



THE BROADCAST SELLER'S 10 COMMANDMENTS FOR MODERN LEADERSHIP AND SUCCESS

PRESENTED BY GARY MOORE
PRESIDENT/CEO
www.LocalBroadcastSales.com

BALANCING ACT

Leading our advertisers and prospects during these worrisome times.

- Day-to-day business
- Social issues
- Government intervention



Wisdom
(but not from
Winston Churchill)

*"When you're 20,
you care what
everyone thinks,.*

*When you're 40 you
stop caring what
everyone thinks.*

*When you're 60, you
realize no one is
thinking about you
in the first place."*



#1

Love thy clients and
team members as thyself

The star of the show is not you,
it's them!

Act and communicate as if your
clients and team members are
the most important individuals
in your business life...

because they are!

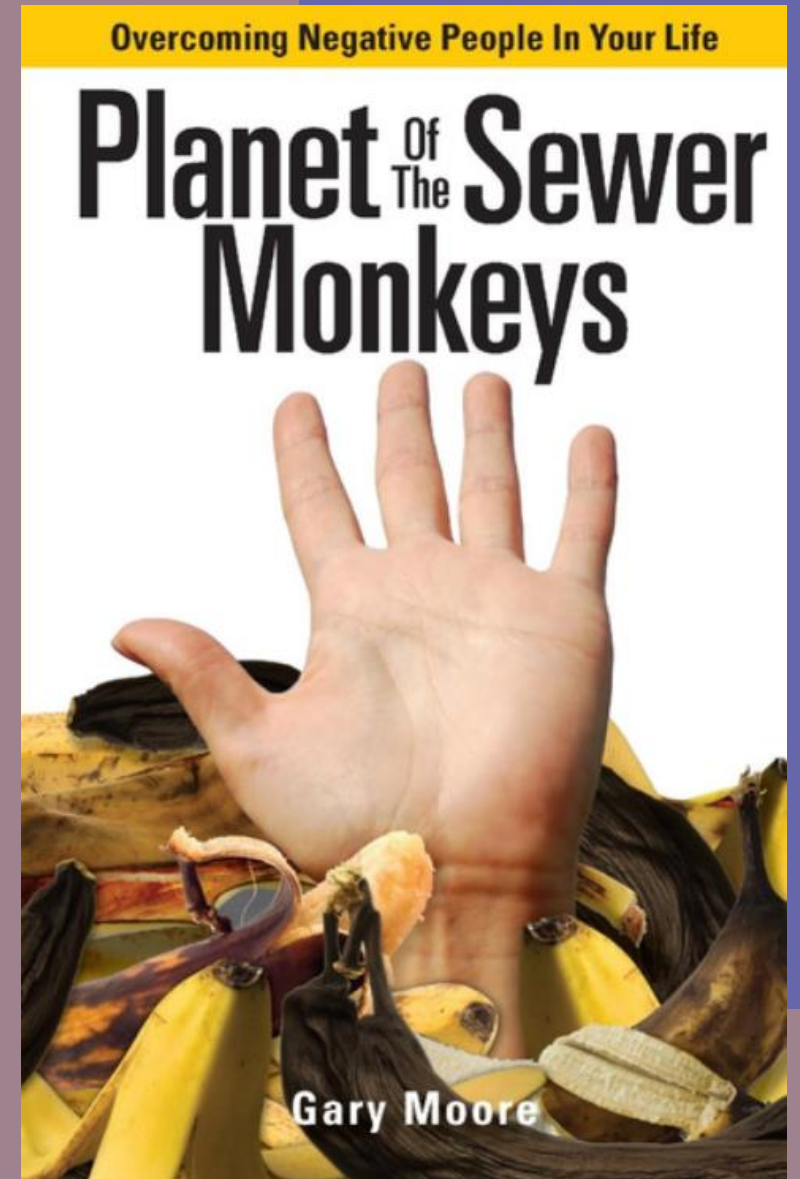


#2

Avoid (or at least manage)
the Sewer Monkeys in Your Life!

“Those harmful animals in your life, or organization who have one goal: to drag you, and whoever else will follow, into their negative mental sewer. They have a sick and nauseated outlook about the company, as well as life in general. They want to verbally puke negative ideas into your ear so you will get sick too.”

Gary Moore, LBS President



How do you know if you are a Sewer Monkey?

Rate Yourself!

Always-Frequently-Sometimes-Never

- ✓ Read inspirational & self-improvement books
- ✓ My boss says I'm a positive person
- ✓ My peers say I'm a positive person
- ✓ My thoughts about work are positive
- ✓ I don't demand others to be perfectionists
- ✓ I look for ways to compliment my boss
- ✓ My thoughts about others are positive
- ✓ Negative thinking is a daily inner battle

Rate Yourself!

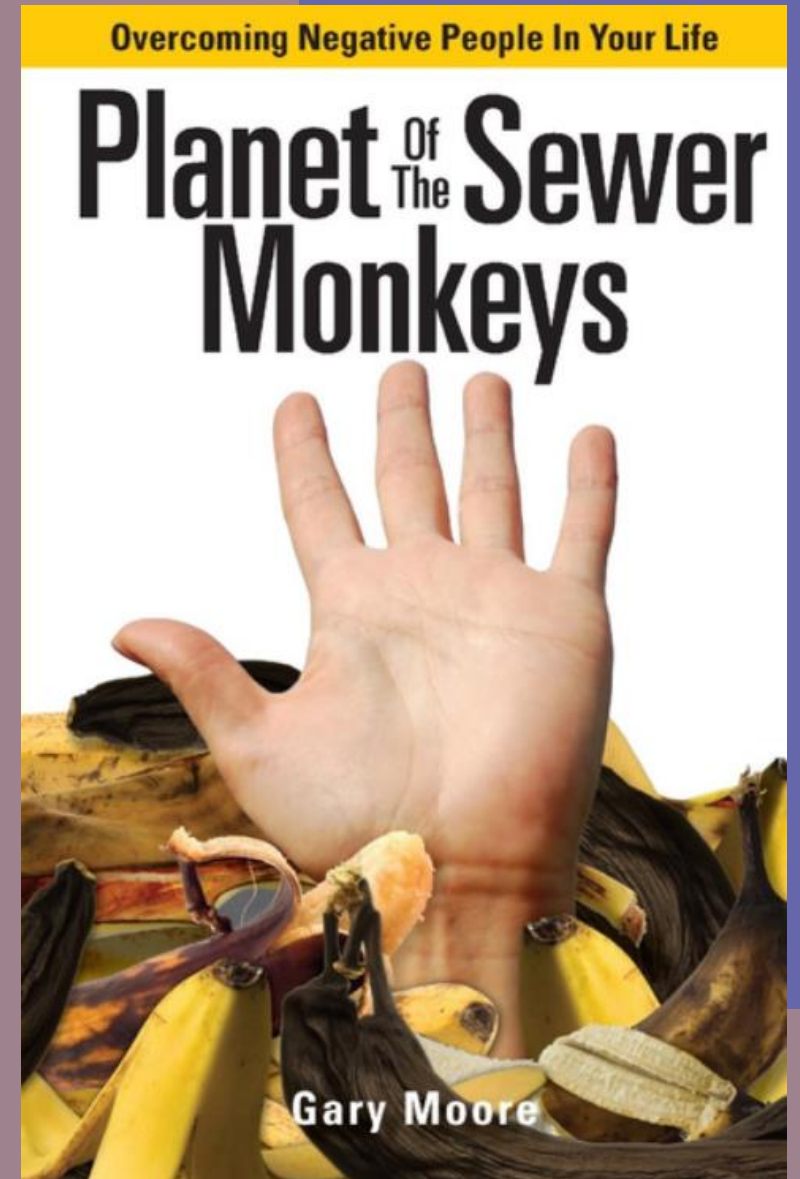
Always-Frequently-Sometimes-Never

- ✓ In the morning I look forward to the day
- ✓ I find myself making "+" comments
- ✓ I get jealous of others' successes
- ✓ My family says I'm a positive person
- ✓ I post inspirational sayings nearby
- ✓ I look for ways to compliment others
- ✓ I read how to manage my attitudes
- ✓ I work to sustain a positive attitude
- ✓ Circumstances don't control me
- ✓ A book/friend when I need help
- ✓ A positive friend for encouragement
- ✓ Others ask how I keep so positive

Have a chance to win
1 of 10 copies of the book
Planet of The Sewer Monkeys!

It's easy and fun!

1. Use the link shared at the end of this webinar
2. Tell us why you love Local Broadcast Sales (LBS)



#3

Whatever is noble, true, right,
admirable, excellent, think about
such things

Use wisdom in choosing appropriate topics
of conversation and know when to be silent

Be known as:

- ✓ Pleasant
- ✓ Professional
- ✓ Considerate
- ✓ Non-confrontational



#4

Speak about your customers, not at them!

Keep things interesting from their perspective!

75% on the clients and their business

20% on the solution you recommend, and

5% on your station and digital audience



See the video series on how to "Take Your Marketing to a New Level of Excellence" at localbroadcastsales.com

#5

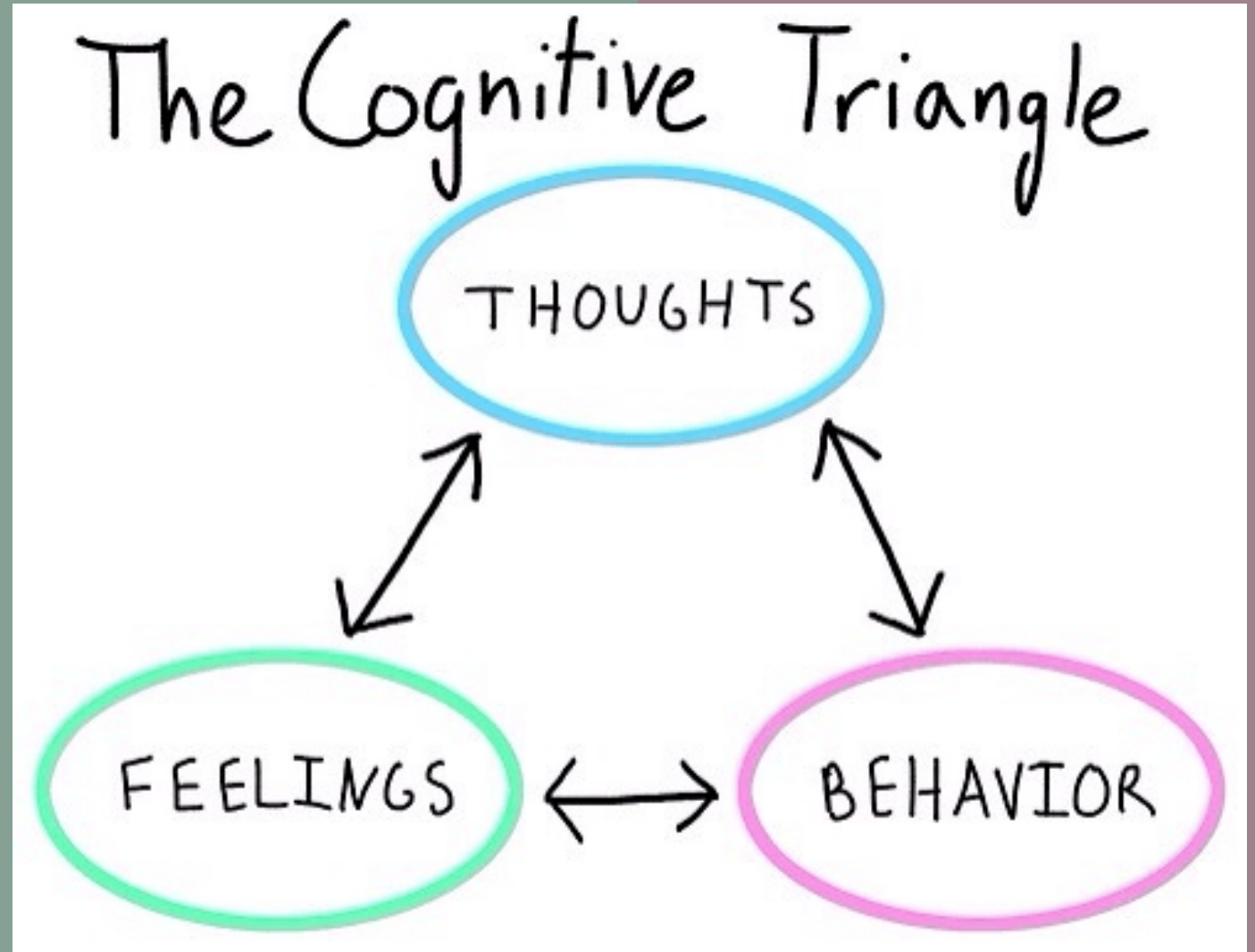
Discipline your work
time thought life

Idle time is a time waster

Schedule time to think

Be aware of how
your thoughts impact
feelings

Get rid of waste and
seek productive ideas



#6

Be a person of integrity in all things!

“With integrity,
nothing else counts...
without integrity,
nothing else counts.”

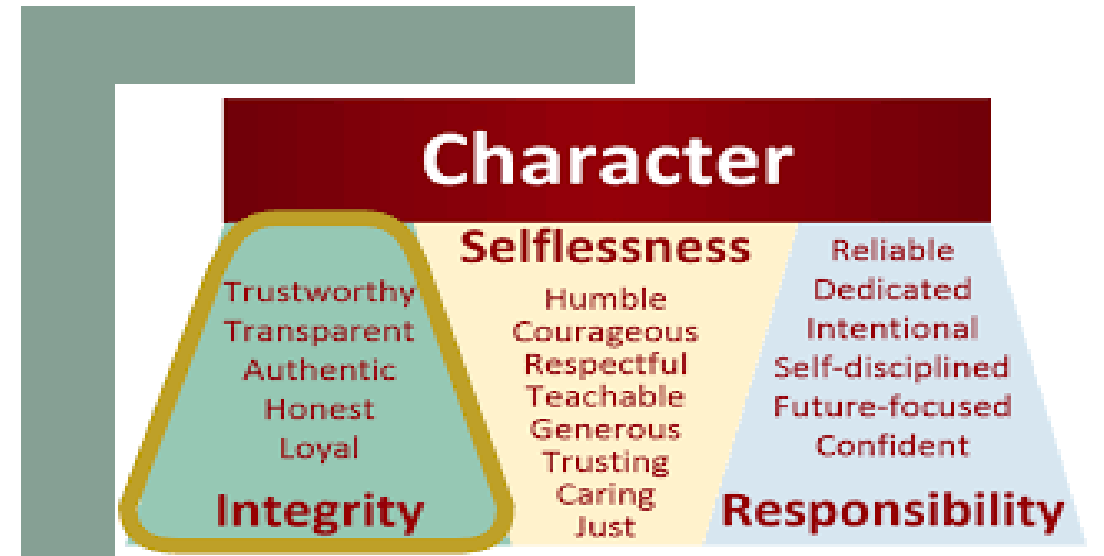
Also not said by Winston Churchill

Integrity is
doing the
right thing,
even when no
one is
watching.

C.S. Lewis?

Whenever you
do a thing,
act as if
all the world
were
watching.

Thomas à Kempis?



INTEGRITY

CHOOSING YOUR THOUGHTS
AND ACTIONS BASED ON
VALUES RATHER THAN PERSONAL GAIN

#7

Ongoing learning is
not an option

The job of being a TV,
radio, and digital manager
or seller is more
complicated than ever.

It's not going to return to
easier times again!

*"The biggest thing is being
consistent – consistent with your
preparation, consistent with your
approach.
If you are able to be consistent, then
you have a chance to be successful."*



*"The person who does
not read good books
has no advantage over
the person who can't
read them."*

Mark Twain

#8

Give back to your community

Become an active contributor in your market and community.
You will grow!

Ask key accounts where they give



Get yourself involved!

Doing good is good for business...



85%

of consumers have a more positive image of a company who gives to charity.

90%

of consumers want to know how companies are supporting charitable causes.



Giving locally will make you care locally!

#9

Spend regular time
with special people!

Family members

Station team members

Friends

Church groups

Neighbors



#10

Be a company supporter,
cheerleader, and recruiter!

Be Sincere – Be Consistent
Be a Professional Team Player



Celebrate every team
member's victories
and recognitions!

Your words will foster
a great winning
culture - it needs
constant feeding!



LinkedIn



Tell everyone you
know why your
company is great!

Your words and
actions may capture
great future sellers for
your station team!

Have a chance to win
1 of 10 copies of the book
Planet of The Sewer Monkeys!

It's easy and fun!

Use this link

www.LocalBroadcastSales.com/sewermonkeys

Tell us why you love
Local Broadcast Sales (LBS)

