

INSIDE RADIO

THE BLUE PAGE

\$400,000 in new direct business in only eight days - plus, 60% renewals!

Generating new local-direct revenue is critical to the life of radio. **Advantage Systems Inc.** has a long, impressive track record of creating new dollars for radio stations.

“Advantage Systems can make a big difference at your stations by finding new clients.”

After a successful career selling for, and managing, radio stations, **Mike LoConte** founded Advantage Systems Inc. 11 years ago. In short, Advantage Systems has



a plan for new business that works. “Last year, we helped radio stations in 104 markets bring in over 35 million dollars in new direct business. We’ve created almost 185 million new dollars for radio since we started,” LoConte notes.

“Sales managers always say they have a problem bringing in new revenue. Our program has proven to work in almost any size market.”

Advantage Systems averages \$400,000 per market in new direct revenue from categories you probably don’t currently call on. The return in many markets can be even greater. Triad Broadcasting, Hilton Head SC/Savannah, GA was LoConte’s first client and it’s a cluster where he still works. “We’ve produced over \$10 million in local direct business in the past 11 years there. We’re invited back every year and have about a 70% renewal rate in that market.”

“How does it work?”

Advantage Systems reps are not only experienced in finding new revenue, more importantly, they discover it in only eight days.

Here’s how: “It’s a numbers game,” LoConte says. “Our program uncovers hundreds, and in some markets thousands of potential advertisers in a number of different categories. We invite the potential client to see a powerful presentation that we make on behalf of the stations. In the end, we close about 28% of the businesses that come to see our presentation.” The program produces an average of 30-40 NEW clients, and as LoConte says, “It’s an intense program.”

“We deliver annual contracts.”

Imagine having 40 NEW annual contracts. Could that make a difference in your bottom line? And these aren’t national clients, but are clients in your backyard. Businesses where you have a real impact. “The average renewal rate for a client discovered through our program is 60%, sometimes more,” LoConte explains. “So this isn’t a onetime ‘fix’ for a market. It’s a program that some companies now include in their budget since we’ve proven it works so well.”

“Why can’t we just do it ourselves?”

The truth is you CAN - but in today’s busy stations, there’s so little time to concentrate on new business. “Stations create ‘new business’ goals for each salesperson for the year,” LoConte remarks. “But Advantage Systems can achieve or beat that goal in only 8 days. We’re very focused and driven to create new radio clients, because we get a percentage of the success.”

“This program will MAKE your year!”

Just ask Hall Communications Executive Vice President Bill Baldwin Sr. “We’ve been with Advantage Systems since 2003 in all of our markets,” he states. “Last year we wrote over 3 million dollars in our markets. We’re projecting over 4 million this year. We’ve billed millions since we started. We love the program and highly recommend it.”

Baldwin continues “It’s been a godsend for us. Our salespeople get behind the program because 99% of the new clients are new local direct. And the advertisers really love it. We have five or six clients come to every new presentation to deliver testimonials. About 60% of these new clients renew each year. They continue to get great results.”

“This program really does work,” Baldwin adds. “And maybe best of all, it has nothing to do with ratings.”



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