**Service Selling Step Management Guide**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **STEP** | **Finding Decision Makers** | **Educating** | **Researching****Insights and****Solutions** | **Proposing** | **Negotiating &****Closing** |
| **OBJECTIVE** | To find the strategy, planning, and buying decision-makers at all agency and client levels. | To establish your credibility and expertise, to teach your product’s benefits and advantages, and to move the agency to active consideration. | To find insights or a Big Idea that will help solve marketing and advertising problems. | To present a tailored proposal that includes price, terms, and conditions. | To get prospects to take action or give a firm commitment to purchase. |
| **KEY****QUESTIONS** | “Who makes the media strategy, planning, and buying decisions for agency and client?”“What criteria do you use to purchase media?” | “Do you agree with the value of what I’ve presented? Who else needs to see this solution?” | (Conduct research so you understand account’s industry, business, and competitors. See Discovery Questions at mediaselling.us) | “ Does this meet your criteria on the RFP or in the brief? “ | “When would you like to start?”“If you have no other questions, shall we go ahead?” |
| **KEY****GIVES** | New information | Give success stories in account’s category and show how to buy your medium. |  | (Negotiate on prices, terms, and conditions if appropriate. See Chapter 13.) | Giveimplementationdetails. |
| **KEY****GETS** | Decision criteria for making media investments | Get inclusion in a RFP or a creative brief. |  | Get agreement to move forward. | Contract signed, IO sent, firm commitment to purchase |
| **NEXT****STEPS** | Get on RFPs and RFIs \* | Appointment to present solution | (Prepare customized presentation.) | Schedule closing appointment. | Send thank-you note. |

\* An RFI is a request for information; it is similar to an RFP or a request for proposal.