

((TRANSMITTER))

FEBRUARY 2017

“AT&T Presents
the 2017 IBA
Silver Dome
Awards Gala”

MARKETING

Contribution to SOM

2017
THE YEAR
OF THE
SALES MANAGER



((TRANSMITTER))

FROM THE PRESIDENT

DENNIS LYLE, IBA PRESIDENT/CEO

While we like to think *all* departments at IBA-member stations are served well by the IBA, clearly the demands on the sales department, and specifically *sales managers* have increased two-fold. Enter "The Year of the Sales Manager." Actually, that's how IBA veteran media sales consultant **Chris Lytle** themed his 2017 on-line/on-demand training services, now a 2017 IBA-Member Service, providing full access to Lytle's Instant Sales Training which includes, among a plethora of sales material, an archive of 75 pre-planned sales training sessions.

We liked Lytle's 2017 "Year of the Sales Manager" theme so well, we decided to make it our overall focus in assembling *all* of our training services and sales opportunities for 2017 evidenced by the newest Member Service from *Media Staffing Services (MSS)*. MSS will provide our members with webinars specifically targeted to sales managers, as well as GMs, HR staff, and really *anyone involved in the hiring of the sales staff* (note, come April 12th, IT or digital staff might also want to participate in what will be MSS' third session offered, focusing on "Social Media and Online Tools.")

Our "Year of the Sales Manager" focus is also helping steer content decisions for our upcoming IBA2017 Sales & Management Conference Tuesday, June 27th as we return to the Marriott Hotel & Conference Center in Normal, IL for what promises to be more "commuter and Amtrak-friendly" than ever before with *seller's* sessions not scheduled to begin until 9:30am (however GM's and Owners will start their day at 8am with our Legal, Legislative, and Regulatory The conference ends that same afternoon at 3:30pm now that our 2017 Silver Dome Awards has its own night and location earlier in the month as "AT&T Presents the 2017 IBA Silver Dome Awards Gala" on Thursday, June 8th at the Abraham Lincoln Museum in Springfield, Illinois. As a reminder, the entry deadline for entering this year's awards competition has been extended. Lots more details on

both (now) standalone events are on the way. As the late, great, IBA Hall of Famer Paul Harvey use to say, "Stand by for news!"

As we start the new legislative season in both Washington, D.C. and Springfield, we find ourselves needing to recruit your help in "selling" both a new Performance Tax Resolution (Local Radio Freedom Act) to the U.S. Congress, and a new "No Ad Tax" Resolution" to the Illinois General Assembly. Congressmen **Mike Conaway** (TX-11) and **Gene Green** (TX-29) have once again introduced the Local Radio Freedom Act (LRFA) in the 115th Congress (H.Con.Res.13.) As we go to press, the co-sponsor count is up to 127 on our way to our goal of 218. Illinois Members of Congress already on board include **Congressmen Bost, (Rodney) Davis, Hultgren, Kinzinger, LaHood, and Shimkus**. The Senate version is S.Con.Res.6.

Want an incentive to ask Congressional support for the Resolutions often thought to be the broadcast industry's best defense against any Performance "tax?" Try this on for size; the opposition welcomed the New Year with a tweet that read "*Big radio is pushing LRFA again – 10 companies control 50% of US radio & they're putting their profits ahead of artists. Music has value.*"

Meanwhile, the Illinois General Assembly's continued struggle to pass a state budget gives good reason for the No Ad Tax Coalition to remain assembled and ready to promote the perils of any proposed ad tax here in Illinois. As a result, the Coalitions <http://www.NOADTAXILLINOIS.com> website remains activated and a new No Ad Tax Resolution (H.R. 28) has been introduced to the new 100th Illinois General Assembly. Our thanks to last year's Resolution co-sponsor, **State Representative Dave McSweeney** (R-52,) for stepping up to the plate in introducing the bipartisan H.R.28. Please remember to ask your State Rep's support for the Resolution. DL



Online



Onsite

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ABOUT THE COVER

IBA has declared 2017 as "The Year of the Sales Manager" and has allocated funding to enhance Member Services designed specifically for the Sales Manager. We heard you loud and clear when you told us that your greatest challenge is finding the right people! IBA has joined forces with two other state broadcast associations to bring you a webinar series from Media Staffing Network, designed to help local recruiting. Chris Lytle's webinar series addresses the Sales Management Trap and provides six webinars on how to emerge from the trap and concentrate more on helping your sales team succeed at their job.

Perhaps it is on-sight, in person training that you are looking for. Please place IBA's one-day IBA2017 Conference, "Making Money on Main Street" on your calendar. For just \$40 each, sell-

ers can attend breakout sessions from RAB's Jeff Schmidt, Speed Marriott's Digital Enhancement, and panel discussions designed to provide instant takeaways they can begin using the next day. Mark it down, June 27th just off of Main Street in Bloomington/Normal. Details in next issue.





CHRIS LYTLE
AUTHOR & SALES TRAINER

INSTANT SALES TRAINING WEBINAR SERIES FOR "SHORT ATTENTION SPANS"

"Getting sales people to succeed at their jobs"

IBA is working with Chris Lytle again this year. He's proclaimed 2017 to be "The Year of the Sales Manager", because sales managers get pulled in so many directions.

In "The Accidental Sales Manager" Chris introduced the concept of The Sales Management Trap.

1. Non-management Duties, because you are handling your own account list.
2. Other Management Tasks, the role you play as a firefighter and head of the complaint department.
3. Human Resource Development, the things you enjoy like training, coaching, motivating.
4. Strategic Market Planning, you know that thing that your boss asks for but you don't have time for like forecasting, report analysis, and planning.

Sales managers can spend up to 90% of their time trapped doing Stage 1 and Stage 2 tasks. These lower level tasks need doing. But the real job of sales management is getting salespeople to succeed at their jobs. That requires more Stage 3 activities. Help is on the way.

You or your sales manager will get access to Lytle's Instant Sales Training Website. There's an archive of 75 pre-planned sales training sessions ready now. Chris will send you an email each week when he's posted a new Instant Sales Training session. Each comes as a downloadable 2-1/2 to 5-minute MP3. You can email them to your salespeople and

they can listen and learn on their smart phones. There are discussion questions for the sales manager to use in the sales meeting.

Continual improvement requires continual learning. Chris encourages every sales manager to facilitate the delivery of that training. Put together engaging training sessions using his content and your conversations. You'll also enjoy Chris's 53-minute video keynote Super Charged Sales Management. Just enter your email and it's yours. Finally, you'll have access to the recordings of the 4 sales webinars and 4 management webinars from last year. Get started.

How to sign-up?
Send an email to Chris.Lytle@InstantSalesTraining.com to gain instant access to Instant Sales Training. Put "Instant" on the Subject line and include your first and last name. Tell them IBA sent you.

It's your year. "The Year of the Sales Manager".

More information and archived links at: www.ilba.org/events/webinars.

Sign up by emailing:
chris.lytle@instantsalestraining.com

LOCAL SALES RECRUITMENT- BECAUSE WE KNOW WHAT YOU NEED.



WHY CAN'T WE FIND SELLERS?

March 8

Hiring sellers is a major challenge that causes many media managers to lose sleep at night. Regardless if the issue is lack of response to ads, poor compensation plans or not having time to really conduct searches, recruitment needs to be a major focus for any company. It is much more than just posting an ad to be successful, it takes a major commitment. In this session will be an overview of the entire 6 month program and why hiring tactics need to change; why turnover will kill you and how to stop it while hiring smarter; what the sales team of the the future looks like.

Archive link: <https://attendee.gotowebinar.com/register/5829639617738820097>



IT'S ALL ABOUT THE MONEY.

March 10

There are more things to consider than commission rates, this session will cover compensation ideas, perks and benefits that don't break the bank and will start you thinking out of the box on where your next hire could come from, in addition to building a recruitment strategy and budget.

Sign up: <https://attendee.gotowebinar.com/register/1462200211817272065>



GETTING THE WORD OUT.

April 12

Job seekers are smart and savvy, they are going to check you out before you ever learn their name. In this session, we start with the essentials of building a solid job description and then how to market, not just your open jobs, using social media, live events and referral programs. It will be helpful to have all participants have access to a computer with Internet connection for this session!

Sign up: <https://attendee.gotowebinar.com/register/528249746416932865>

WEEKLY ADVERTISER INTELLEGIENCE

INSIGHT EDGE-
SNEEK PEEK
INSIDE
YOUR CLIENT'S
BUSINESS
EACH WEEK!



"I LOVE LBS.....IT ALSO ENCOURAGES SALES PERSONS TO BE MORE CONFIDENT IN THEIR APPROACH TO CERTAIN BUSINESSES AND WHAT APPROACH WORKS BETTER.

- CAROL SNUFFER,
IBA-MEMBER KBSI-TV

Order Takers Need Not Read!

Key Advertising Issues That Lead to Practical Conversations

Insight Edge Advertiser Intelligence is designed to quickly keep the busy sales professional up-to-date on the

current events that are important to their advertisers and prospects.

This weekly newsletter is organized by category allowing Illinois Broadcasters Association member station's sales pros to navigate directly to the stories they need without wasting time on articles that aren't relative to their customers.

In literally five minutes per week, your sales team will:

- *Have practical conversation starters for their existing and potential customers when they walk through the door.
- *Build a perception of intelligence and caring about their client's opportunities for success.
- *Understand what their

customers' competition is doing.

*Be equipped to consult with their customers rather than just "take order".

IBA PROVIDES THIS MEMBER SERVICE TO MEMBERS IN CURRENT STANDING IN A WEEKLY EMAIL

IBA provides this member service to members in current standing in a weekly email, "Insight

Edge & Selling Tools" that is sent out each Monday at the end of the day so it is first in your inbox on Tuesday.

Each week the issue dedicates resources to uncover meaningful and useful information on your key advertiser categories.

Sign-up all of your sales team to receive this e-letter by emailing your team names and emails to iba@ilba.org.



“ON DEMAND BROADCAST SALES TRAINING AND REVENUE DEVELOPMENT THAT

Did you know You have access to Local Broadcast Sales and it's FREE to you. LBS is the most powerful and practical on-demand broadcast sales training and new revenue development service available on the market today. This exciting service is yours FREE thanks to the Illinois Broadcasters Association and the board of directors. Take a look at how

LBS will make a huge difference in your professional development and provide your station with a impressive competitive advantages Watch the preview video:

<https://vimeo.com/196982458/1c6048591c>

LBS is a powerful group of services for sales managers...

LBS is a powerful group of services for sales managers to train their team or new team members right from the start! LBS is updating the site weekly with new information and video introductions! Currently 1000's of videos from selling professionals are available 24/7 and are often used along with the client in sales presentations. Each video contains ideas on promotions, strategies, and closing ideas on 100's of topics.

This weeks video:

1. Leasing

John Tkac reminds us that a low monthly payment is king in auto advertising. Consumers know that as well so John also gives a preview of where leasing trends are going in the US!

2. Home Renovation

Paul Weyland takes a look at selling home renovation services.

3. Financial Planners

Do you understand the daily Challenges that a financial planner faces? This segment will help you to get inside their world and give you direction to uncover advertising opportunities that you can translate unto anything from conversation starters all the way to full campaigns!



IBA Access Code: il3344
w.LocalBroadcastSales.com



2nd

TUESDAY

LBS **Local**
Broadcast Sales
WEBINAR SERIES

AUTOMOTIVE ADVERTISING FOR 2017... HOW TO POSITION LOCAL BROADCAST TO DEALERS!



**IN CASE YOU
MISSED IT
WEBINAR
NOW
ARCHIVED!**

Presented by John Tkac, LBS Automotive Expert and Former Car Dealer

There was once a time that large amounts of local automotive ad dollars were automatically allocated to broadcast. Not always so anymore. We'll discuss how to engage today's automotive dealer and how to position your broadcast and digital assets so you get more than your fair share. Gain a competitive edge in your marketplace and discover nuggets to fine tune your conversations with your auto dealers. Don't miss this practical webinar!

[Click HERE to view the archived webinar](#)



On-Demand Broadcast Training
And Revenue Development That Works!

SAVE THE DATE

IBA2017

“MAKING MONEY ON MAIN STREET”

JUNE 27, 2017



IBA2017
MAIN STREET, NORMAL, IL

IBA2017, “Making Money on Main Street” will provide actual take-away ideas that sellers can begin using the next day to make more money in their local markets. Panel sessions include experts from the RAB, experts from the Auto Sales industry, expert broadcasters providing “10 Ideas in 10 Minutes” and much more. IBA is keeping it simple with “Seller attends for 40 bucks.” Registration details on page 12.

AND THE WINNER IS... SILVER DOME AWARDS GALA

Finalists for the 2017 Silver Dome Awards, Presented by AT & T will be announced next month and the winners will be announced from the steps of the White House inside of the Abraham Lincoln Presidential Museum on June 8, 2017.

Silver Dome guests will have access to many of the exhibits at the museum during the reception including the theater presentations and the newly opened exhibit chronicling the history of the rivalry between Springfield's two favorite baseball teams — the Chicago Cubs and the St. Louis Cardinals, called "The Rivalry."

The museum will animate the stories associated with one of baseball's most celebrated rivalries and two of the most enthusiastic fan bases these teams represent, all while enjoying the rivalry between IBA member stations for the

coveted Silver Dome Award and Station of the Year Awards.

This year, IBA will present the Vincent T. Wasilewski "IBA Broadcaster of the Year" award and the W. Russell Withers, Jr., "IBA Broadcast Pioneer" award as part of the Silver Dome Awards Gala.

Ticket information available at:
www.ilba.org

Hotel reservations can be secured at the President Abraham Lincoln Springfield, A Double Tree by Hilton at: 217-544-8800.



AT&T PRESENTS THE JUNE 8TH SILVER DOME AWARDS GALA



AT&T presents the...
2017
Silver Dome
Awards



at&t

SPRINGFIELD

June 8th, IBA2017

Ticket information available at:
www.ilba.org

Hotel reservations can be secured at the President Abraham Lincoln Springfield, A Double Tree by Hilton at: 217-544-8800.

June 27th, IBA2017

Registration information available at:
www.ilba.org