



marketing & motivational consultants

ENS Media Inc. helps marketers and media to increase their sales at a profit.

## ENS MEDIA PRE-QUALIFYING SCORE SHEET

Virtually everyone who wants to increase their sales in your market is a prospective radio advertiser. This pre-qualifying score sheet helps you identify the extremely high-potential prospects, prospects worth investing more time on pre-call research and post-SWOT Analysis follow up.

Rate each qualifying criteria on a scale of 1-5:

**1 = Absolutely Not True**

**2 = Not Sure**

**3 = Somewhat True**

**4 = True**

**5 = Positively True**

Characteristic	Score (1-5)				
<b>Aggressive Marketer.</b> This prospect historically has been an aggressive marketer in other media or through aggressive marketing techniques such as telephone soliciting or direct mail.	1	2	3	4	5
<b>New Needs.</b> This prospect has a strong new need created by new competitors, new product lines, changing market conditions etc. (If nothing is changing there is little motive to change the marketing plan to include your station)	1	2	3	4	5
<b>Target Audience.</b> The prospect obviously targets our exact demographic, or I have compelling evidence they should begin to target our audience.	1	2	3	4	5
<b>Purse Strings.</b> I've clearly identified and the real decision-maker; the person most concerned with the business' profits.	1	2	3	4	5
<b>Insiders.</b> I have, or have reason to believe I can, get support/input from some of the prospect's suppliers, staff, customers or key advisors.	1	2	3	4	5
<b>Valid Business Reason.</b> I can definitely make sure the prospect benefits from seeing me. I have a powerful, unique and compelling reason to meet with the decision maker beyond generic information she may have seen previously.	1	2	3	4	5



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<b>Seeding.</b> I know the prospect has been, or will be, made aware of me or my station through, seed letters, networking, seminars, listening to us or through other marketing efforts.	1	2	3	4	5
<b>Marketing Change.</b> The prospect has been advertising on media like yellow pages, newspapers that are in decline, or through telephone soliciting and other practices limited by new legislation.	1	2	3	4	5
<b>Referrals.</b> I have been or can be referred to the prospect by someone they know and respect, or I have a testimonial from someone they respect.	1	2	3	4	5
<b>New Customers.</b> I can prove unequivocally that we can reach and influence prospects this prospect does not reach with his/her current media.	1	2	3	4	5
<b>Category Knowledge.</b> I have done enough research, or know enough about the prospect's category through personal experience, to discuss their specific needs in their language and craft CNA questions specific to their business or category.	1	2	3	4	5
<b>Category Leadership.</b> I can through developing a unique selling proposition and/or through the share of voice = share of mind = share of market formula, demonstrate how this prospect can capture top share of mind with our audience.	1	2	3	4	5
<b>Specific Knowledge.</b> I have done or will do a walk through, done business with this prospect, or talked to their staff and customers to give me specific insights into their problems and opportunities.	1	2	3	4	5
<b>The Big Idea.</b> I have a proven big idea or case study that I can demonstrate will increase the prospect's sales. (caution; you must be able to confirm your big idea is the <i>right</i> big idea for that prospect through research and questioning before you expose it)	1	2	3	4	5
<b>Volume.</b> The prospect has enough volume, locations, or profit per sale to be able to afford a high frequency campaign on my station.	1	2	3	4	5
<b>Vendor Support.</b> I've determined one or more of the prospect's suppliers offers co-op for radio, or would support a campaign.	1	2	3	4	5
<b>Ambition.</b> I've seen evidence the prospect does want to grow and is not content with the status quo.	1	2	3	4	5
<b>Timing.</b> We are about to enter the prospect's peak selling period, or we are pursuing this prospect ahead of their annual or quarterly planning cycle.	1	2	3	4	5



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Characteristic	Score (1-5)				
<b>Resolution.</b> The prospect used us in the past and had a bad experience. I have a way to resolve that problem and turn an unhappy customer into a happy customer. (studies reveal if you can turn an unhappy customer into a happy customer, they will be 20 times more loyal than a customer who's never been unhappy)	1	2	3	4	5
<b>New Offerings.</b> We have a new format, new digital products or other new offerings previously unavailable to this prospect.	1	2	3	4	5
<b>TOTAL</b>	_____				

## RATINGS, ESTIMATES, AND APPROPRIATE ACTION PLANS

75+	Get in there! Put in the extra effort, do your homework, and make the call. You'll eventually sell 1 in 10!
50-74	A fair prospect. Plan for creative and innovative ways to move their score up.
25-49	Don't write them off, but limit the amount of time you invest and know when to cut your losses and move on.
Less than 25	Fish in another pond .