

# PREPARING FOR THE BOOM

OUR GOAL IS TO HELP INCREASE YOUR SALES AT A PROFIT



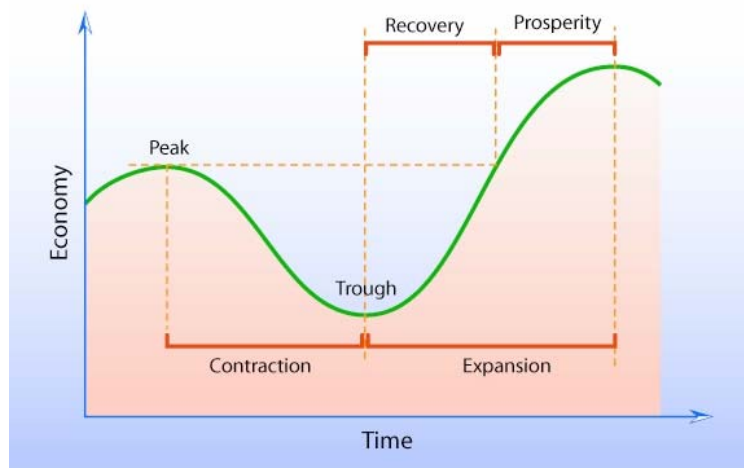
Are you hearing dreaded "R" word....recession?

Whether you are facing a recession or not, advertisers who believe we're headed for a recession will make their negative thoughts a self-fulfilling prophecy.

If they are talking about tough times, your sales people need to learn how to turn a potential problem into an opportunity.

We've just experienced one of the longest and best boom times in history, and history dictates that every recession is followed by a bigger and better boom than previous booms!

But many of your reps have only sold during the most recent unprecedented long boom period, 1992 to 2007.



## Tough Measures for Tough Times

ENS Media Inc.'s 'Tough Measures for Tough Times' sales workshop is designed to help your sales reps actually *increase* your revenues in tough economic times.

You may have seen our facilitator, Wayne Ens, speaking at the RAB, read his columns in Radio Ink or read his book, 101 Ways to Get Luckier Selling Advertising. In this workshop he'll explore;

- How to turn negative thinking into a huge opportunity,
- How to help clients increase their market share in slow times,
- A unique tough-times pre-qualifying system,
- Categories which actually thrive in tough times,
- Buying motives beyond problem solving,
- How to prove your station's return on investment to advertisers,
- How to maintain their enthusiasm in the face of adversity,

### Your Investment

The complete 'Tough Measures for Tough Times' six hour workshop, including; workbook templates, pre-workshop customization conference calls, consulting and travel

**\$6,800**