

**GROSS PROFIT MARGIN BY INDUSTRY**

<i>Industry</i>	<i>Gross Profit</i>
APPLIANCES	32.50%
AUTO REPAIR, SERVICES	40.40%
AUTOMOTIVE DEALERS	20.00%
AUTOMOTIVE PARTS	37.53%
AUTOMOTIVE SOUND EQUIP	38.70%
AUTOMOTIVE TIRES	37.39%
BAR/NIGHTCLUB	67.32%
BEAUTY SHOP	55.10%
BEER DISTRIBUTOR	25.00%
BLINDS/WINDOW	43.09%
BOAT DEALER	26.10%
BODY SHOP	39.48%
BOTTLED WATER DEL.	43.62%
BRAKE REPAIR	42.64%
BRIDAL SHOP	40.54%
BURGLAR ALARM	38.72%
CARPET	36.29%
CHILD DAY CARE	41.60%
CHURCH	66.43%
COMPUTER MAINT./REPAIR	48.00%
COMPUTER/SOFTWARE STORE	34.52%
CONSTRUCTION PLUMBING, HEATING, A/C	29.90%
CONVENIENCE STORE	30.00%
DENTAL	49.30%
DOCTOR	51.96%
ELECTRICAL	42.34%
FAST FOOD REST.	59.50%
FENCING	26.98%
FITNESS FACILITY	62.54%
FUNERAL HOME	58.00%
FURNITURE STORE	44.00%
GOLF COURSE	76.80%
GROCERY STORE	20.00%
HOME BUILDER	23.20%
HOME FURNISHINGS	38.40%
HOME REMODELING	23.48%
HOSPITAL	43.70%
HOTEL/LODGING	33.63%
INSURANCE AGENTS	30.00%
INTERNET SERVICE PROVIDER	70.00%
JEWELRY STORE	50.00%
LANGUAGE SCHOOL	52.22%
LAW OFFICE	57.50%
LAWN GARDEN SERVICE	40.30%
LIGHTING, LAMPS	43.06%
LIQUOR STORE	25.30%

**GROSS PROFIT MARGIN BY INDUSTRY**

LOCKSMITH	44.09%
LUBE SERVICE	53.71%
MATTRESS	40.55%
MOBILE HOME DEALER	24.70%
MOBILE PHONE	38.54%
MORTGAGE BANK	50.00%
MOTORCYCLE DEALER	23.09%
MOVING	36.42%
MUSIC/DVD STORE	40.13%
MUSICAL INSTRUMENT	41.00%
NURSING CARE FACILITIES	34.60%
OFFICE MACHINES RENTAL	59.44%
PAINTING	31.30%
PAWN SHOP	51.97%
PEST CONTROL	64.41%
PHARMACY	23.60%
PHOTO/CAMERA	37.50%
REAL ESTATE LEASING	45.76%
REAL ESTATE/BROKER	46.36%
RENTAL STORE	59.23%
RESTAURANT (INDEPENDENT FAMILY)	58.58%
ROOFING, SIDING	30.48%
SATELLITE/CABLE	45.42%
SHOES	40.11%
SPA/HOTTUB	38.53%
STORAGE	53.84%
SWIMMING POOL CONST.	35.37%
TAX/ACCOUNTING	60.11%
TIRE	37.39%
TUXEDO RENTAL	53.71%
VETERINARY SERVICE	60.40%
VOCATIONAL SCHOOL	61.15%
WATER PURIFICATION	38.57%

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Seminars

# Using Headlines to Get Appointments

## By Paul Weyland

If it seems a lot more difficult to get prospects to return your calls these days, it's because it IS a lot harder. Phone, texts email messages...the rate of return calls or positive messaging from prospects is dropping. and it's not just us in the broadcast industry, it's any seller in any industry just trying to get appointments with decision makers.

Of course, one huge reason is spam. These days, I don't even answer my phone unless I know the caller. Do you? Probably not. I figure that if it's important enough they'll leave a message for me. And then I warily scan my messages...all of them, phone messages, text messages and email.

So that's why this article is about using better headlines in your messages to get people to return your calls, texts and emails. In the limited eye or ear time you've got in your voice mail, text or email, you've got to provoke an immediate response. If not, you won't get an opportunity to set an appointment. So, here are some of my favorite ways to get prospects to return my calls or messages.

1. "Hello, my name is Paul with WSSQ and I have a way that you haven't considered yet that when people think about (plumbers, banks, car dealers, whatever) they will only think about your business." Please call and I'll tell you what I know (then leave name and number)
2. Hello, my name is Sam with KKNN and I have found a hole in your competitor's marketing and advertising strategy that B-52s could fly through. I'd like to share what I've found and show you how to take advantage immediately (again, leave name and number clearly).
3. Hello, my name is Doris with KQQQ TV and I believe I have an idea easily worth a million dollars to you and your business over a five-year period. Please give me a call back and I'll tell you what I know (remember...One Million dollars over five years breaks down to about 700 extra dollars per day).
4. Hello, my name is Sandy with WWWW and I can show you very quickly how to calculate return on investment on any advertising you buy, whether you buy it from me or not. (See my article in Radio Ink about how to calculate ROI on advertising). See attached article on calculating ROI for clients
5. Hello, my name is Bevis with KURP and I have discovered something about the way you market and advertising that is so huge and profitable that after I tell you, you'll never be able to go back to your old strategies again. <https://radioink.com/2014/08/20/to-sell-the-truth/>
6. Hello, I'm Troy from Radio Marketing Partners and I have a great idea that I'm certain would help you and your staff get through this difficult period by making your register ring, even in the middle of a pandemic.

The secret to these headlines? They're all about the client! Not about us. No more awkward "deer in the headlights" headlines like, "Hi, My name is Paul with WELP and I just wanted to see if I could meet you and learn more about your business and show you our package and tell you more about our format/program and see if you'd be a good fit." Those "headlines" would be about YOU.

# I Know Something You Don't Know

## By Paul Weyland

Remember when you were a little kid, and somebody said to you, "I know something you don't know." In my case, a statement like that would get my full, undivided attention. Why? Did they know something that would get me in trouble? Did they know something that would help me in some way? What did they know that I didn't know? I wanted to know and I wanted to know it *now*, dammit!

I still do. I still want to know what I don't know. I'm crazy for information that would make my life and that of my family better, more luxurious, safer. I like learning things that give me more of a competitive edge in life. And so do most other people, including local direct decision makers. We're curious by nature, especially if we're looking for information that would benefit us somehow.

Lately I've had lots of success opening conversations with potential clients by using a version of that simple statement. I tell them, "I know something you don't know about how to engage potential customers much faster than you have ever done in the past and once you know what I know I don't think you'll ever be able to go back to the way you've advertised before." And guess what most of them do? They lean forward and closer, eager to hear what I have to say.

By the way, this reminds me of a technique a local sales manager at a radio station has been using unconsciously for years, completely unaware that he was even doing it until I pointed it out. When he was ready to tell me something interesting, he would almost always look to each side first and then lower his voice to almost a whisper, indirectly forcing the individual he was speaking with to have to lean forward in order to hear what he was saying. Brilliant. Totally engaging.

When I open with my "I know something you don't know" method, I'm intimating that what I am getting ready to say may have precious value to the person I'm speaking with. Once I have my client's complete and undivided attention, I'll go on to explain the glaring problem I see with almost all of the advertising that I'm exposed to every single day and what the client could do to avoid making that critical mistake in his/her future campaigns.

My secret is so big and so starkly obvious that once I point it out the client will sometimes slap their hand to their forehead and say, "Why hasn't anybody ever told me this before?"

I'm going to tell you the secret that I have discovered. And once I tell you what it is, I'll bet you'll never be able to think about marketing and advertising the same way again. And that's a promise. But before I tell you, first I want you to imagine what potential decision makers must think about us as an industry to begin with.

How do we approach local direct decision makers now? For the most part in this industry, I'd have to say pretty poorly. We use the same old cliché openers that they've heard hundreds of times before, from other media salespeople. I'm sorry, but, "Hi, my name is \_\_\_\_\_ with K\_\_\_ and I just wanted to see if I could arrange a time to talk about your advertising," just doesn't cut it anymore. Or, "I just

wanted to see if I could sit down with you and learn more about your business,” nor, “I wanted to meet with you to see if we would be a good fit for your business,” or, “Well, I’m your new rep at W\_\_ \_ and I just wanted to come over and introduce myself.” No!

We need better headlines to get appointments. And in order to stand out from all of the other media salespeople the client is being exposed to, we’ve got to be focused on better ways to drive business to them. The client doesn’t care about you. They don’t care about your station. They don’t care about your ratings. They don’t care about your program or format. They don’t care that you don’t know anything about their business. What do they care about? They need ideas on specifically how you can help them stay in business. Again, once you convince a prospect beyond a shadow of a doubt that your plan for their success is better than their plan, they’ll hand you the keys and let you drive. Then and only then.

Look at what retailers are up against now. Amazon Prime. Amazon Prime is worse than Wal-Mart. In fact, Amazon Prime is worse than anything else that has ever happened to brick and mortar businesses. And if we can’t help them now in their biggest time of need, then why should they still need us at all?

I’ll tell you why they need us. Because we know something they don’t know.

And here it is. Here is what you should know that you can convey to clients. Every day, local direct businesses work with customers in person and show many of those customers why it’s in their best interest to do business with them. Yes, just like we should be doing, they tell potential customers things that convince that potential buyer that their (the local clients) plan is better than the potential customer’s plan. Once that customer fully understands that, they’ll buy.

What your potential advertiser uses to convince their customers to buy from them are called “talking points.” These are things that the business knows will help their prospects make a buying decision. Some multigenerational businesses like car dealerships for example, still use talking points might even be decades old, but they still work so they still use them. Many of those talking points convince potential buyers that the company they’re spending their hard-earned money with is there for them after the sale for service. In other words, if you buy from that company, they have your back. Or perhaps they use talking points like this. “Not only is the car you’re driving out of warranty and costing you a small fortune in repair bills, it’s also unsafe compared to what people are driving today. For example, all of our new models come equipped with side impact airbags and rear-view cameras as standard equipment.” Or, “You might find a vehicle a little less expensive a few hours from here, but if it breaks, you might have to get it back there to get it serviced. We’re right here in town and if you’re in trouble, we’ve got your back.”

Here’s another talking point from a car dealer in Knoxville, Tennessee called Airport Honda. I asked the dealer why they called it Airport Honda and he said, “Because we’re right across the highway from the airport.” Okay. Does that mean anything for customers? “Well, yes. If you’re our customer and you need to go to the airport, you can come here and park on our lot for free and we’ll shuttle you to the gate free.” I said, “Man, that’s great. Are you advertising that?” and he said, “No, we never thought to use that in our ads. Do you think people would like that?”

Here's another example. A bicycle retailer has a real problem. Millennial consumers are coming into brick and mortar stores and "showrooming" them. That means that a person posing as a buyer comes in, asks the clerk lots of questions, photographs the item they're looking at buying and then goes home and buys that product for less online.

I talk to the store owner and ask questions, trying to learn the talking points they use in the store to help stop these people from buying the same product elsewhere. The decision maker finally says, "When they buy the bicycle from us we include a free service inspection good for one year and worth \$140. That's something you can't get when you buy the same bike online." Wow, that's great. I ask the owner if he's ever advertised that. "No," he says, "never thought to use that in the radio commercials."

Why? Because no one in our industry ever really asked him to. Good lord, these clients know a lot of things that consumers don't know. They've got lots of great talking points that they use every single day to get people to say yes, but those talking points seldom if ever make it into the ad.

What do we put in the ad instead? Meaningless cliché crap, like "Family owned and operated." "Three convenient locations to serve you!" "It's our Sizzlin' Red-Hot Summer Sales Event!" "You've got to see it to believe it." "You'll LOVE our loyal and eager salespeople!" and on and on. It's incredibly bad. Or if they use any talking points at all, they'll cram so many of them into one commercial you never hear them. Most of the time the commercials aren't about the consumer at all, only the client. And nobody except the client perhaps, cares. Why aren't we addressing consumers on the air with the same proven talking points that clients use every day in the store? On the lot? Over the phone? In person?

Because we're nuts, that's why. When most clients realize this flaw in our commercial messages, they usually get it. They understand, and they change their pitch after YOU show them why they should. They'll never look at advertising the same way again. Our commercials will be so much better and they'll love you for pointing out this little secret.

So, the solution is one bonafide talking point per commercial. Zero clichés. Then you rotate commercials. Perhaps the "bread and butter" commercial runs 50%. The other two, on two different subjects run 25 percent each.

It pays to know something that your client doesn't know. And remember, your client knows A LOT of things that consumers don't know, things that if they did know, would probably lead to many more sales for the client. It's in your best interest to tell clients things that you know that would help make them more money. When you have happy clients, you can sing, "I know something you don't know," all the way to the bank.

Paul Weyland helps broadcasters sell more long-term local direct business. Contact Paul to help your station by calling 512 236 1222 or by emailing [paul@paulweyland.com](mailto:paul@paulweyland.com) .