

# The Ultimate Sales Training and Revenue Development Website Service For Your Seller Team!



On-Demand Broadcast Training  
And Revenue Development That Works!

A member service provided FREE to all stations in good standing with your State Broadcasters Association!

Here's what's in it for you:

- Over 1,500 training videos featuring over 60 broadcast professional trainers
- Hundreds of sales ideas since every seller can always use fresh and creative ideas for their prospects and clients!
- Over 3,000 constantly-updated marketing support materials and research items arranged by advertiser category!
- The broadcast industry's most comprehensive and well-thought-out sales development and revenue enhancement library!
- Monthly webinars that feature top broadcast and marketing experts who have "been there, done



## **THE BEST PROGRAM - ADDED BONUS!**

A college-level course that grants each person who completes it the highly-coveted LBS Certified Seller status. Participants will receive a solid foundation to build upon for a successful and rewarding traditional and digital broadcast sales career. Proceed through the sessions on *your* schedule and at *your* preferred learning pace!

No need to schedule time with trainers or to work additional meetings into your busy schedule. We are here for you when you are ready to work us in around your daily responsibilities.

**WANT TO GET LBS WORKING FOR YOU? IT'S EASY!**

1. Go to [www.localbroadcastsales.com](http://www.localbroadcastsales.com)
2. Complete the short form on the home page to create your account
3. That's it - we'll activate your new account as soon as we see the request come through

### **GOT QUESTIONS FIRST?**

Contact LBS President, Gary Moore, at [garymoore@localbroadcastsales.com](mailto:garymoore@localbroadcastsales.com) or call directly at (760) 941-7120

LBS is the broadcast industry's premiere training service.

Created and constantly updated by broadcasters for broadcasters, you will find LBS full of sales strategies and tips that are street-ready. Our content is not based on text books and theory. It comes from people who have extensive experience in making sales calls on LOCAL advertisers just like you do every single day!

"I love LBS because it provides me with the resources I need to stimulate broadcast sales in my market. Obviously, the people in charge have spent time in the trenches and know the score. The information given is spot on, timely and relevant."

Robert Topping  
KOLA | Redlands | CA

