



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

Know your competition! – Part 3

Once you have gained knowledge on your competition,
ascertain the following by account:

12. Do a competitive Market Profile on your own station.
13. Watch your own station's Local programming.
14. Know your station's talent, if you have local talent, like News talent, DJ, Kids host...etc.
15. Know your station's strengths, vulnerabilities and weaknesses.
16. Know how to positively position yourself against the competition.
17. Know all your special programming and how it may benefit your client.
18. Join clubs in your market like Ad club, etc. Meet your competitors...it will give you some unique insight.