



Selling in a Competitive Environment: Introduction to Broadcast & Radio

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introduces the concept of “competitive selling,” and using a consultative approach to discussing media options, as opposed to “selling against.” Throughout the course, participants develop a working knowledge and understanding of what makes all media successful for advertisers. They understand how each compares to the strengths of their medium and the effectiveness of a media mix in a business’s advertising strategies.

Selling in a Competitive Environment: Introduction to Broadcast, Radio teaches the “language” of broadcast, as well as the strengths and limitations of radio, how representatives sell, and how radio can be incorporated effectively. It also examines specific radio terms, such as how radio is measured, and how to read radio rate cards, as well as methods to assist clients to get the most bang for their radio ad dollars without overspending.

Selling in a Competitive Environment: Introduction to Broadcast, Radio is presented in an easy-to-understand, easy-to-use format that will allow teams to learn how much is too much, apples-to-apples comparisons, and how to convert overspent broadcast dollars to your product mix.

Key Topics

- ★ Strengths & Limitations of Radio
- ★ How Radio Reps Sell
- ★ Why & How Businesses Frequently Over Purchase Broadcast & Methods to Assist them in Careful Planning
- ★ Basic Broadcast Terms & Language
- ★ Reading a Radio Rate Card
- ★ Knowing Your Radio Market
- ★ Five Steps to Media Planning
- ★ The Reach & Frequency Method
- ★ The “Three Exposures” Rule

Selling in a Competitive Environment: Introduction to Broadcast, Radio takes the extra-step many “selling against” programs lack: it teaches participants how to compliment radio *with* other media effectively, getting the best results for their customers. This approach teaches salespeople how to incorporate multi-media campaigns, when desired by the customer, so they can strongly influence and control their client’s total advertising budget, in order to maintain and grow their portion of the dollars.

Selling in a Competitive Environment: Introduction to Broadcast, Radio gives representatives the confidence to begin assisting clients in their multiple media advertising needs. Representatives learn to move away from the negative “selling against” approach, and assume the more positive, consultative role as true *marketing resources* to their customers.

As with all ProMax programs, there are exciting and stimulating learning activities that open up the thinking process, as well as a variety of exercises designed to practice critical skills and techniques, reinforce media terms, and emphasize the key issues and concepts. Participants emerge from the program with new knowledge they can begin immediately sharing with clients and prospects to build credibility, professional relationships, and to help clients implement powerful media plans.