



**On-Demand Broadcast Sales Training
and Revenue Development *That Works!***

Know your competition! – Part 1

Do an overall Market Profile on your competitors.

1. Do a competitive Market Profile on each station. Strengths, vulnerabilities and weaknesses.
2. Watch your competition's local programming.
3. Do your competitors have a special look, slogan or features that they promote?
4. If your competition has local talent, how do they interact, pace themselves, do features and what is their overall look on air?