



New Business Development

TEAM

TOGETHER EVERYONE ACHIEVES MORE!

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February 5, 2001



*It's all about numbers and the principles of the universe.
The more seeds you plant and nurture, the more fruit will
be borne. Everything has it's own natural life span.*

MZR

1. IDENTIFYING PROSPECTS

- By category, by competition
- Spot Radio Advertisers
- Network Television Advertisers
- Hoovers, Adweek, Mediaweek, Brandweek, Ad Age, RAB
- Reading variety of business and trade publications, USA Today, NY Times, etc

2. RESEARCH THE PROSPECT

- Discover some unique facts about the prospect
- Incorporate one or two facts into body of introduction letter or email

3. CONTACT MANAGEMENT SOFTWARE

- Act! 2000
- Create groups and input both client and agency contacts of prospect
 - develop triangle of decision makers (client, buyer, planner)
- Red Book on disk
- Set to do list for initial contact
 - include assistants with email addresses

4. CREATE INTRODUCTORY LETTERS, EMAIL

- Uniformity with personalization
- Consistency of the message
- Tell prospect to anticipate follow-up phone call
 - goal is to set up initial meeting

5. INITIAL MEETING – PLANTING THE SEED

- “You don’t get a second chance to make a first impression”
- Go into meeting prepared and with a specific idea, but plan on listening, listening and more listening.
- Next Steps – ask what next steps are
 - agency ?

6. NURTURE THE SEEDS – ALLOW SEEDS TO DEVELOP ROOTS

- Follow-up immediately with letter or email
- Keep initial contact in loop (cc on all correspondence) when moving through the pipeline
- Look for reasons to correspond (i.e. articles on company)
- Set up timely follow-up through ACT!

7. PICK THE FRUIT!



1. THE VISION – “To create the most successful and visible new business development team in the industry”

- Meet as many potential clients as possible with compelling, impactful and quality face to face presentations.
- Customize the best, most effective new business presentations
 - i. by specific categories
 - ii. flexible and adaptable for all salespeople
 - iii. library of sales collateral materials
 - all will be filed systematically and easily accessed i.e. on Westwood One computer network
- A Great support system for Westwood One Sales Team
 - The Sales Resource Center of Westwood One

8. HIRING OF NEW BUSINESS SALESPEOPLE / OFF AND RUNNING

- Four Salespeople plus myself on board within first month
 - i. two seasoned professionals
 - ii. one semi seasoned
 - iii. one rookie to primarily help with research and focus to help build library and grow into sales position
- Existing Westwood One new business employees
 - maybe opportunity to promote from within
- Compensation to include base, commissions, and team bonus based on meeting and exceeding sales objectives
- Qualities of New Business Development Sales People
 - i. Likeable, Enthusiastic and Positive
 - ii. TEAM Player (together everyone achieves more)
 - iii. Entrepreneurial (proactive and assertive)
 - iv. Organized, Accountable, Reliable and Adaptable
 - v. Computer literate
 - vi. Be open to learning and growing
 - vii. Have strong desire to be on a “winning team” (The Best!)

9. RESPONSIBILITIES OF NEW BUSINESS DEVELOPMENT SALESPEOPLE

- Category Experts
 - i. Each salesperson will become the expert and point person for specific target categories within all of Westwood One Sales
- Priority Categories
 - i. Pharmaceuticals
 - ii. Financial Services/Mutual Funds
 - iii. Foreign Automobile
 - iv. Computers and Software
 - v. Automotive After Market
 - vi. Telecommunications



Priority Categories cont.

vii. New Business mergers, dot com's, creation of new entity etc.

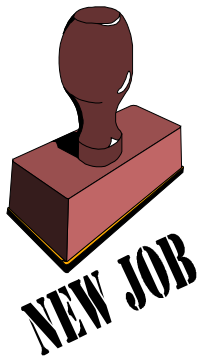
- Augment and complement existing Westwood One sales personnel

10. MANAGEMENT BY OBJECTIVES

- Breakdown annual sales revenue objectives into tangible weekly goals
 - i. "x" amount of new business contacts per week
 - ii. "x" of presentations made
 - iii. "x" amount of follow-ups per week
 - iv. status reports
- Weekly Sales Meetings
 - One time per week, same day, same time.
 - i. Sharing of any problems / experiences
 - ii. Status of pending business

11. MZR's ULTIMATE GOAL

From day one, to immediately make an impact towards the successful development of new business and the new business development team for Westwood One.



30 Day Honeymoon Game Plan

- **Interview and Hire Sales Staff!**
- **Create Target List!**
- **Study, Study, Study!**
 - Network programming and rates
 - Network's top accounts
 - Network's top 5 categories
- By demos
- Competitive programming and rates
- **Geography Lesson**
- Network infrastructure



- Marketplace
- **Learn through observation and questions!**
- **Get to know the people**
 - In sales department
 - Other Westwood One personnel
 - Schedule 1 on 1 meetings when possible
- **Learn inventory system**
 - Spend a day with traffic
- **Learn internal system**
 - Business department
 - Operations department
 - Programming department
- **Make calls with local salespeople and meet clients in New York marketplace!**
 - Becoming a visible Westwood One manager and learning our product
- ***Be Enthusiastic and Positive!***



BELIEF: *“What the mind of man can conceive and believe, the mind of man can achieve.”* Napoleon Hill

COURAGE: *“Courage is doing what you’re afraid to do. There can be no courage unless you’re scared.”* Eddie Rickenbacker

DESIRE: *“The starting point of all achievement is desire. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat.”* Napoleon Hill

EXCELLENCE: *“Always do your best. What you plant now, you will harvest later.”* Og Mandino

FAILURE: *“Failure is success if we learn from it.”* Malcom S. Forbes

GOALS: *“If you don’t know where you are going, how can you expect to get there?”* Basil S. Walsh

HONESTY: *“There is no right way to do something wrong.”* Unknown

IMAGINATION: *“You see things; and you say, “Why?” But I dream things that never were; and I say, “Why not?”* George Bernard Shaw

LOVE: *“Life in abundance comes only through great love.”* Elbert Hubbard

OPPORTUNITY: *“In the middle of difficulty lies opportunity.”* Albert Einstein

PERSISTENCE: *“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”* Calvin Coolidge

RESPONSIBILITY: *“Success on any major scale requires you to accept responsibility...in the final analysis, the one quality that all successful people have...is the ability to take on responsibility.”* Michael Korda