

***Back to Basics and . . . Beyond!*** The New Fundamentals of Selling Broadcast Advertising

At the end of this fast-paced, highly-detailed session, your sales team will have new skills and gain proven strategies for selling new business and upselling current advertisers.

From the seminar outline . . .

- **Understanding the local advertiser's dilemma**
- Your success strategy: Doing it differently than your competitors.
- **How to “talk advertising” instead of spewing rates, ratings and station information**
- The critical importance of having and using repeatable sales process
- **The BIG QUESTION to ask yourself before every meeting or presentation**
- The Ice Storm Sale—Understanding the 5 elements of a wildly successful ad
- **Everybody has an opinion about advertising: Why you need a formula**
- Help your advertisers avoid the 3 biggest local advertising mistakes
- **The Advertising Masters: 7 people who made a powerful contribution to advertising and why they are important to you today.**
- Two quick needs analysis tools that help you find and solve real problems
- **What to put on the first page of any written presentation and what to leave off**  
. . . and much more