



Take Control lead yourself & your sales team

to internal radio advertising sales success
an external field messaging revenue

1. start with your job responsibilities / success measures

you can't give this job to someone else. it is your career success, you must

2. then ask what tools in an ideal world would you want, and would use daily?

include simple to implement, simple to help everyone else use

3. what tools are available, at what costs?

do a scan of what new media tools are available for the radio industry

4. costs include software purchase, training and support staff

include these costs in your budget for 2012

\$0 for Quickshow

5. design and plan and decide, how to implement

6. getting started with the advertising conversation

7. follow-up and bridging conversations

8. changing the radio station paradigm to include both advertising and business messages

9. new problem-solving skills are required to understand back-office applications

the good news is that back-office problems and solutions are easy to understand and easy to solve because the manager will provide their own answers and request their own unique solutions answer your questions

10. providing sample show examples to socialize the field message campaign inside your client's organization

11. getting a good start and maintaining momentum with field sales

12. maintain contact and follow-up with a radio advertising campaign



Since there is NO charge for radio station shows, it is in your best interest to have as many shows as needed, to start your message, to set appointments, follow up after a conversation, bridge between meetings. Each show's purpose should be to educate, to attract new customers and sell as much and many radio advertising packages as possible.