

图书基本信息

书名：<<本地广播成功营销/SUCCESSFUL LOCAL BROADCAST SALES>>

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内容概要

For the right person, a career in media sales can be glamorous, rewarding, and lucrative. But without the right guidance, it can also be challenging. Author Paul Weyland has decades of experience working with local direct clients. Now, in *Successful Local Broadcast Sales* he shares his hard-won wisdom, showing television, radio, and cable salespeople how to get more sales. This invaluable resource gives readers the tools they need to:

- * get appointments
- * write great proposals and presentations
- * sell against other media like newspapers and the Internet
- * overcome rate resistance
- * close sales without alienating their clients
- * create genius creative without being a creative genius
- * calculate ROI for the client's advertising dollar
- * land long-term contracts with local businesses
- * negotiate more effectively

Honest, practical, and accessible, this is the one handbook that shows novice and veteran salespeople how to thrive -- not just survive -- in the media business.

书籍目录

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