

# VAB Voice | Thursday, February 4, 2021



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## Free LBS Webinar 2/9: "Relief and Hope For Local Auto Dealers"



This webinar is presented to you **FREE** by your State Broadcasters Association

# 2nd

TUESDAY

Presented by: John Tkac  
LBS Automotive Expert

**Tuesday, February 9th**  
**12:00-1:00 PM**  
**Presented by John Tkac**

## RELIEF AND HOPE FOR LOCAL AUTO DEALERS

TUESDAY, FEBRUARY 9TH, 2021 - NOON ET



Your local auto dealers have enjoyed record sales during the past several years. As we all know, 2020 caused business at many showrooms to slow to a crawl, if not stop altogether. As their local broadcast expert, dealers can benefit greatly from your expertise and know-how if you've done your homework. Learn how you can be a confident marketing hero for your automotive accounts and prospects.

[REGISTER HERE](#)

## Apply for VAB's VSAC Scholarship by 2/11



In an effort to try to help employees of Vermont radio and television stations, the VAB offers a scholarship through VSAC. If you work for a Vermont station and you have a direct family member planning to attend or already attending college, apply for the VAB scholarship through [VSAC](#),

- Up to \$1,250 awarded annually to one recipient chosen by VSAC.
- To be eligible, you must be a direct family member of an employee of a Vermont radio or television station.
- Student can be attending any accredited institution of higher learning.
- Student must be enrolled full time in any degree program.

Applications for the 2021-2022 year are due February 11, 2021. [Download the VSAC Scholarship Booklet here](#) and look at Page 32.

## Even More Benefits To Your Local Broadcast Sales (LBS) Subscription Courtesy of VAB



LBS is providing VAB members with the following new content all included in the LBS subscription we make available as a benefit of your VAB membership!

**Weyland Wednesdays:** February 24th, March 24th and April 28th, Paul Weyland will entertain and inform stations how to increase local direct revenue with a special series of live webinars.

**Ask LBS:** Get your sales questions answered by LBS experts providing robust and professional virtual answer support. Plus, have access to over 500 previously asked questions and answers!

**LBS Research** provides credible, immediate, and successful conversation starters with advertisers. VAB members have 60-day FREE access to a consumer shopping survey that is an excellent door-opener. Over 500 products and services are in this survey, presented in a simple format for showing advertisers!

**Enhanced search features that quickly get sellers the information they want:** LBS has newly enhanced technology to make their archives more accessible and easier to navigate. These intuitive functions improve the sorting and filtering of over 1,300 training videos and over 3,000 advertiser-related articles to get you the information you want and need quickly.

## Don't Get "Socked In The Shorts!"

by Mark Levy, CRME  
President, Revenue Development Resources

### **Hold on, hold on – it's not what you think!**

February 15th is Presidents' Day. Beside a well-deserved day off, this day also means that selling time for the week will be shorter - 20% shorter. And shorter selling time means a team of 6 sellers averaging 6 *good* sales calls per day will make only 144 calls in a week instead of 180. Their efforts will be "shorter" than an average week, hence these types of weeks are what we call "Shorts."

But there's more. Many sellers turn a Monday holiday into a 4-day weekend by taking the Friday before off as well. If 4 of 6 sellers do this, and sellers make 6 *good* sales calls per day, Friday's calls will be reduced from 36 to only 12, bringing the week's total to only 156. This means that the week prior to the Monday holiday is also a "Shorts" week



Now let's put it all together and look at the money, using the 6 seller team making 6 good calls a day but with 4 of them taking the 4-day weekend:

- In the 2 week span covering that "Monday Holiday Week," instead of 360 sales calls, only 300 are made, or 83.3% of a "regular" 2 week period.
- If your average ask is \$1000 and your average team closing ratio is 40%, instead of writing \$144,000, your team is writing only \$120,000, or 83.3% of a "regular" 2 week period.
- Ergo, you may be getting "socked in the Shorts."

So what can you do?

1. Look at the calendar now and see when these events fall.
2. Put an incentive program together to get the money from these 2 week periods in early. Ask your team to see what *they* would like to have in this incentive. Maybe it is the same for the entire team or maybe it is customized for each seller.
3. Change your vacation policy so the team can't take the Friday before the Monday off? Please don't, unless you want to be one of the most hated individuals in all of media management.

There are a number of Monday holidays this year so take time to get proactive to make sure you won't get "socked in the Shorts!"

## "This Week at the FCC" Summary



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](http://www.wilkinsonbarkerknauer.com) in Washington D.C. provide a summary of the regulatory and legal actions of significance to broadcasters within the FCC. They also provide links to information about how these actions may affect your operations. Read this week's summary as well as summaries from past weeks at:

<https://vab.org/this-week-at-the-fcc>

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