

COVID-19: BEST IN YOUR MARKET

THIS WEBINAR WILL BEGIN AT 12:12 ET

ALL HANDS ON DECK!



Paul Weyland
President
Paul Weyland Communication Strategies



Tim Burt
President
Tim Burt Media



Mark Levy
President
Revenue Development Resources



Gary Moore
President
Local Broadcast Sales



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

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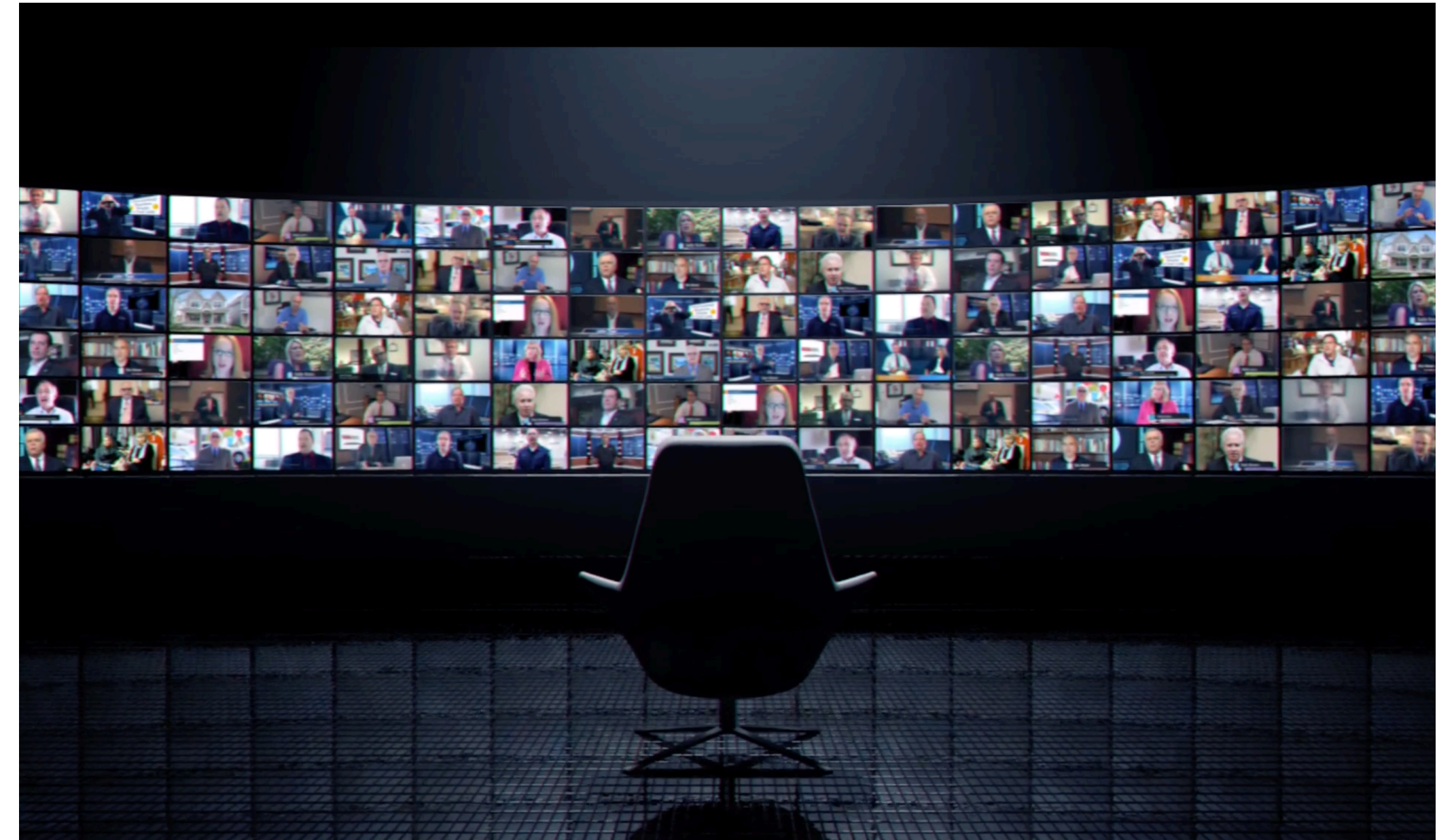
How to Work from Home

<http://localbroadcastsales.com/how-to-work-from-home/>

**Don't Miss These
Two Recent Videos**

What's Your COVID-19 Strategy

<http://localbroadcastsales.com/whats-your-covid-19-strategy/>



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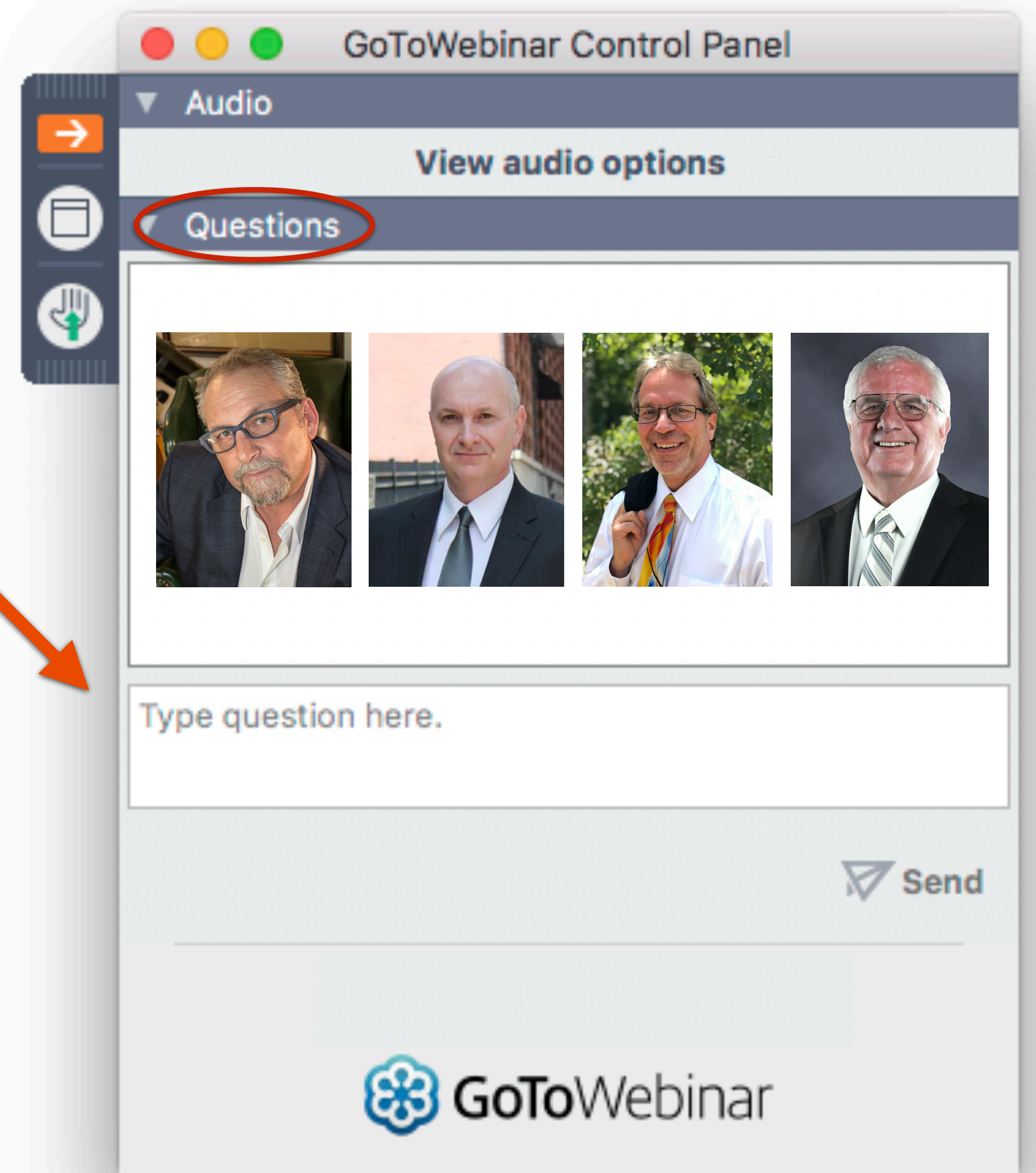
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Over 3,000 relevant marketing support materials and research items updated every day and arranged by advertiser category!

Questions?



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A Call to Leadership

FOR NOW, FOCUS ON YOU AND YOUR TEAM'S CHARACTER!

How to Build Character



How to Build Character

1. Have a clear short-term mission

To rise to the current circumstances to be the best broadcast/digital professional in the market for my advertisers, prospects, station, and self.

How to Build Character

2. Establish short-term goals

Advertisers/Prospects: I will reach out to 10 advertisers/prospects daily.

Self: I will spend one hour each day on self-development training utilizing www.localbroadcastsales.com to build or remind me of excellent skillsets and Ad Intel to learn more about my advertiser's business.

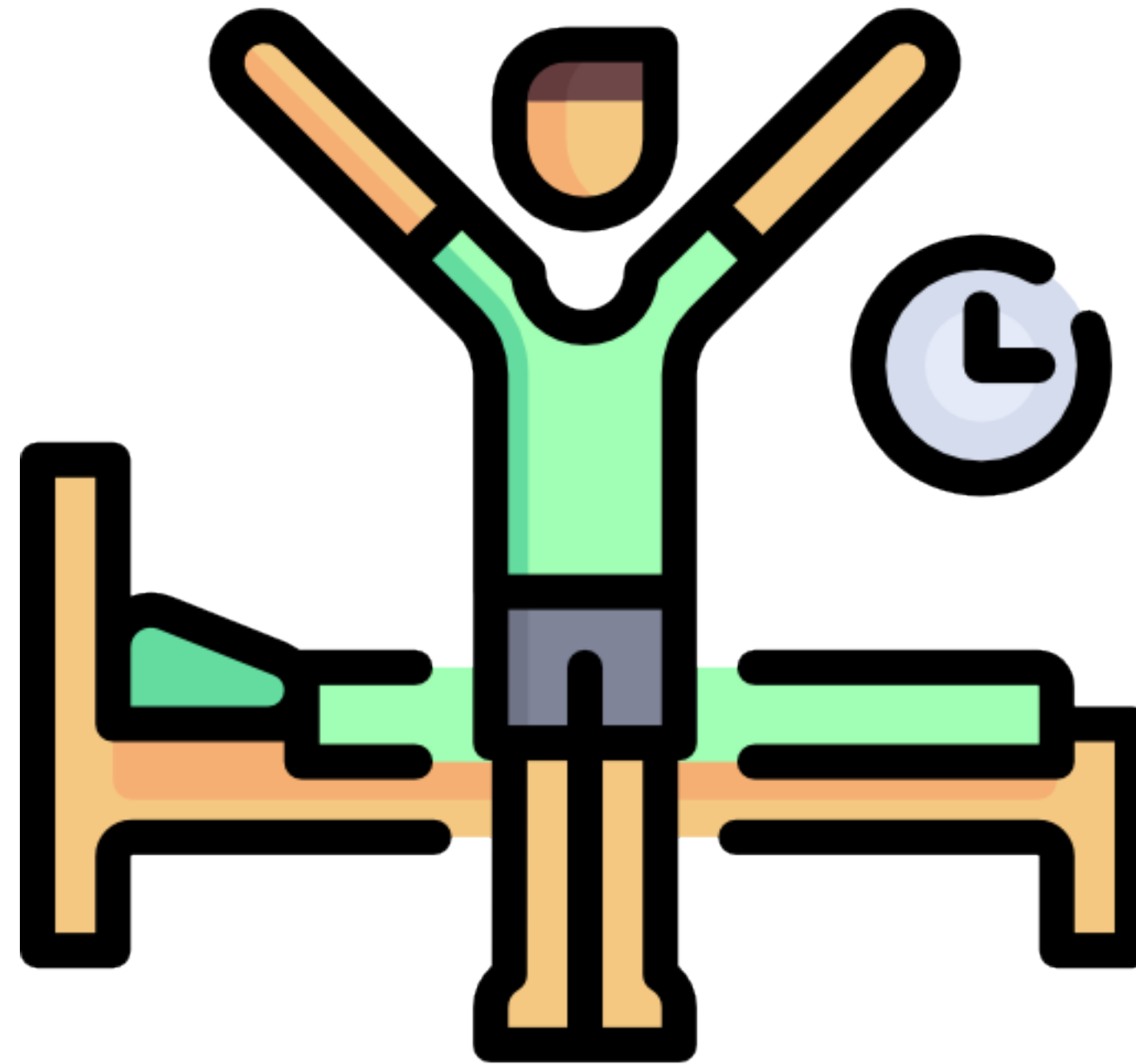
How to Build Character

3. Hold your team accountable to their mission and goals - Check daily on how they are doing, adjust, and encourage onward

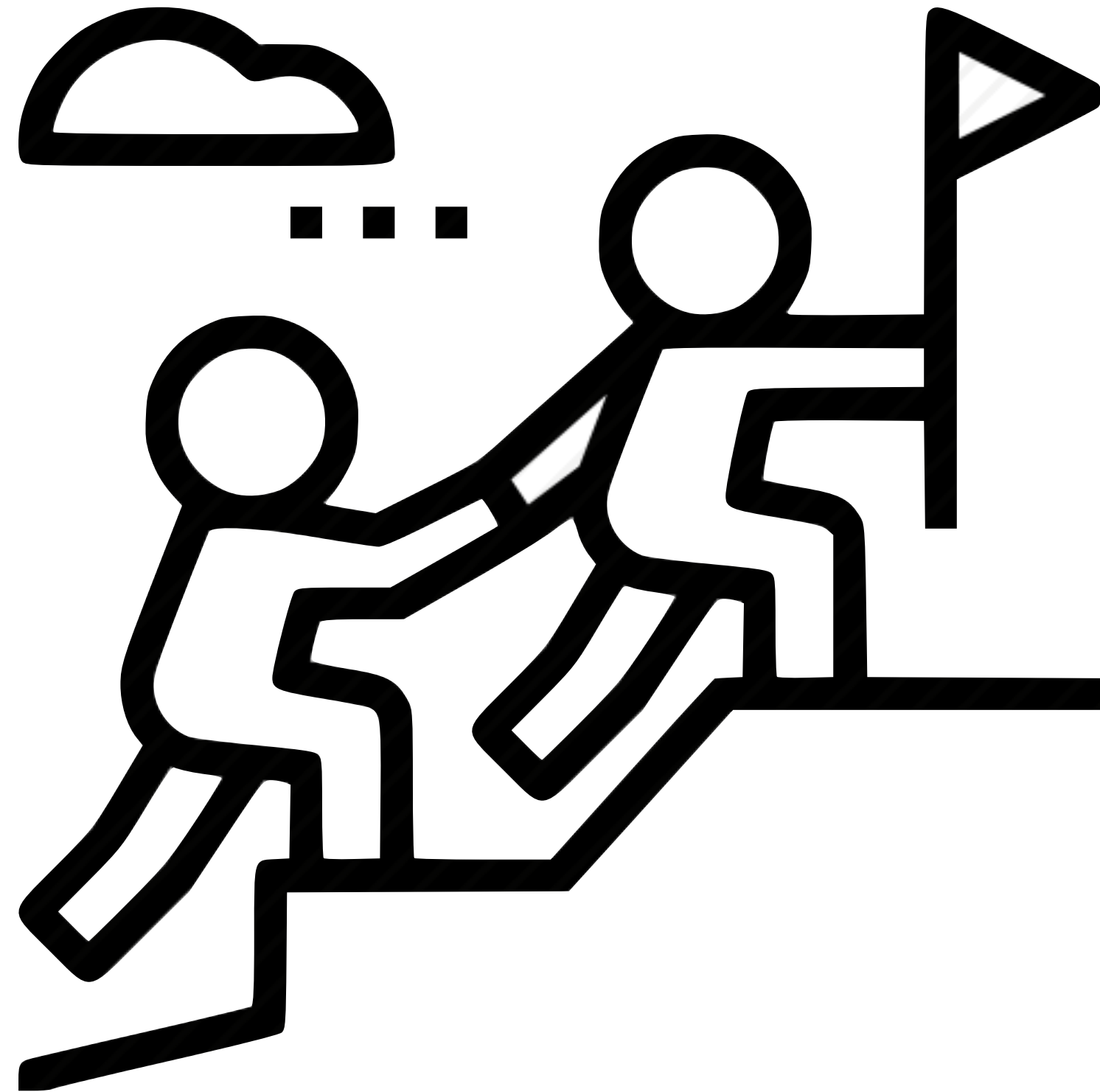
It's what your team does when no one is looking that counts



Encourage your team to get up each business day and get busy.



Support each member any way that you can to assist them in having a good day.



Give them moments of feeling good
about their progress.



Team Conference Call

1. Ask if anyone has some good news. You should know enough about what they are doing to highlight even the slightest victory or progress towards a sale or professional self-development improvement.
2. Provide an exercise where you highlight an advertiser, give a short background, and ask for everyone's input on how they might approach this advertiser with today's environment.
3. Remember birthdays, work anniversary dates and other important events that are meaningful to your team. Everyday, encourage everyone to stay cautious and healthy.
4. Have everyone read a professional book and discuss a chapter together. You can do the same with an Local Broadcast Sales video series.

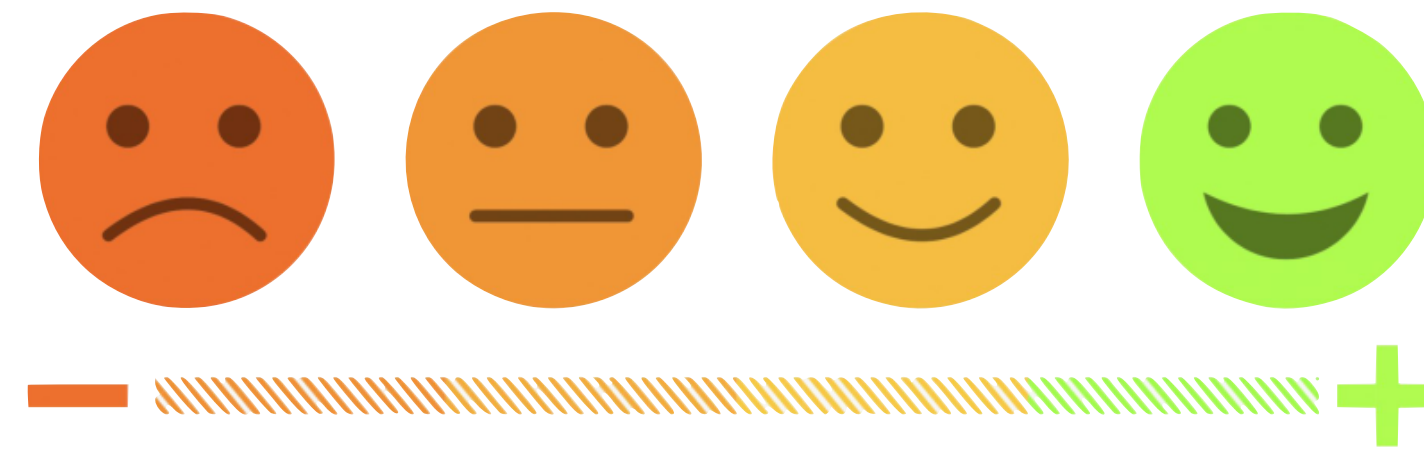


Make Sales Whenever You Can, Always Build Relationships for Future Success

- ▶ When you speak with your sales teams clients, be a positive force in your words and activities. Help whenever you can!
- ▶ Always find out how your sales team and advertisers are “feeling”, and react supportively.
- ▶ If possible, have you and your team find out where your advertisers are currently overstocked and get back with a campaign just as soon as things get back to normal.



How to Build Healthy Emotions



1. Keep informed, but not **entrenched**, on the status of COVID-19.
2. Seek **positive** input wherever you can find it.
3. Be **realistic**, yet **positive**, when you interact with others

Two Powerful Leader Moves

blog.advertiseincharlotte.com/coronavirus-advertising-in-charlotte-for-small-business-survival?utm_content=123179058&utm_medium=social&utm_source=linkedin&hss_channel=lcp-55058017

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Coronavirus: Advertising In Charlotte For Small Business Survival

Mar 25, 2020 8:31:28 AM / by Larry Julius

Tweet Share Like 0 Share

Charlotte small business owners are fighting the coronavirus battles on multiple fronts. Their first objective is to keep their families and employees safe. Then, of course, there are the concerns of keeping their businesses healthy enough to survive current disruptions.

The [business literature](#) has an abundance of case studies showing how survival is often connected to a thoughtful communications and marketing strategy during challenging times.

Business owners need to let North Carolina consumers know if they are still open. If their hours have changed. Or if they are providing alternative shopping methods (e.g., delivery, curbside pick-up).

Most importantly, it is imperative consumers know that a business will still be there for them when the crisis is over.



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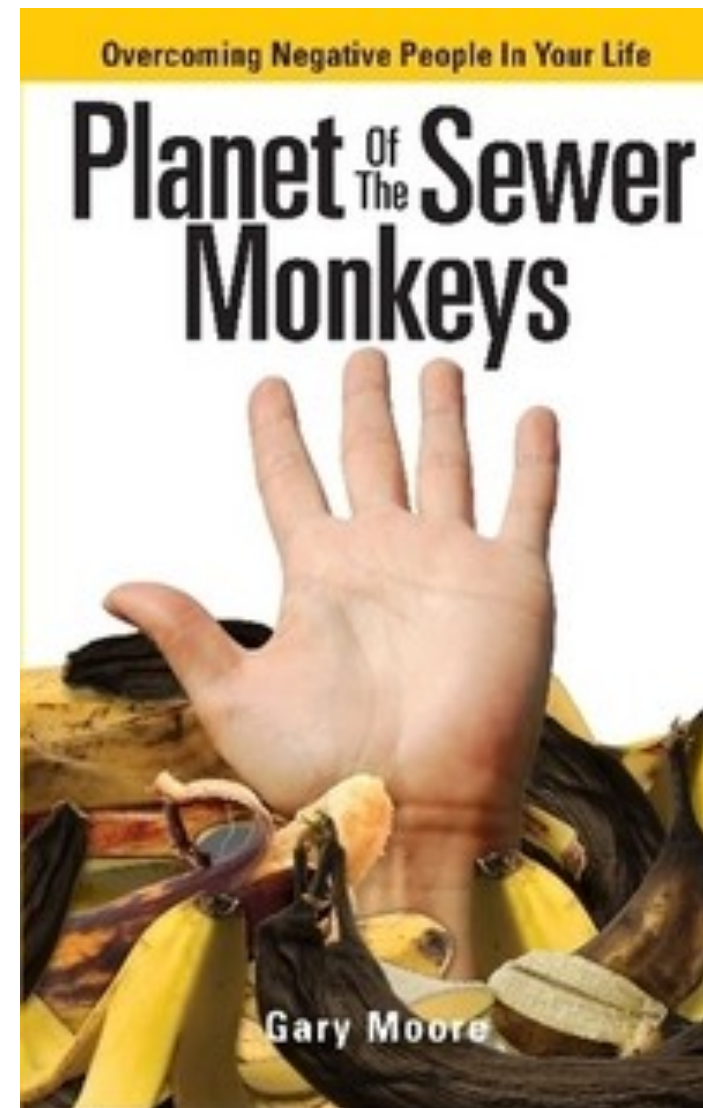
iHeart And Fox To Simulcast Star-Studded 'Living Room Concert' This Sunday.

Mar 25, 2020 Updated 2 hrs ago



Planet of the Sewer Monkeys

Dealing with Negative People In Your Life



Free download for broadcasters

www.localbroadcastsales.com/sewermonkeys/