

RAB's Training Academy Online



RAB now offers a sales training option that reduces your team's time off the street. We've been able to take the best of our classroom content and put it into a new system of communicating key Radio sales concepts anytime, anywhere the student can access a computer. Virtually everything we cover in our live Academy Foundations course is now available online. While nothing can replace the depth and effectiveness of in-person training, our Academy Online Program is a great option and does not skimp on content.

Our new 17-module program covers:

- Effectively Positioning Yourself as a Marketing Consultant
- How to Maximize Your Time and Talents
- Painless and Profitable Prospecting
- The Best Ways to Get The Appointment
- How to Conduct a Successful Needs Analysis
- The Fast Way to Build a Great Written Presentation
- Making Money with Co-op and NTR
- The Difference Between Features and Benefits
- How to Steal Money from Competitive Media
- The "No Tension" Method for Handling Objections
- An Approach to Closing that Really Works
- The Role of Creative
- Addressing Objections and Closing
- Making Money with RAB Resources
- Schedules That Get Clients Results
- Increasing Sales Through Buyer-Style Identification
- AND MORE!

Each lesson generally takes less than 30 minutes to complete and includes workbook exercises, plus sample video and audio role-plays. Quizzes are online at the end of every lesson, and e-mailed feedback on the salesperson's understanding of core concepts is communicated to them and to their manager immediately. And because we do all the teaching and grading, managers have more time to lead the team's sales efforts!

Students may choose to go straight through all lessons in just a couple of days, or just cover one or two lessons a week. Each module is available for limited video review, and of course, each student has a workbook to refer to for years to come. After successful completion of the online exam, each student earns a Radio Marketing Professional (RMP) certification and *a discount on their Certified Radio Marketing Consultant (CRMC)!!*

To see more, go to <http://www.rab.com/academyLms/demo.html>. You'll find a Flash demo, PowerPoint presentation, and actual lessons. You can use the word "test" for both the sign-in and password. We know you will like what you see!

HR Benefits from using RAB Training? YOU BET!!!

Certainly, well-trained and successful sellers are less likely to "churn." This in itself saves recruitment cost and lost business. But there is another benefit. An argument commonly used in wrongful termination suits at stations is, "I was not trained to do my job." By putting sellers through RAB Training, stations help build a defensible position against this complaint. As employees take the course, they are not only learning how to sell more and larger orders, but they are receiving training that is recognized as an industry standard. Sellers are required to take and pass a comprehensive exam at the end of the course to earn their Radio Marketing Professional (RMP) certification, providing a very strong case that indeed, the seller was not only given training but understood the training enough to pass a comprehensive final exam, thus proving their understanding of the material.