

Bounceology

The Science and Art of Bouncing in Business and Life



First On-line Resource for Radio Sellers:

www.RadioAE.com

Study

After working for 15 years in the radio business, primarily selling and managing sales departments, Diane founded www.RadioAE.com in 1997, the first on-line subscription interactive website for SELLERS in the radio industry. Remember this was the early years of internet applications for business and the beginning of things that we now take for granted (sharing of best practices, magazine and information sites, on-line commerce, etc.). Even AOL was new! Using the internet for a "magazine-type portal" was groundbreaking! The internet had enormous potential compared to the cost of printing a magazine or the travel costs related to on-site training events. RadioAE's development team set out to build a web site that would help radio sales people sell more commercials.

Recommend

www.RadioAE.com (which does not exist today) had one mission – to help radio sales people and managers do a better job. New FCC rules had changed and radio companies could consolidate. Managers were required to oversee sellers in multiple stations within a market. Even the industry associations and publication leaders like the Radio Advertising Bureau, the National Association of Broadcasters and Radio Ink did not yet have a deep online presence. The typical manager's time for individual training and coaching diminished, yet the Account Executives were hungry for information and ideas. RadioAE.com was created to fill the training and information void and to provide sellers in this industry with ideas, useful tools and information they could download and activate to help their customers, thus selling more commercials and non-traditional programs.

Activate

In 1997, after about 6 months of development, Diane launched this new subscription site. The response was overwhelming and exciting. AEs and their managers were buying subscriptions. The site was up and running; filled with useful content, being used by subscribers and being written about in the radio industry press. It was a good business and a model for "sharing of best practices".

The RadioAE portal provided a perfect venue for materials to come out of the filing cabinet (remember those?) and be put online where sellers could find them, download them and use them to drive revenue. RadioAE was structured to provide materials for each step of the sales process: prospecting, asking good questions, research, proposals, handling pending proposals, creative production, events, customer service and balancing work and home.

Results

In late 1998 RadioAE.com was acquired by Clear Channel Worldwide and the portal became the new corporate intranet, sharing best practices throughout the company for sales, business operations, programming, creative work, human resources and all other areas of the company.

Bounce this way...

(Useful Ideas)

The unique outcome here illustrates that an innovative idea can lead to a product which can later become useful and valuable for a larger company. Here are a few tips that might help duplicate this situation if your product has this same potential.

- 1 Start by developing your product for the SOLE benefit of the user
- 2 Put yourself in the user's shoes and think about what they need from your product - and then give it to them
- 3 Over-deliver value to the user of your product
- 4 Watch for an advocate who is willing to recommend your product to the leaders in your industry
- 5 Once you have a recommendation, have conversations with the industry leaders to explain how they too could use your product inside their company
- 6 Think and be prepared for how your product can be expanded with innovation to increase the value and usefulness once inside the company

Bounce SHOW and TELL...

(Examples of this work)

Announcement materials for RadioAE

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Press Release

New website debuts for radio sales people: www.radioAE.com

It's off and running and the response has been GREAT! AE's love having a "place to recharge!"

Atlanta, March 10, 1998

RadioAE.com debuted to the radio community last month with a BANG. www.radioAE.com is designed as a resource for the Radio Account Executive. RadioAE.com is a cutting-edge subscription website that offers tools, tips and tricks of the trade to veteran and rookie AE's alike. The site offers a wealth of information on numerous topics, from prospecting to building better business. The site also offers a unique plethora of professional and promotional items invaluable for use in the selling process. Additionally, RadioAE.com offers interactive areas (chat, leads, and job listings), allowing AE's to converse with other AE's from around the world.

"The initial response to the site has been wonderful. AE's and managers are visiting from all over the country," says Diane Varney, president of the company and managing editor for the site. "Although using Internet resources is a relatively new concept for radio sales departments, hundreds have dropped in! AE's are telling us they are glad to see a tool designed specifically for them. We hope to continue the visitors to become subscribers over the next couple of months. It's a new paradigm for most, we're going to help them make the switch and give them great value!"

"Radio sales people now have a resource where they can find ideas and help to do their jobs better and more efficiently. The site is affordable career insurance. We will bring AE's all sorts of resources and they will have fun using the site!"

Visit www.radioAE.com and WAVE UP AND SMELL THE MONEY!

FOR IMMEDIATE RELEASE

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Website Walk-through

New website debuts for radio salespeople: www.radioAE.com

Atlanta, January 28, 1998

Website Walk-through... see what it is all about!

When a sales representative visits www.radioAE.com they will discover a wide array of great ideas, tools and tips. Subscribers who spend only a few minutes a week in the site will build their knowledge, increase their productivity, sharpen their skills and learn valuable marketing techniques!

RadioAE's who visit www.radioAE.com will find:

- Article section on "Running a profitable business"
- Article section on "Prospecting"
- Article section on "Pitching ideas"
- Article section on "Leadsheets" (including a balanced list)
- AE Levels: leads and prospects
- AE Chat: share ideas, challenges etc. with other AE's
- Suppliers: buy client gifts, books for business, office supplies
- Inflation: buy customized proposals, research reports
- Bookstore: buy books great for growth

All these sections address issues about resources too. The articles offer ideas, solutions, and tips. They are brief and informative. The newsletter offers a place for AE's to share ideas. The sales offering that a subscription might need to be more effective. And if they want to find a new job, the classified section will eventually be full of job listings.

RadioAE.com is the first and currently the only product specifically designed to aid radio salespeople.

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What are people saying about us...

www.radioAE.com website helping sales staffs navigate radio sales!

Comments from emails of subscribers and visitors:

Phoenix, Arizona
"This is a great concept! Keep up the good work!"

Cleveland, Ohio
"Sounds like you hit on a good one!!" We just received your broadcast calendar and thought we'd take a look! Thanks for the calendar & Good Luck!"

Princeton, New Jersey
"... always looking for new ideas to motivate sellers and this site can do that for me!"

Washington, DC
"Your Website is truly a great resource!"

Charlotte, North Carolina
"I took a look around your site today. Excellent! I'm going to pass along the address to my AE's as soon as possible!"

Dallas, Texas
"I read about your site in Inside Radio when I first signed on... then I saw it referred to again in a RAB article so I wanted to make sure I took a look while I was thinking about it! It's a very interesting concept... I hope you do well with it!"

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