

The World's "Best" Traffic Builder

by Roy H. Williams

My favorite traffic builder involves three actors in police uniforms. When done properly, the first "policeman" will stand in the street in front of your business and divert all the traffic into your parking lot, where the second cop will wave the cars into parking

spaces. The third cop will stand at the front door and blow his whistle to direct people into your store. When the place is fully packed, the "policemen" then yank off their uniforms and scurry inside to begin selling to customers.


There's a chance that this traffic

builder is slightly more stupid than yours, but only because mine is illegal. The traffic would be no less qualified than the traffic brought in by most other "traffic building" schemes.

"Yes, I'm here because of the inflatable pink gorilla on your roof and the free hot dogs you talked about on the Radio. Gosb, now that I see you are a car dealer, I suddenly have the urge to buy a new car. By the way, where are the free hot dogs?"

To run an ad under the pretense that it's a good traffic builder is from the same school of thought that says there is value in getting your name out. If you are running for public office it may be all you need to get elected, but if you want your ad to be remembered when the prospect has need of your product, you've got to have something attached to your name.

If a traffic builder also helps to reinforce your market position or communicates your unique selling proposition, it's much more than a mere traffic builder. It's a good ad that just happens to generate immediate traffic. Unfortunately, such traffic is never predictable. An ad that creates good traffic one week may generate none the next.

These are your two options: One, write meaningful ads that will be remembered when the prospect has need of your product, or two, write ads to bring in immediate traffic. If you choose option two, I know someone who can help you. His name is Oscar Mayer. He works with a pink gorilla. 

Roy H. Williams is president of Roy H. Williams Marketing Austin, TX. He may be reached at 512-282-6355 or by E-mail at roy@rhw.com



- | | IRWIN POLLACK | PROGRAM CONSULTANT | | IRWIN POLLACK | PROGRAM CONSULTANT |
|--|-------------------------------------|--------------------------|---|-------------------------------------|--------------------------|
| 1. Weekly Sales Tracking/ Accountability | <input checked="" type="checkbox"/> | <input type="checkbox"/> | 5. On-The-Street Sales Calls with Salespeople | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 2. Sales Meetings | <input checked="" type="checkbox"/> | <input type="checkbox"/> | 6. Advertiser Seminar | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 3. Sales Management Coaching | <input checked="" type="checkbox"/> | <input type="checkbox"/> | 7. 7-Day/24-Hour Availability | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 4. "The IDEABank" (Access to 1,000 proposals and packages) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | 8. Guaranteed Results | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

**LAST YEAR STATIONS
SPENT MILLIONS OF DOLLARS
PERFECTING THEIR SOUND.**

**NOT NEARLY ENOUGH WAS
INVESTED ON HOW TO SELL IT.**

The on-air sound. There's not much a station won't do to improve it. Even if it takes (and costs) someone else's arm and leg to do it.

But what are you doing about giving the sales and management team the tools they need to get you the billing increases you deserve?

Introducing Irwin Pollack's In-Station Sales Training. Now, you can give your sales team the affordable, ongoing training



IRWIN
Irwin Pollack is radio's only hands-on, action-oriented, on-the-street sales and management trainer.

they need to improve their billing.

The list above shows just how much focus we think your station needs for its sales and sales management team.

Certainly, our current roster of stations and broadcast groups are already very familiar with our 8-point formula.

As you perfect your on-air sound, develop a sound format for sales success—*guaranteed results from Irwin Pollack.*



Radio Plaza • 410 Amherst Street • Suite 360 • Nashua, NH 03063 • Email: irwin@irwinpollack.com • Phone: (603) 598-9300

HOT TIP

Change is Good

To help employees deal with change in these consolidated times, ask them to identify at least one benefit they'll get as a result of the proposed change. This will at least give the employee a stake in the future.

Source: Communication Briefings