



## **LBS Digital Sales Webinar on March 9**

### **Consultative Sales Approach for the Web**

The number of different advertising opportunities broadcast sales professionals have been asked to sell has exploded over the last 5 years as a result of the expansion of digital media.

On Tuesday, March 9 at 1pm EST, don't miss the LocalBroadcastSales webinar with Stephen Warley and Borrell Associates about how to sell digital media more effectively, as well as making it less confusing by using the consultative sales approach.

Visit the link below to register now:

<http://www.localbroadcastsales.com/pages/webinarorder.php?eventid=4>

The sales approach required to multiple advertising products is more like the methods used by advertising agencies, matching your clients' goals with the most appropriate advertising opportunity.

In this webinar you'll learn how to adjust your sales approach from the "single product line" of the 30-second spot to selling a diverse array of digital media opportunities.

Some of the basic concepts that will be covered in the Consultative Sales Approach webinar include:

- Digital Media Opportunities that Generate the Best Results for Your Client
- How to Be a Resource and Not a Salesperson in the Eyes of Your Clients
- Increase Your Appointments Through Effective Web Research
- The Key Questions to Ask Your Client to Create a Proposal They'll Love
- Establishing Clear Expectations for Your Client

Questions? Please email [info@localbroadcastsales.com](mailto:info@localbroadcastsales.com).

Each month, LocalBroadcastSales will offer a webinar on a new digital sales topic.

Stay tuned at [www.LocalBroadcastSales.com](http://www.LocalBroadcastSales.com)

