



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

Know your competition! – Part 2

After doing the overall Market Profile, start your own Competitive Sales Market Profile sheet and map out the following:

5. On your top 10-15 biggest accounts (do more if possible), determine who the competitor's Account Executive is on each account.
6. Identify by AE their strengths and weaknesses and how they sell.
7. Recognize how your competition strengths benefit your top clients. (demo, sponsorships, programming that fits their product)
8. Be acquainted with how your competition positions themselves in the market.
9. Know key special programming on your competition, like Olympics, Sport, newsbreaks, etc.
10. Know when your competition's quarters are the strongest and the weakest. Example. Younger skewing stations are stronger in the second and third quarters due to younger skewing categories, like colas, theme parks, beer, concerts, to name a few.
11. Pinpoint how your competition positions themselves against your station.