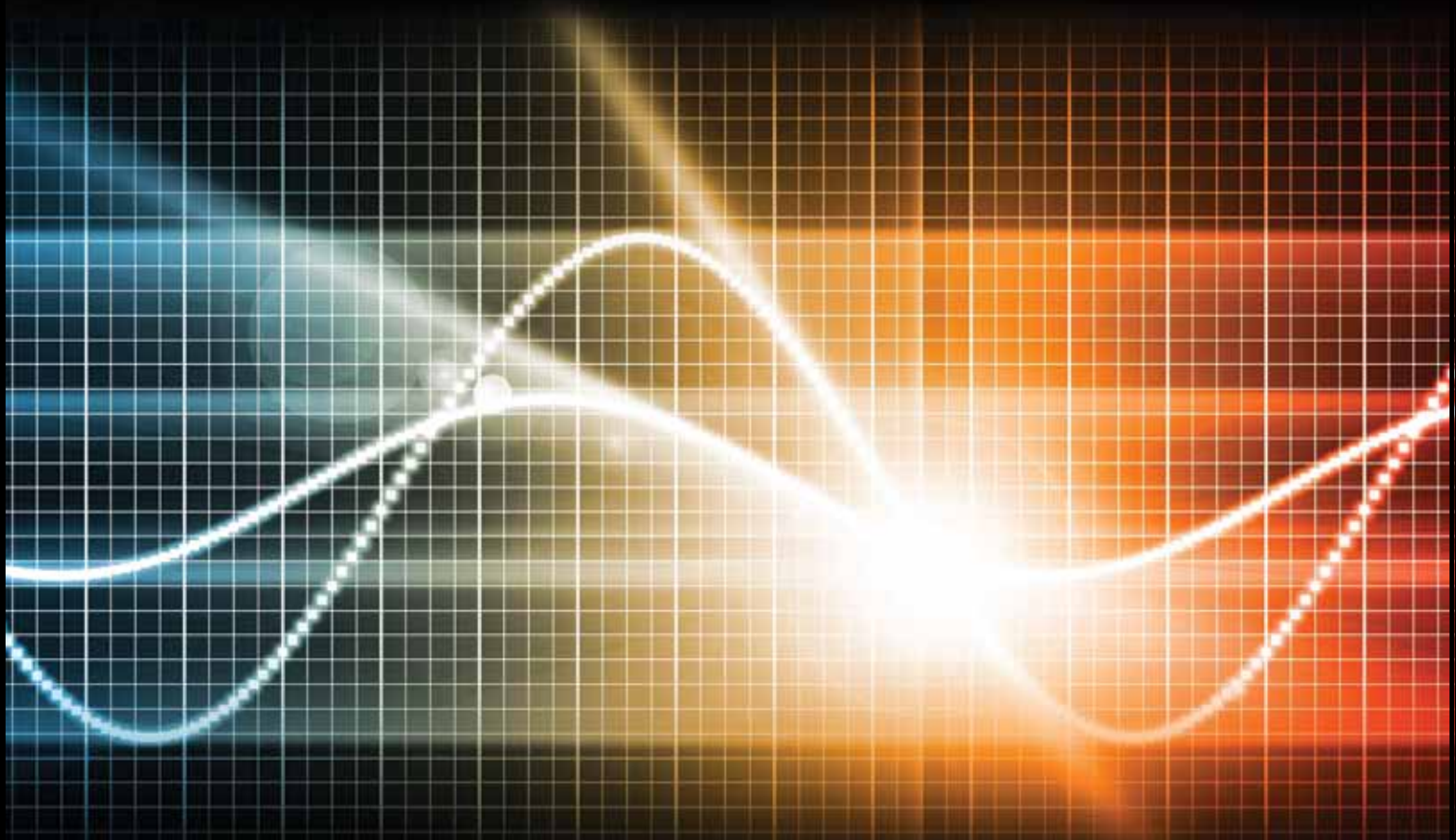




Virginia Association of Broadcasters
2010 Fall Sales Seminar



Selling Solutions

For New and Experienced Sellers as well as Managers—Leave with Ideas that Will Make YOU Money!

**Coming to Richmond on November 16th
Coming to Roanoke on November 17th**

**Keynote Speaker
Pat Bryson**



VAB 2010 Fall Sales Seminar Selling Solutions

Selling Solutions

In this seminar, we will discuss how to ask “good questions” to find out:

- *What is the biggest concern our clients face today?*
- *How that concern affects their business.*
- *How that business concern affects them personally.*

We will study “question theory”.

You will be introduced to a new form of presentation writing; presentations written from the clients’ perspective and focusing on clients’ needs. You will also discover the most effective ways to deliver written solutions to close sales.

Learn how to manage and set clients’ expectations about their advertising results and overcome the phrase, “My advertising didn’t work!”

Learn about the “buy cycle” of the buyer. How do people make decisions about what they purchase? Understanding this process will help you to move your clients through to a “YES!” decision as well as helping your clients to move THEIR customers through the decision-making process.

Increasing your revenue begins with Selling Solutions!

FORMER SEMINAR ATTENDEES HAVE THIS TO SAY:

“We really benefited from your expertise!”

“What a great learning opportunity. I wish I’d had this knowledge on my first day in sales!”

“One of the best I’ve been to in 13 years!”

“I must tell you that you’ve given me some excellent new tools and reinforced my good skills!”

Richmond

Tuesday, November 16th
10:00 AM – 3:00 PM
Richmond Marriott Hotel
500 East Broad Street
Richmond, VA 23219
804/643-3400

DIRECTIONS

EAST: Take I-64 West to exit 190, left onto ramp, right to N 5th St.

NORTH: Take I-95 South, merge onto I-64, at exit 75, right onto ramp, bear right onto N 3rd St, turn left onto US-250 [US-33].

WEST: Take I-64 East to exit 75, turn right onto ramp, bear right (West) onto N 3rd St, turn left (South-East) onto US-250 [US-33].

SOUTH: Take I-95 North to exit 74C, turn right onto ramp, bear right (North-West) onto US-250 [US-33].

Roanoke

Wednesday, November 17th
9:00 AM – 2:00 PM
Sheraton Roanoke Hotel
2801 Hershberger Road
Roanoke, VA 24017
540/563-9300

DIRECTIONS

EAST: Follow Route 460 to Interstate 581, take Exit 3 West.*

NORTH: Follow Interstate 81, take Exit 143 (Roanoke) to Interstate 581, take Exit 3 West.*

WEST: Follow Route 460 to Interstate 581, take Exit 3 West.*

SOUTH: Follow Interstate 581, take Exit 3 West.*

* From Exit 3 West, turn right immediately at the traffic lights.

A light continental breakfast will be available one hour prior to the start of the seminar at each location. Lunch will be provided for all participants. The dress for the Fall Sales Seminars is business casual.

2010 Fall Sales Seminar Selling Solutions



REGISTRATION FORM

Richmond

Tuesday, November 16th
10:00 AM – 3:00 PM
Richmond Marriott Hotel
500 East Broad Street
Richmond, VA 23219

Roanoke

Wednesday, November 17th
9:00 AM – 2:00 PM
Sheraton Roanoke Hotel
2801 Hershberger Road
Roanoke, VA, 24017

Company: _____ Call Letters: _____

Mailing Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____

Contact E-mail: _____

ATTENDEES

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

REGISTRATION FEES

Total number of **VAB Member Registrants**: _____ @ \$30.00 per person

Total number of **Non-Member Registrants**: _____ @ \$75.00 per person

Total Registration fees: \$ _____

Mail Check and Registration Form To:

Virginia Association of Broadcasters

ATTN: Amy Shaw
600 Peter Jefferson Parkway, Suite 300
Charlottesville, VA 22911

For information or questions, please contact the
VAB at 434-977-3716; Fax 434-979-2439;
e-mail amy.shaw@easterassociates.com; or www.vabonline.com.

****FULL PAYMENT MUST ACCOMPANY REGISTRATION FORM**
Cancellations must be received at the VAB office no later than November 2nd
to be eligible for a refund. Substitutes are welcome.



VAB
Virginia Association of Broadcasters
600 Peter Jefferson Parkway, Suite 300
Charlottesville, VA 22911

VAB Virginia Association of Broadcasters **2010 Fall Sales Seminar** **Selling Solutions**

Keynote Speaker: Pat Bryson



Pat Bryson has worked in the radio industry for over 25 years. In her market, she was one of the highest billing radio sales people. Her career advanced to General Manager, where she created a **culture of over-achievement** for her stations.

Since founding BBI, Pat has worked with **broadcasters around the world** and has been a featured speaker at Radio Conference Poland, Krakfilm Festival, the Spring Radio meeting of EGTA in

Zurich, and was a featured speaker for the Broadcast Education Association during the NAB Convention in Las Vegas.

SAVE THE DATE: Richmond, November 16th or Roanoke, November 17th