

## Selling in a Competitive Environment: TV & Cable

**Selling in a Competitive Environment: Television & Cable** is an informative and interactive program that takes a look at the glamour of television advertising and its impact on the advertiser's bottom line.

As with all ProMax competitive media programs, this session discusses television and cable in a "selling with" environment ~ the art of becoming a marketing resource to clients. This approach builds credibility with clients and ensures the control and influence of ad budgets lies with the advertising consultant, not the competition.

**Selling in a Competitive Environment: Television & Cable** examines the history of television and cable and the seduction of broadcast advertising. Participants learn the true strengths and limitations of each medium, and how to compare them to their product mix. They'll explore the language of broadcast, how broadcast and cable TV each are measured, the differences in both, as well as the impact of dayparts and programming in reaching target audiences effectively.

### Key Topics

- ★ Strengths & Limitations of Television & Cable Advertising
- ★ How Broadcast & Cable TV Representatives Sell
- ★ Television & Cable Measurement Systems
- ★ Dayparts, Pricing & Buying Practices
- ★ Methods to Assist Businesses in Maximizing Their TV Buys Without Overspending
- ★ Case Studies

**Selling in a Competitive Environment: Television & Cable** takes participants one step further than most competitive programs and introduces them to how advertisers purchase each medium, what affects those prices within a market, and how to effectively use television or cable in the media mix. This program stresses the importance of avoiding "selling against" any medium. In becoming knowledgeable on *all media*, salespeople will make result-producing recommendations to advertisers, thusly increasing customer loyalty and ultimately a larger share of the advertising budget.

**Selling in a Competitive Environment: Television & Cable** incorporates a variety of review activities with case studies. The session turns a potentially complicated subject into memorable, useful and easily retained information. Participants leave this session feeling more confident in their ability to be a true marketing resource, by speaking the language of television and cable, as well as knowing how each medium most effectively fits into their advertisers' media mixes.