

Equity Communications LP

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\$ecrets of \$uccess\$ in Radio \$ales with Equity Communications

Arbitron - rated #1 in Southern New Jersey!

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WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

So how's your career or job search going so far?
Is it everything you expected? Everything you hoped it would be?
Not so much, huh?

Are you fresh out of school & just realized you can't get a job without experience & can't get experience without a job?

Have you begun to realize that the only industry that seems to be hiring is Business-to-Business Outside Sales?

Are you tired of bad interviews, HR websites, exhaustive personality tests, run-arounds & ride-alongs that lead nowhere, commission-only jobs, telemarketing boiler-rooms, pyramid schemes, & selling steak knives door-to-door?

Maybe you're selling something now that's just not very exciting – or something you don't believe in? Or maybe you're working in Sales for a Company or for someone who doesn't appreciate your talent?

Well, none of this sounds like much fun, however you **can** do something about it! Because what you're doing now probably applies to what you **could** be doing in the future –

That is - your future with us - in Radio Sales – with Equity Communications!

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Respect, Compensation, Training & Opportunity for Personal & Professional Growth in a Vibrant & Exciting Industry!

Radio Salespeople Earn Exceptional Compensation!

If you like being well compensated for your efforts, then radio sales is a great career to consider. Of course, how much money you make in any sales job is directly related to your productivity, but a recent Nielsen / Arbitron Radio survey found over 80% of Radio account executives felt they were being fairly, very well, or generously compensated!

The Equity Communications stations have a reputation for hiring & retaining the best sales talent in the market, & for providing the most lucrative compensation available anywhere in South Jersey! & Now We're Expanding!

Radio offers you a Professional Growth Opportunity in a Dynamic & Prestigious Industry!

Salespeople are the backbone of the media business. Consolidation combined with the Internet have provided salespeople in the radio industry more opportunity than ever before! In fact, over 75% of all radio salespeople today currently sell advertising on more than one station – both on-air & on-line! Because they represent a broader variety of formats & platforms radio salespeople now have the opportunity to make more sales to a wider variety of customers & thus make more money!

They can also package the stations they represent with digital properties & promotional approaches to achieve more success for their customers, which results in easier & more frequent renewals!

For example, every Equity Communications account executive gets to sell at least **six stations** & **six websites** to their clients. This provides a multi-media mix of formats, platforms & promotions both on-air & online that can really get a client excited!

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WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

You Will Be Respected in the Media Community & the South Jersey Business World!

In the Arbitron Study, over two-thirds of the Radio account executives surveyed said they feel their peers inside & outside the media industry respect them. And why shouldn't they? Today's radio salespeople are accustomed to doing business with the top companies & advertising representatives. They also get a chance to work directly with the clients themselves on local promotions & community events!

The Equity Communications stations are leaders in their respective formats, popular, widely respected, & sought after for promotions & community events, which very often have a sales component to them. Equity's salespeople are viewed as "a cut above" the rest, making them a valuable resource to advertisers in the South Jersey marketplace!

You'll Be Part of a Diverse & Vibrant Industry!

Tune up & down the AM & FM radio dials & you'll find many different formats, each carefully researched & designed to appeal to a particular segment of listeners. The people you work with inside these stations are just as diverse & vibrant. The radio industry is eager to find the best sales talent – & that sales talent comes in many different packages - & from many different industries!

With all the choices in formats & musical tastes it's obvious why everyone doesn't listen to the same station. That's why Equity Communications has consolidated **nine stations** with different complimentary formats all under one Company! That way we create a multi-format multi-demographic "one stop shopping" experience! We reach & influence **each & every** audience any South Jersey advertiser may wish to attract..

You'll also be using proven sales graphics, attention-getting leave-behinds & digital promotional resources that are the talk of the market!

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WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

You'll Receive Valuable Sales Training!

If you do not have experience in radio sales, no problem! Today's broadcasters understand the value of proper training for their salespeople. As the Arbitron study found, two-thirds of today's radio salespeople who have entered the profession in the last two years said that their first two months of "sales training" were either "good," "very good," or "excellent"!

Entering the radio profession now in this new era of consolidation & convergence of on-air & on-line listening ensures you'll get the right training & tools to have a successful career as a radio salesperson. Equity Communications sales management will be right at your side during your training, helping you perfect your sales presentation techniques!

The Equity Communications sales training program is short, intensive, quick & to-the-point - designed to get you up & running in days not weeks. We'll have you out in the field effectively calling on clients, making quality presentations, & hopefully locking up deals by the end of your first week!

You'll Put Your Creativity to Work!

Selling advertising for a radio station isn't like selling copiers, cell phones, cable services, pharmaceuticals, or even newspaper ads. There's a lot more creativity that goes into marketing the radio "product" & selling radio commercials. You'll be helping to create the commercial message you've sold. You'll also learn to schedule the commercials effectively, help in the creation of client promotions & giveaways, & work along with your clients to optimize their entire marketing plan!

As a radio salesperson for Equity Communications, not only will you be offering South Jersey's leading radio stations & websites for sale, but you will also be using your own creativity & ingenuity to design a complete promotion program. Thanks to this approach, the Equity Communications stations almost always get **great results** for clients, so renewals & repeat business are plentiful!

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You Won't Be Selling Industrial Supplies – This is Challenging and Interesting Work – & It's Fun!

Besides all of the above, working in the radio broadcasting business is hardly like working in a bank, insurance company, office – or even a casino. Radio is a part of “show biz” & as a result the pace of life at a radio station is often hectic & exhilarating!

Few industries evoke as much passion & excitement as radio & radio sales. Not convinced? Just yell “**Radio!**” in a crowded room & see what happens. People love sharing their opinions about their favorite songs & favorite stations & enjoy hearing the inside scoop about their favorite artists & announcers!

Feeling the satisfaction of closing a sale, helping design & write the commercials, working with the on-air personalities at your stations, hearing your commercials on the air, & then getting ‘thank you’s’ from satisfied clients all add extra pizzazz to a job that is **truly unique** from any other industry!

It's important to remember there's really no such thing as a “bad day” in radio sales. No one is dying on an operating table or a battlefield – & no one is going out of business! There are very few sales that can't be made with the right ideas & communication!

While some days may be better than others, none of them are boring. & nothing beats the thrill of knowing you're chasing your dream & building a lucrative recession-proof career for yourself with South Jersey's leading radio broadcasters - where the sky's the limit!

Talk to the Equity Communications salespeople – or in fact **any** radio salespeople anywhere throughout the Country - & you'll probably hear them all say the same thing: Radio sales is in their blood & they couldn't possibly imagine ever doing anything else for a living!

Why not join them?

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WHY CHOOSE A CAREER IN RADIO SALES WITH EQUITY COMMUNICATIONS?

Attitudes, Skills, & Profile of The Successful Radio Sales Candidate

- **“Stick-To-It-edness.”** As with any other career choice, the decision to enter radio sales must be underscored by your determination to be successful in your choice of career.

This is not a “get rich quick” career or scheme. It is however a just about guaranteed “get rich slow & steady over time & finish rich” opportunity!

A career in radio advertising sales is no different than a career in any other sales industry or profession. You must stay with it in order to make the kind of money you want to make. It does not happen in two days, two weeks, or even two months – but it can happen in less than two years.

This is a CAREER choice – just like being a doctor, lawyer, accountant, or real estate professional. It takes hard work, patience & stick-to-it-edness!

- **Overcoming the Fear of Rejection.** Before ever attempting a career in radio sales, you should understand on average you might sell 15-20% of the people you call on.

The more calls you make, the more sales you’ll make, but realize there’s likely to be rejection at the outset, particularly until you start developing your relationships & selling personality & successfully locking up your first deals.

Understand they are not rejecting you personally, and try to re-frame the rejection as simply a request for more information. If you can do that, you’ll be in this wonderful business to stay, & will be that much closer to claiming your pot of gold!

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Attitudes, Skills, & Profile of The Successful Radio Sales Candidate

- **Attitude.** Yes – attitude will make or break your career in radio sales. Maintain a positive upbeat attitude & you will see your career & account list blossom. To be enthusiastic simply Act enthusiastic! It's contagious!

Radio stations are populated by enthusiastic money-motivated salespeople with a willingness to help each other. The more enthusiastic you are, the more money you'll make!

- **Some Outside Sales Experience Preferred.** If you have any outside door-to-door store-to-store business-to-business direct sales experience that would be an added plus!

Similarly if you have any related work experience that could be considered "entrepreneurial" that would also be an important ingredient for success in radio sales. Ran your college newspaper or radio station? Great! Set up your own landscaping or construction business? Super! Used to running-&-gunning as a real estate salesperson? Perfect!

- **Money Motivated.** Want to triple your income in your first 18-24 months? Willing to attend our short-course College of Sales Knowledge & model yourself after some of this industry's best & brightest salespeople? If this describes your desire to learn & earn, then we want to talk to you!

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Job Description: Outside Sales - Radio Sales Position

- Learn & memorize Equity's three page introductory "Tell-me-Sell-me" framing shell!
- Prospect & sell new clients for your radio station!
- Make 10-12 'consultant sell' sales calls to potential clients each day inside your assigned territory &/or prospect list
- Deal with clients, business owners, & advertising decision-makers on a 1:1 basis in the field
- Create & present a minimum of five (5) spec commercials per week with Sales Management at your side.
- Represent the Equity stations & websites proudly & professionally to the retail community with a "customer service" approach at all times
- Play nicely with others in all departments within our Company & help maintain our cohesive team-based environment
- Stay organized & manage your time wisely by maintaining your weekly reports & hitting your weekly quotas of sales calls, 1-sheets, spec commercials & pending closings
- Receive automatic monthly pay increases every month you hit your sales call / spec commercial presentation targets.

Interested in this career opportunity? Tell us! Think we should pay you to train for a new career in radio sales? Sell us! If it's time for you to finally put away that resume & start building a career - Call 609-484-8444 ext. 317 or email gfequity@aol.com for a confidential interview.

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