

**RETAIL** TV  
**THERAPY**

**DRTV**  
*Your Brand*

RETAIL  
THERAPY

TURN VIEWERS INTO CUSTOMERS



## **DRTV - turn viewers into customers.**

At Retail Therapy Television, we specialise in making direct response, web and broadcast television. Retail Therapy Television's management team have had thousands of hours of on air experience selling both live and pre recorded sales presentations for some of the largest home shopping networks in the world. Also, we can advise on DRtv and gaming formats.

We have acted as consultants for national start up satellite channels in the UK, and provided training for on screen talent and senior brand managers.

By using many of the techniques used in DRtv, business can benefit from B2B and B2C television. At Retail Therapy Television we can show you how to maximise the effectiveness of your campaign and your production spend to achieve outstanding results.



Direct Response Television can be an excellent way to bring to market new products, or re-launch existing product lines.

In a traditional sales environment when you are presenting merchandise to a customer "one on

one" you can see and hear your customer and vice versa.

In Television Sales you are selling to a variety of people at any given time, they are all ages; men and women, each with different needs and different



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motivations-you never know who is watching!

You are never certain how long you have to effectively sell to your viewer. You may have one minute, or they could watch for an entire presentation.

The DRTV sales presentation shows the viewer the personal benefits of buying the product. Product features that the viewer can see are only the starting point. What motivates the viewer to buy are the benefits he or she sees in owning the product. Benefits motivate a viewer to buy.

The close of a sale actually starts from the beginning of the DRTV presentation. Credibility is built with your viewers from the start, and you continue to close throughout the presentation whilst describing the most impressive features and benefits:



- FEATURES                      What is the product?
  
- BENEFITS                      Benefits bring the product to life.
  
- ADVANTAGES                What are the added value and/or intangible benefits of the product?



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### **DRTV will help your viewers:**

- Visualize the benefits they will receive when using the product.
- Visualize themselves using the product.
- Understand how easy it is to use the product.

Your DRTV presentation will experience the product for your viewer. It is the viewers' eyes, ears, hands, nose, and taste buds.

Through your presenters' involvement, reaction, words, actions, and body language, your viewer can imagine what his or her experience of the product will be.

You will be giving your viewer the sensory information that will motivate them to pick up the phone and /or go to and order from, your website.

DRTV demonstrates: -

- how to use the product.
- what the product does.
- what makes the product unique.
- how easily the product is assembled or disassembled.





- the different uses of the product.
- the difference between not using the product and using the product. For example, manually peel a potato to illustrate the time and mess vs. using an automatic peeler.
- visuals of before and after; illustrating how the viewer's life was before using the product and after using the product. This technique works especially well for skincare products.



By making your demonstration interactive, you will increase interest and hold your viewers' attention.

Nothing sells better than a live demonstration! It's been proved time and time again!

## CALLS TO ACTION

A Call to Action is asking for the sale. This is the most important part of your DRTV presentation, since your business objective is to sell, sell, sell.

A call to action asks your viewers to take some immediate action. It literally asks your viewers to do something specific, such as pick up the phone and call.



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**Asking for the sale is the most important part of your DRTV presentation.**

Knowledge of your audience, what its' needs are and what will motivate them to pick up the phone and order; and knowledge of the features and benefits of each product you present.



The most common mistake is to assume the end user reacts to the same channels as you do. This particular form of marketing relies on high repetition on low-cost airtime channels. It is purely a numbers game.

**Here we have put together the top 23 tips that will ensure a better DRtv sales presentation and increased revenue.**



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## 1. Telling Means Selling - and the more you tell, the more you sell:

Tell the viewer everything. Highlight possible objections and overcome them by selling the advantages.

Remember, this is a self contained spot so it must contain everything.

## 2. The product is King:

Talk about your product what it can do and then more about what it can do. Don't waste a minute, make every second count.



## 3. It's as long as it needs to be:

The longer - the better. Research shows a minute is better than 30 seconds, and two minutes is better than one and 30 minute infomercials beat them all!

## 4. Don't get lost in focus groups:

Some organisations can research a product to the nth degree but never confuse what makes a customer pick up the phone with what the focus group likes.



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## 5. Highly Demonstrable:

This is retail, but the customer can't touch or feel the product. So you have to describe everything, and then charm your customer by placing the item in their lives. Allow your customer to see the product in action make it a dynamic presentation.

Beauty shots are critical, but sell me the sizzle so I can see it working!

Captivate an audience and fuel the desire to purchase.

## 6. See and Hear:

Research shows that supporting graphics help customers to recall key selling points. If it's important and it's been said then make certain it's been read. Graphics should support the sales process and should appear on screen as they are spoken.



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### 7. The Power of the Special Offer:

While it's not absolutely essential to have an offer, a good offer can transform an OK commercial into a runaway bestseller. Remember, nobody wants to miss out on a deal, so work on a great offer and increase your response rate.

### 8. Value is in the mind of the viewer:

Which sounds better? – You will get a cheque for £180.00, or ;

Imagine a romantic weekend in Paris, visit the Eiffel Tower and enjoy an evening cruise on the River Seine?

Hopefully, Paris sounds the best option; however, both are the same value. The perception is that the weekend away is worth more. An effective offer, even if they are low cost add ons can really increase sells.



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### **9. Down the Barrel:**

Talk straight to the viewer, not to a group, but to an individual. Eye to eye contact, that realism of “look here’s why you should buy, don’t be disappointed call now” really does work. Also, take control of the viewer’s action. Tell them, instruct them what to do – ask for the money!

### **10. Tell what you’re going to tell them then tell them again:**

Repetition works! How many times can you tell someone the same thing in a different way? Now I’ve told you to repeat key selling points, but let me remind you how powerful repetition is. One thing, however, what I don’t mean is just shouting a telephone number at the viewer over and over again.



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**11. Be passionate:**

Passion sells. Regardless of what the product is, give it the integrity it deserves. Somebody somewhere will want it. Excite the viewer with your own enthusiasm and passion for the product. Lets face it if you are not excited about it, why should the audience get excited?

**12. Use your powers of persuasion:**

Nobody has ever bought a satellite, cable or traditional TV to watch infomercials and buy items with their credit card. So persuade them, encourage them, and tell them how much better life will be with this revolutionary product that's been handed down over the centuries to those who know the secret. Whoops, I'm off on one, but you get the point. Sell a lifestyle, sell excitement, sell riches and your product will sell. Also, think how bad things will get if they don't purchase.



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### **13. It's the detail that counts:**

If it's going to work, it should work first time it's aired. Everything you say will be scrutinised, every excuse not to purchase amplified, so make certain you identify every single reason that someone would not purchase your item and have an answer to each and every objection. In DRTV, there is no tomorrow. They have to buy now!

### **14. I Believe:**

Allow your product the credibility it deserves. Highlight research on why yours is better than the competitions. Why its better, bigger, stronger and here is the information you need to reinforce what I'm telling you. All this, of course, is a powerful way to engage and sell to your viewer.



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**15. Credibility:**

It is critical to establish and maintain credibility. Use an industry expert. Explain who he is and why his opinion is so important. Also, never underestimate the power of the Testimonial.

**16. Testimonials work:**

The voice of the common man or woman is the most powerful selling tool you have. Somebody who has already purchased your product and wants to tell the world. If they were sceptical before but now cannot live without it, all the better. Just try doing a successful infomercial without them!



**17. Endorsements work:**

Third party endorsements, from credible, respectable sources, also carry a lot of weight in DRTV.





**18. Never give the viewer a choice:**

Do not give the viewer choices. The only choice is - Do I call? One decision.



**19. Ask for the order:**

Don't beat around the bush. Ask for the order. You want this don't you? Call now and we will send yours straight away.

**20. The script says it all:** The better the script, the better the response. The right words spoken well will deliver the results. Don't skimp on scripting and script writers. They are living your dream.



**21. Test, test, test:**

Different offers, different prices and different calls to action can all have a bearing on the end results. Tweaking can make good - great.

**22. Solution solving:**

Identify a problem then show them how great your product is at resolving it.



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**23. Reduce the risk:** The lower the risk, the higher the response. Guarantees and refund policies all work but do remember to build returns into your price. Never quibble on a return. It's much better to be known for great service.

**But wait – there's more!**

**And if you would like to find out what that is -  
call Retail Therapy Television Now on 01784 256777!**

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