



Southern California Broadcasters University

In-Person Classes

RADIO SALES ESSENTIALS

“Building a Sales Career that lasts”

All Classes, material, created and taught by the SCBA with SCBA approved instructors.

January 11- February 29th, 2016

All classes held on Mondays from 6:00PM-8:00PM Except for January 19 and February 16

Location: KPWR. 2600 W. Olive Avenue, Suite 800, Burbank, CA 91505

Week 1: January 11: THE VALUE OF RADIO AND ITS PLATFORMS. A complete overview of our medium with relevant research that verifies the value and urgency of Radio. Instructor: **Thom Callahan, President, SCBA**

Week 2: January 19 (TUESDAY): MASTERING YOUR FIRST MEETING. Understanding what has to be done prior, during, and after your first meeting using Strategic Selling elements to secure a second meeting. Instructor: **Thom Callahan**

Week 3: January 25: UNDERSTANDING NIELSEN AUDIO/DIGITAL. A solid working foundation of terms needed to fully understand Radio's audience measurement and Scarborough data. Instructor: **Denise Caduri, Manager, Client Support, Nielsen Audio-USA**

Week 4: February 1: NEW BUSINESS BASICS. The critical foundations of a real working knowledge to find, develop, and close new business consistently. This class also features the SCBA New Business/Personal Income formula. Instructor: **Elston Butler, Director of Sales, iHeart Media-Riverside**

Week 5: February 8: BUILDING LONG-TERM BUSINESS. Your guide to sustaining long-term business and a consistent base of income as well as ongoing leads and endorsements. Instructor: **Matt Cardenas, Senior Vice President, Integrated Marketing Solutions, Entravision Communications.**

Week 6: February 16 (TUESDAY): HELP ME...HELP YOU. Your partnership with your sales manager is critical to your success. Learn what both sides can do to grow your revenue and your career. Dual Instructors: **Jeff Thomas, Senior Vice President of Sales, iHeart Media-LA, and David Criscitelli, Local Sales Manager, KPWR.**

Week 7: February 22: ONE YEAR IN. Interact and learn how new Radio sales people (just like you) have succeeded and the valuable lessons they will share with you after one year in the business. Instructors: **Two new sellers TBD.**

Week 8: February 29: NEW BUSINESS DEVELOPMENT/GRADUATION. Become an expert at new business development using a proven, repeatable system that works. Final graduation/certificates. Instructor: **Thom Callahan**

All of your classes will start promptly at 6:00PM and conclude at 8:00 PM each Monday evening.

The SCBA “Sales Hotline” will be available to all students on Tuesdays at Noon who have questions or need further instructions on any particular class material covered.