Selling Advertising Annuities

Selling Advertising Annuities is an advertising sales process proven to entrench the beliefs and habits required in every radio sales executive to sell larger and more consistent campaigns to local direct businesses.

Selling Advertising Annuities is a customer-focused approach to create better results for advertisers, account executives and radio stations, delivered in two key parts;

Part 1 - Selling 52-week Accounts is a full day sales training session delivered to the host station's management, sales and creative teams. The agenda includes:

1. Why some clients don't advertise 52-weks….but should!
2. How to uncover new 52-week advertiser categories
3. How *every* business, big and small, can afford 52-week campaigns
4. The secret formula for customer-focused selling.
5. How to get beyond solutions selling.
6. How to define and communicate value
7. Beating radio's 'secret' competitors

Part 2 - Competitive Dominance is a half day client workshop designed to take dollars away from passive media (print, yellow pages, direct mail, etc.) in re-direct it into the intrusive power of radio. The program includes:

- Why relational customers matter
- How to build more profitable sales
- Creating Messages that connect with the customer
- The power of intrusive media versus passive media
- The keys to advertising success
- The Dominant Share of Voice formula
- How customers define 'value'

Following the half-day client seminar, we schedule 10 one-on-one client meetings over the next day and a half to uncover their marketing opportunities. At the end of the final day, we conclude with a short one hour review and wrap up meeting to implement a 52-week selling strategy for your stations.

Your Investment:

Including 3 days live on location and workshop materials
$19,500

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.