



Southern California Broadcasters University

LIVE ONLINE

RADIO SALES ESSENTIALS

“Building a Sales Career that lasts”

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

January 13- March 2, 2016

All classes held on Wednesdays from Noon until 2:00PM

Location: LIVE ONLINE VIA YOUR PC AND TELEPHONE. Instructor: Thom Callahan

Week 1: January 13: 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 20: 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

Week 3: January 27: UNDERSTANDING NIELSEN AUDIO/DIGITAL. A solid working foundation of terms needed to fully understand Radio’s audience measurement and Scarborough data

Week 4: February 3: 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.

Week 5: February 10: BUILDING LONG-TERM BUSINESS. Your guide to sustaining long-term business and a consistent base of income as well as ongoing leads and endorsements.

Week 6: February 17: 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.

Week 7: February 24: 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.

Week 8: March 2: NEW BUSINESS DEVELOPMENT/GRADUATION. Become an expert at new business development using a proven, repeatable system that works. Final graduation/certificates

All of your classes will start promptly at Noon and conclude at 2:00 PM each Wednesday.

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