwriting is 'word of mouth' you can control. You control the frequency, the timing and the message. If you like 'word of mouth', you're going to love underwriting.

OBJECTION: I can be on television for less than radio.

ANSWER: I understand, and at the same time people don't watch TV anymore, they monitor it. They use the remote control to constantly change the channel to see what's on. Technology now even lets us record a program for playback later and can automatically erase or zap through all of the commercials. There used to be a time when there were only three channels. Now we're monitoring up to several hundred channels. People don't watch TV anymore, they monitor it.

OBJECTION: We use the yellow pages.

ANSWER: Yes, and at the same time, according to research by the Yellow Pages themselves, Americans look in the yellow pages about 3 billion times a year. Trouble is that's only about 14 times per person a year. With all of the pages in a phone book, and all of the different yellow page phone books, what are the odds a consumer will choose you from among all the competition on the page? On my station, you'll be showcased as only one of four sponsors we feature per hour. Now that makes you and your message really stand out.

OBJECTION: I want to think this over

ANSWER: I understand. Are you saying that to politely get rid of me? Is there something in my presentation I haven't explained thoroughly about my listeners or of how underwriting is beneficial to you?

OR

I understand. I've delayed decisions, too. And at the same time, there are thousands of my listeners who are thinking about buying the products and services that you provide. We have to make sales calls on them, letting them know where they can buy those products and services. If you don't make a decision, they may not make a decision to buy from you. Underwriting is right for you. Let's do it.

OBJECTION: I'm doing my advertising with another media.

ANSWER: That's a good plan. And at the same time, our country was built on competition. Any country, any business and any sales person that has no competition, well, sooner or later, they start to decline. I want to compete for your business. I'd like you to tell your other sales person that I'm competing. That way both of us will bring you the best possible proposals, rates and ideas. May I compete for your business now?