

The Wizard of Ads

Radio: Hardwired Into Your Brain

By Roy H. Williams

Why is it that, when you're driving and looking for an address, you turn down the volume on the Radio? Ever stopped to think about it? You can close your eyes, but you cannot close your ears. Sound is invasive, intrusive and irresistible. You hear and retain information even when you're not listening. You hear even when you're fast asleep. How else would you know there's a burglar in the house?

One of the greatest myths in the world today is that we remember more of what we see than what we hear. In fact, quite the opposite is true. That great scientist of the eye, Josef Albers, says it quite plainly in Chapter 1 of his landmark book, *Interaction of Color*: "The visual memory is very poor in comparison with our auditory memory."

According to leading neurologists, the primary gift of humanity is our unique ability to attach meanings to sounds. This is accomplished in three highly specialized parts of the brain: Broca's area, Wernicke's area and the Auditory Association area. In fact, your physical ability to coordinate the movements of your diaphragm, larynx, tongue and lips so that you can produce human speech is also owed to Broca's Area, a specialized extension of Auditory Association into the Motor Association cortex in the brain's left hemisphere.

Did you know that the written word has no meaning until your brain has translated it into the spoken word it represents? Have you ever been lying in bed, reading a book and suddenly realizing that you've been scanning the same paragraph over and over for a very long time — and you have no idea what it says? Your eyes were sending the written symbols to your brain, but those symbols were no longer being translated into the sounds they represent. Yet the average person is able to sing along with more than 2,000 songs, not one of which they ever intended to learn.

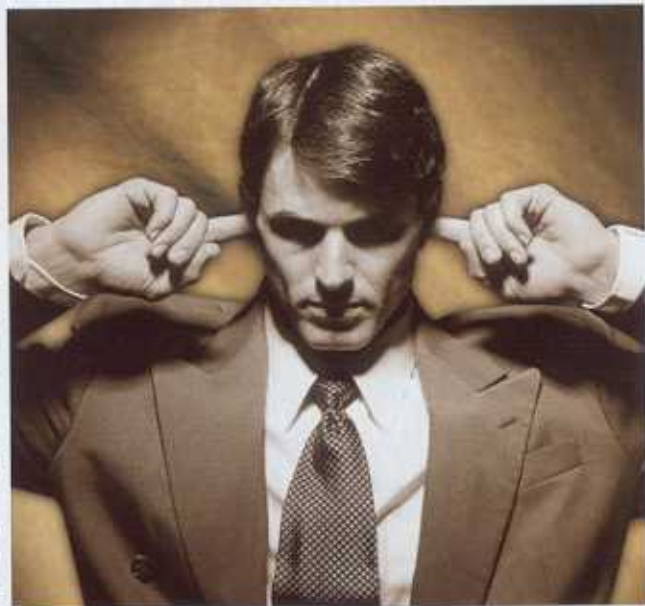
The phonological loop, (sometimes called the articulatory loop,) is one of three main functions of working memory, or conscious awareness, the RAM in the human computer. Did you ever implant a telephone number in your mind by repeating it several times so that you could more easily recall it later? You were simply taking advantage of the phonological loop, that part of working memory that rehearses sound. Interestingly, there is no similar function in your brain that repeats visual information.

The other two functions of working memory are the Central Executive and the Visuospatial Sketchpad. The Sketchpad allows you only to imagine or "see" things that have NOT entered your brain through your eyes. Think of the Visuospatial Sketchpad as "imagination."

Do you really need to know all of this just to sell Radio? Nope, but it never hurts to know what you're talking about. Being able to back up what you're saying allows you to speak with greater confidence.

Ultimately, there are only two kinds of Radio sellers. The first kind studies only how to "overcome objections." Regardless of what a prospect might say, this salesperson always has a highly polished comeback. Smoooooth. It really doesn't matter whether or not this salesperson believes in the product, or even whether the product works as promised. The only thing that matters to this salesperson is making the sale. Radio has far too many of these salespeople.

The second salesperson is one who cares deeply about delivering what they promised. Not just a "sales professional," this person is a true "Radio professional." These people



didn't become Radio professionals just by studying Arbitron results and "14 Trial Closes."

Radio professionals never "overcome objections." They simply transfer the confidence in their own heart into the heart of the customer. The only reason that prospects ever say "no" is lack of confidence. They aren't confident that Radio is the right medium or that your station is the right station or that you've given them the right schedule and spot rate, or that this idea will work.

But when your prospect has confidence that Radio IS the right medium and that your station IS the right station and that you HAVE given them the right schedule and spot rate and that the idea WILL work, they always say "yes" — 100 percent of the time.

Your job is to transfer confidence, but you can't transfer what you don't have.

No, you don't need to know about the human brain to sell Radio. You can always just learn how to "overcome objections." ■

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