RADIO SALES PERFORMANCE & GROWTH NEEDS ANALYSIS

Confidential Management Assessment

Station/Cluster: _____
Market Size/Rank: _____
Owner / GM / GSM: _____
Consultant: _____
Date: _____

I. LEADERSHIP & STRATEGIC DIRECTION

Purpose: Understand management alignment, vision, and clarity of direction.

1. How would you define your current sales strategy in one sentence?
   ☐ Aggressive Growth
   ☐ Defensive / Retention

☐ Maintenance / Stability

☐ Unclear or Undefined

2. What are your **top three revenue priorities** for the next 12 months?
   1. _____
   2. _____
   3. _____
3. On a scale of 1–10, how confident are you that your sales team clearly understands and executes this strategy?
   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
4. Where do you feel leadership is strongest today?
   ☐ Coaching
   ☐ Accountability
   ☐ Culture
   ☐ Strategy
   ☐ Motivation
   ☐ Sales Process
5. Where do you feel leadership is **most strained or inconsistent**?

II. REVENUE COMPOSITION & QUALITY

Purpose: Identify dependency risks and growth ceilings.

6. Current revenue mix (approximate %):
   • Local Direct: _____%
   • Agency / National: _____%
   • Digital / Non-Traditional: _____%
   • NTR / Events / Promotions: _____%
7. How healthy do you believe your local direct business is?
   ☐ Very Strong
   ☐ Stable but Flat
   ☐ Declining
   ☐ At Risk
8. Do you feel your station(s) are **properly priced** for the market?
   ☐ Yes
   ☐ Somewhat
   ☐ No
   ☐ Unsure
9. What percentage of your local revenue comes from your **top 10 accounts**?
   _____%
10. What happens to your revenue if you lose two of your top five clients?

III. SALES TEAM STRUCTURE & TALENT

Purpose: Evaluate people, roles, and performance reality.

11. Current sales staff:
    - Total AE's: _____
    - Full-time: _____
    - Part-time: _____
12. How would you rate your current team's:

Skill Area	Weak	Avg	Strong
Prospecting	☐	☐	☐
Needs Analysis	☐	☐	☐
Presentations	☐	☐	☐
Closing	☐	☐	☐
Digital Selling	☐	☐	☐
Account Growth	☐	☐	☐

13. How many AE's consistently:
    - Hit goal? _____
    - Exceed goal? _____
    - Miss goal? _____
14. If you lost your top AE tomorrow, what would happen?

IV. SALES MANAGEMENT & ACCOUNTABILITY

Purpose: Identify coaching gaps vs. activity management.

15. How often does the GSM conduct **true one-on-one coaching** (not pipeline review)?
    ☐ Weekly
    ☐ Bi-Weekly
    ☐ Monthly
    ☐ Rarely
16. Are call reports used primarily for:
    ☐ Accountability
    ☐ Coaching
    ☐ Forecasting
    ☐ Administrative Requirement
17. How confident are you that:
    • AE's are calling on the right accounts? ☐ High ☐ Medium ☐ Low
    • AE's are asking effective discovery questions? ☐ High ☐ Medium ☐ Low
18. When AE's miss goal, what typically happens?

V. SALES PROCESS & CONSISTENCY

Purpose: Determine if sales success is system-based or personality-based.

19. Do you have a defined sales process from prospect to renewal?

☐ Yes – documented and trained

☐ Informal / varies by AE

☐ No

20. Are proposals:

☐ Customized to client objectives

☐ Mostly rate-driven

☐ Template-based

21. How confident are you that AE's can clearly explain **why your station works** beyond ratings?

VI. DIGITAL & MULTI-PLATFORM SALES

Purpose: Identify digital confidence vs. avoidance.

22. Is digital:

☐ Fully integrated into most proposals

☐ Offered selectively

☐ Avoided or outsourced

23. How comfortable is the sales team selling:

- OTT / Streaming
- Social / Display
- Email / Database
- Website / Sponsorships

24. What prevents stronger digital revenue growth?

☐ Training

☐ Confidence

☐ Support
☐ Fulfillment
☐ Belief

VII. MARKET POSITION & PERCEPTION

Purpose: Understand external reality vs. internal belief.

25. How do advertisers currently view your station(s)?
    ☐ Marketing Partner
    ☐ Media Vendor
    ☐ Commodity
    ☐ Not Sure
26. What do you believe **sets you apart** from competitors?
27. What do competitors do better than you?

VIII. CULTURE, MORALE & CHANGE READINESS

Purpose: Measure openness to improvement.

28. Current sales culture:
    ☐ Competitive

☐ Collaborative

☐ Complacent

☐ Burned Out

29. How open is the team to change?

☐ Very

☐ Somewhat

☐ Resistant

30. What frustrates you most about sales performance today?

IX. SELF-DIAGNOSIS (MOST IMPORTANT SECTION)

31. If you could fix **one thing** immediately, what would it be?
32. What have you already tried that did not work?
33. Where do you believe outside perspective could help most?

☐ Strategy

☐ Training

☐ Sales Management

☐ Digital

☐ Accountability

☐ Culture

X. CONSULTANT SUMMARY (Completed After Session)

Key Strengths Identified:

- _____
- _____

Primary Gaps Identified:

- _____
- _____

Revenue Risk Areas:

- _____

Opportunities for Immediate Impact:

- _____

OPTIONAL NEXT STEP (VERY EFFECTIVE)

Score each section (1–10) and present a **Sales Health Index** with:

- Short-term fixes
- Mid-term improvements
- Long-term revenue strategy

BROADCAST GROWTH PARTNERS

Radio Sales Performance Scoring Matrix

Strategic Growth & Revenue Health Assessment

HOW THE SCORING WORKS

Each category is scored **1–10** based on your Needs Analysis responses.

- **1–3** = At Risk
- **4–6** = Inconsistent / Underperforming
- **7–8** = Functional but Limited
- **9–10** = Best Practice / Scalable

Maximum Total Score: 100
Assessment Duration: 60–90 minutes
Deliverable: Executive Summary + Growth Roadmap

CORE PERFORMANCE CATEGORIES

1. Leadership & Strategic Direction (10 Points)

Measures clarity, alignment, and execution.

Score	Description
1–3	No defined sales strategy; reactive decisions

Score	Description
4–6	Strategy exists but inconsistently communicated
7–8	Clear direction with partial execution
9–10	Fully aligned leadership driving consistent growth

Score: _____ /10

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2. Revenue Quality & Stability (10 Points)

Evaluates dependency, balance, and predictability.

Score	Description
1–3	Over-reliance on few accounts; high churn
4–6	Stable but vulnerable
7–8	Balanced revenue with manageable risk
9–10	Diverse, predictable, scalable revenue

Score: _____ /10

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3. Sales Team Talent & Structure (10 Points)

Assesses skill depth, bench strength, and role clarity.

Score	Description
1–3	Few performers; turnover risk
4–6	Mixed skill levels; inconsistent results

Score	Description
7–8	Solid performers with development needs
9–10	Deep, disciplined, growth-oriented team

Score: _____ /10

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4. Sales Management & Coaching Effectiveness (10 Points)

Measures leadership behavior vs. activity management.

Score	Description
1–3	Little coaching; reactive management
4–6	Pipeline-focused with limited coaching
7–8	Regular coaching with accountability
9–10	Elite coaching culture driving performance

Score: _____ /10

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5. Sales Process & Consistency (10 Points)

Determines whether success is system-based or personality-based.

Score	Description
1–3	No defined process

Score	Description
4–6	Informal process; varies by AE
7–8	Documented and trained
9–10	Consistent, measurable, scalable process

Score: _____ /10

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6. Prospecting & New Business Development (10 Points)

Evaluates pipeline health and growth momentum.

Score	Description
1–3	Minimal prospecting; stagnant
4–6	Inconsistent new business
7–8	Active pipeline
9–10	Disciplined prospecting culture

Score: _____ /10

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7. Digital & Multi-Platform Selling (10 Points)

Measures confidence, integration, and revenue impact.

Score	Description
1–3	Avoided or misunderstood

Score	Description
4–6	Offered but not integrated
7–8	Confident, bundled selling
9–10	Strategic digital growth driver

Score: _____ /10

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8. Market Position & Value Proposition (10 Points)

Assesses differentiation and advertiser perception.

Score	Description
1–3	Commodity seller
4–6	Some differentiation
7–8	Clear value proposition
9–10	Trusted marketing partner

Score: _____ /10

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9. Culture, Accountability & Morale (10 Points)

Measures mindset, motivation, and buy-in.

Score	Description
1–3	Low morale; resistant
4–6	Mixed engagement

Score	Description
7–8	Positive, accountable culture
9–10	High-performance environment

Score: _____ /10

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10. Change Readiness & Growth Commitment (10 Points)

Evaluates openness to improvement and execution.

Score	Description
1–3	Resistant to change
4–6	Aware but hesitant
7–8	Ready with guidance
9–10	Proactive growth mindset

Score: _____ /10

TOTAL SALES HEALTH SCORE

TOTAL SCORE: _____ /100

INTERPRETING THE RESULTS

(THIS IS WHERE YOU SELL WITHOUT SELLING)

85–100: Growth Optimization Tier

Profile: Strong operation with untapped upside
Risk Level: Low
Consulting Fit: Strategic refinement

Recommended Package:

BGP Strategic Growth Advisory

- Executive strategy sessions
- Revenue optimization & pricing strategy
- Digital revenue expansion
- Quarterly performance reviews

65–84: Performance Acceleration Tier

Profile: Solid foundation with execution gaps
Risk Level: Moderate
Consulting Fit: Coaching + process improvement

Recommended Package:

BGP Sales Acceleration Program

- Sales process implementation
- GSM & AE coaching

• Prospecting & new business systems
• Proposal & closing improvement

45–64: Revenue Stabilization Tier

Profile: Inconsistent performance; vulnerability present
Risk Level: High
Consulting Fit: Structural and behavioral correction

Recommended Package:

BGP Revenue Stabilization Engagement

• Sales audit
• Team assessment & role clarity
• Management coaching
• Immediate revenue protection plan

Below 45: Critical Intervention Tier

Profile: Declining or at-risk operation
Risk Level: Severe
Consulting Fit: Leadership-driven turnaround

Recommended Package:

BGP Turnaround & Reset Program

- On-site leadership intervention
- Sales culture reset
- Account protection strategy
- Short-term revenue recovery plan
