

# INSIDE RADIO

## THE BLUE PAGE

### THE MILLION DOLLAR MEDIA REP. ( LOOK IN THE MIRROR! )

If you already bill \$1 million or more as a radio sales rep, congratulations! But wouldn't you like to bill \$2 million or more? You CAN do it - even in a sluggish economy. Radio sales can be a great and rewarding career. Don't just wait for success to happen. Commit yourself to applying the skills that will lead you to become a million dollar media rep!

#### “How do I become a million dollar media rep?”

Business consultant, former station manager and author Michael Guld has heard the question often. “When I first started training salespeople in radio and TV a decade ago, the goal mentioned by many of them was to become a million-dollar-a-year seller. But often there was no clear path — no real explanation of the skills needed to go from ‘new seller’ to ‘successful seller’. I spent two full years interviewing owners, GM's, sales managers and salespeople before writing *The Million Dollar Media Rep*. And the results and feedback are both measurable



and very satisfying. I believe this book has a positive effect on every seller that has read it. For a veteran or a new media rep, the fundamentals for success in sales and marketing are the same.”

#### “The only way to transform the business is to transform your knowledge.”

“There is no magic bullet or secret path to a successful career in sales. But there are many proven methods to advance your career, make more money and become a million dollar media rep, or to bill \$2 million, or more,” says Guld.

“To be a sales leader you must become a business development specialist. For your direct accounts, you are their ad agency, marketing consultant and trusted advisor. This book teaches beyond the tools of our medium. A successful seller needs to know more than :60s and :30s. This book equips every seller with essential tools for a rewarding career.”

“In a multi-tasking sales environment, we know radio sales

managers don't have time to teach selling techniques, so try giving this book to your sales team. It will help them set goals, prospect better, and more importantly, learn what to do once you get in the door.”

#### “It's about being brilliant at the basics.”

Clear Channel Radio Riverside, CA Director of Sales Scott Welsh says “This book is the best primer I've seen for learning the basics of selling in our industry.”

“When I read the book, I had already been a station manager for 12 years. I discovered that Michael had finally put into words what I have been saying for all that time!” Welsh adds “You don't have to be the most creative person or the best numbers cruncher. Just listen for the needs of the client, then understand and meet their needs. Have the desire to understand and ask the right questions — become useful to them.”

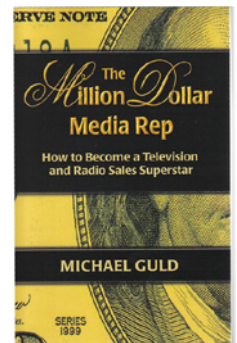
“Clients don't care how much you know, but they will eventually know how much you *care*. Are you talking with them about *their* business? Or are you talking about your morning show? Get back to the basics and watch your billing increase,” adds Welsh.

#### “The book is a great foundation for understanding how to sell radio.”

Bill Price, GSM for KKLA in Los Angeles adds, “I read the book and immediately bought a copy for everyone in my department. It's helping new and established sellers be more focused and successful. It's something they can read many times for inspiration and advice.”

“It's a great investment in your people. The VALUE of exposure to the ideas and methods in this book is significant and invaluable.”

To read excerpts of *The Million Dollar Media Rep: How to become a Radio or TV Sales Superstar* or to buy a copy go to [www.themilliondollarmediarep.com](http://www.themilliondollarmediarep.com). The price is \$25 plus shipping and handling.



Contact Michael Guld, Author and President,  
Guld Resource Group - 804.360.3122  
[mike@guldresourcegroup.com](mailto:mike@guldresourcegroup.com)  
[www.themilliondollarmediarep.com](http://www.themilliondollarmediarep.com)