



Our advertising careers may be centered in a fast paced, and ever changing environment, but these challenges come with opportunities. Winning in the New Media Economy delves into new, innovative ways that media executives can capitalize on in the electronic age to stay ahead of the competition.

## **PART 1: SELLING IS TEACHING**

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The most important concept imparted in this seminar is that selling is teaching. We outline ways to set yourself apart from the competition, including why E-marketing is important to your professional persona; how to establish rapport and trust with your prospects to get your foot in the door in this digitally based age; and how to help your clients invest in more advertising through strategic marketing alliances.

## **PART 2: THE MYTHS**

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We'll expose the myths that are rampant in the digital age, including information about search engine optimization, and how top of mind awareness plays an important role in creating a successful integrated marketing campaign.

Pre-seminar, we also conduct local research to help your advertiser's understand their position in the market place and how to help them grow their business – we introduce useful tools and strategies to help your clients understand how radio fits into the new media mix in the electronic age.

## **PART 3: SELLING BY SEMINAR**

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Lastly, we expand on the importance of building your account manager's brand as a marketing professional by urging them to conduct their own advertiser seminars. An educated client is your best customer.

## \*NEW\* 3 PART PROGRAM

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### **We are now offering Selling in the New Media Economy as a 3 part program;**

1. SoundADvice
2. Share of Mind survey and training
3. Winning in the New Media Economy advertiser seminar

#### **This includes:**

- 52 weeks of SoundADvice
- Live sales training workshop
- One half-day advertiser seminar
- Follow-up sales workshop
- Ten question local market survey
- Custom tailoring local seminar
- Turnkey processes/systems
- Workbook & promo material
- 24/7 Consulting/mentoring



If at the end of 52 weeks you can look us in the eye and claim this program did not generate a minimum ten-to-one return in new or lift business, we will refund your entire investment in full.

Winning in the New Media Economy  
– let us show you how!

## SOUNDADVICE

One of the tools we introduce to your account managers is SoundADvice - our 24 hour E-Marketing system. This system is used by your executives to obtain a new valid business contact every week. Via email, a helpful tip is sent to your customer's business complete with your advertising executive's photo and call letters that provides an opportunity for them to click through for an appointment. It's the only system we know about where the client calls you for the appointment! SoundADvice helps you:

- \* **Generate more 52-week business**
- \* **Warm up "cold" calls**
- \* **Invite customer needs analysis**
- \* **Positions the power of intrusive media**
- \* **Give advertisers a higher ROI**

### What people are saying about the proven E-Marketing system?

*"I read each SoundAdvice and pick out the points that directly apply to my marketing plan and implement them each week".*

*Gavin, Bartender One Corp*



*"Our people get real benefit from SoundAdvice and I see the ideas they pick up being implemented and discussed".*

*Ross Coneybeare, Van and Truck World*



*"The most cleverly-disguised radio pitch I've ever seen".*

*Mark Sachkew, VP Marketing,  
The Source*

