

# INSIDE RADIO

## THE BLUE PAGE

**CUT YOUR SALES BUDGET.  
DUMP YOUR WORST SELLER!**

**Budgets must be cut. Replace the salaries of non-productive sellers with the new media power of a Radio Sales Website from [www.salesimaging.com](http://www.salesimaging.com).**

Sales Imaging's Supersales Website {+eBlaster} is a game changer. It combines the power of today's internet and email marketing to generate new business and substantially improves the relationship between your radio station and local advertisers.

A Supersales Website {+ eBlaster} delivers your radio sales department a big-market online presence **at a small market price**. Best of all, there's no commitment. It's 100% maintenance free, and you can **try it free for the rest of 2008** with no strings attached.



Sales Imaging is led by former DOS, RAB/NAB Speaker, and creator of RadioSalesBlog.com, Gregg Murray. Gregg has taken his radio sales, management, and marketing experience, and combined it with a saturation of new media expertise; including all manner of online and email B2B behaviors. His bookshelves, audiobook, and podcast collections

include all things regarding modern sales, marketing, branding, presentation, and technology.

Your Radio Supersales Website {+ eBlaster} is a radio sales machine for your station(s) or cluster. It generates new advertisers and gives you instant credibility with today's hard-to-impress decision makers. And it's completely branded with your station logo(s) and company identity.

Your Supersite includes fast-opening flash and PDF versions of your media kits, as well as a home page audio greeting from the Market/General Manager and audio introductions for each of your station(s). It's all online for clients and prospects to view and hear 24/7.

You also receive promotional tools that drive new business to your Supersite including: pre-produced promos (for on-air), web banners (for your programming sites), and Google, Yahoo!, and MSN search engine optimization.

**Here is how over 200 radio stations in 40+ markets are generating new revenue by modernizing their sales department with their new Supersales Website {+eBlaster}:**

**Web Leads:** Web Leads are emailed to you after a prospect has filled out one of the contact forms throughout your Supersite. Your sales team turns those prospects into clients. Over 10,000 new radio advertisers have been generated through these Supersales Websites.

**Call-in Business:** After visiting your Supersite, some prospects choose to pick up the phone instead of filling out a form (these aren't warm leads...these are hot leads).

**Respect (= Revenue):** Advertisers view your sales department as progressive, modern, and professional. This means more confidence to spend more on radio.

**Online Sales Calls:** When your sales team can't get in front of a prospect/client, they can use your Supersite for an online sales meeting. Perfect for out-of-market agencies or out-of-the-way advertisers.

### Does it work?

Visit [www.salesimaging.com](http://www.salesimaging.com) and listen to the 25 audio testimonials from managers just like you, as well as 15 real world scenarios of how new revenue is being generated.

**Try it FREE for the rest of 2008. No strings attached.**

No budget? No problem. Try your own Supersite {+eBlaster} for the rest of the year FREE. If you like it, you can add it into your 2009 budget. If not, walk away. No questions asked.



**SALESIMAGING**  
[WWW.SALESIMAGING.COM](http://WWW.SALESIMAGING.COM)

**Go to [www.salesimaging.com](http://www.salesimaging.com) for the free list:  
"15 Ideas to Modernize Your Sales Department"**

*Tell your story on THE BLUE PAGE - 800-640-8852*