

SILVER LINING SELLING

INCREASE YOUR SALES PROFITABLY



Sales trainer Chris Lytle says, "Selling is teaching."

The Winning in the Silver Lining Economy is the radio-focused branding seminar that teaches advertisers about the power of radio. In four hours, your prospects will learn:

- Why they should target relational versus transactional customers.
- The power of intrusive media (radio) versus passive media.
- Why they need 52-week radio.
- The Dominant Share of Voice formula.
- How their customers define 'value'.
- How to measure radio's ROI.

We guarantee every advertiser and non advertiser they will capture at least one good idea they can use to grow their business.

Your Silver Lining Client Workshop is preceded by our half-day sales workshop, Silver Lining Selling

Your sales staff will learn how to:

- Capture more 52 week contracts.
- Approach non-traditional advertising categories.
- Get beyond traditional solutions selling.
- How to beat radio's secret competitors
- Create more value for advertisers.

Your Investment

Silver Lining Selling + Silver Lining Client Seminar = \$8,650

Silver Lining Client Seminar only = \$6,800

- *in the event of a sell-out or limited capacity venue, a second back-to-back date may be added for \$2,500)*
- *travel included (no charge) in all rates, accommodation is additional*

NOTE: As independent consultants, we have the ability to facilitate working with other stations in your market to achieve the following:

1. Lower your cost through cost sharing.
2. Create more awareness, credibility and attendance for the seminars.
3. Grow the over-all 'radio pie' in your market

All ENS Media Inc. workshops include a money back guarantee if you are not completely satisfied.
50% deposit due upon booking and balance due upon completion.