**Service Selling Step Management Guide**

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| **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.) | Give  implementation  details. |
| **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.