

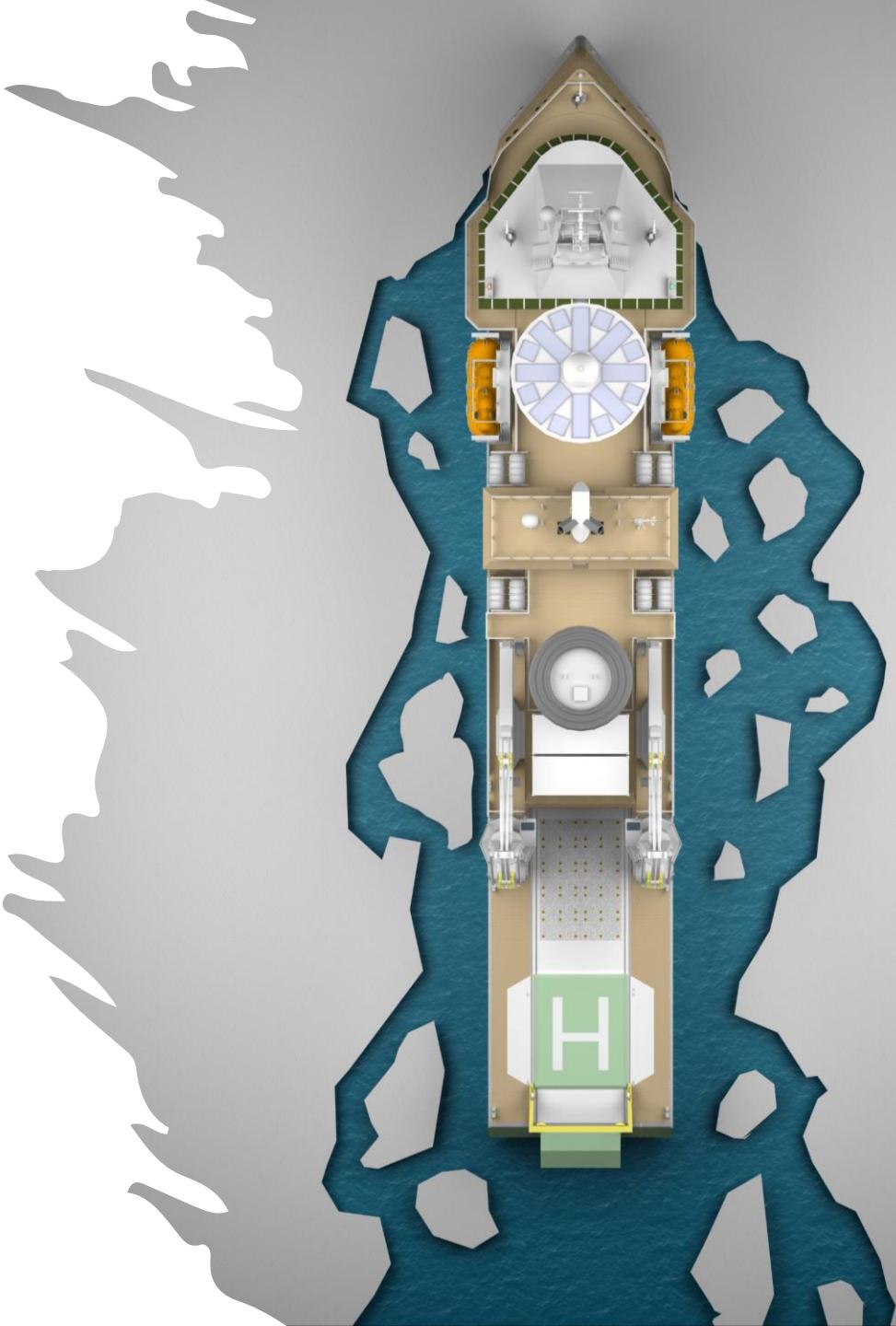
WELCOME

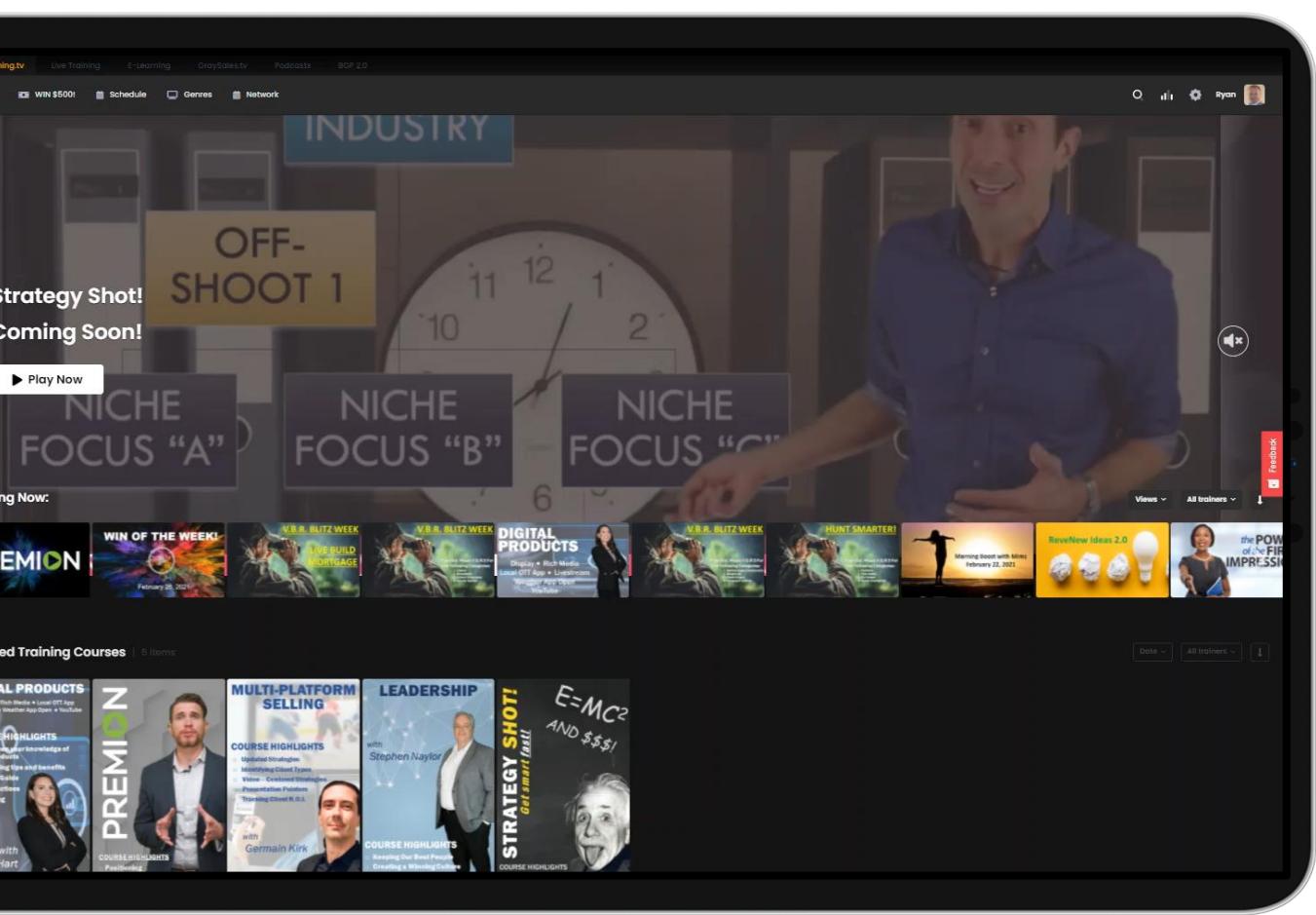
ADVANCED NEW BUSINESS WORKSHOP



ICE-BREAKER

- Name
- How many years in the business
- One fun fact about you!
- What do you want to get out of today





GRAYTRAINING.TV

12,000 live sessions viewed in 2021!

Site Engagement in Jan & Feb of 2021



1,100

Gray Sales Team Members



13,850

Consumed Sales Training Videos



13

Average Monthly Videos Consumed per Gray Seller



1,000

Sales Training Videos On GrayTraining.TV

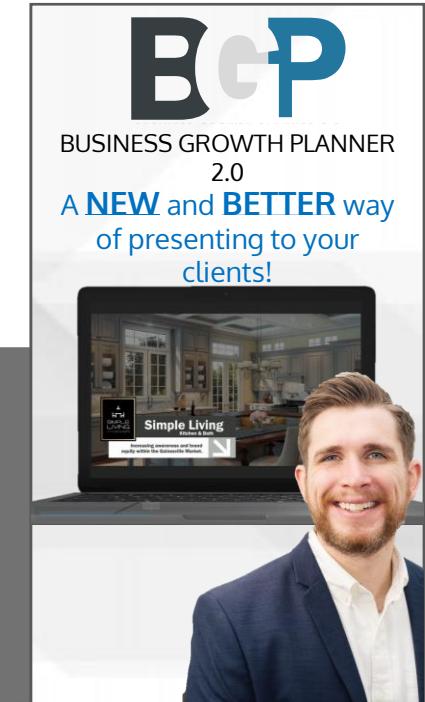
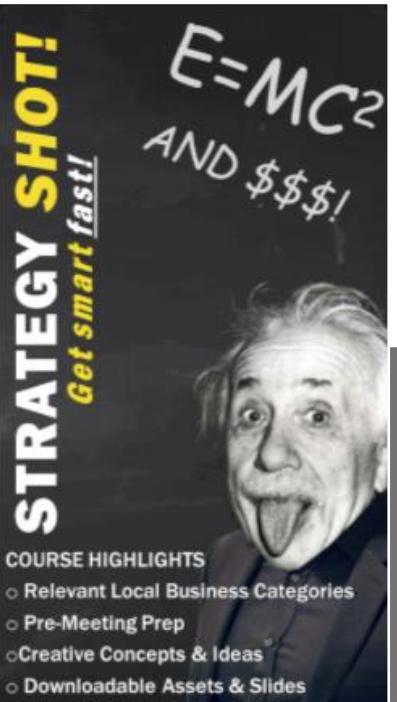
Most Popular Videos on the Site:

1. Digital Products Course
2. Premion OTT
3. Advanced C.N.A Questions
4. *Top Performing AE Interviews*
5. Circle TV
6. V.B.R. Creation
7. Sales Leadership
8. Hunting New Local Direct Bus.
9. Client Guest Speakers
10. Creative Concepts



GRAYTRAINING.TV

FIVE MUST SEE COURSES



STRATEGY SHOT
Trainer: Germain Kirk

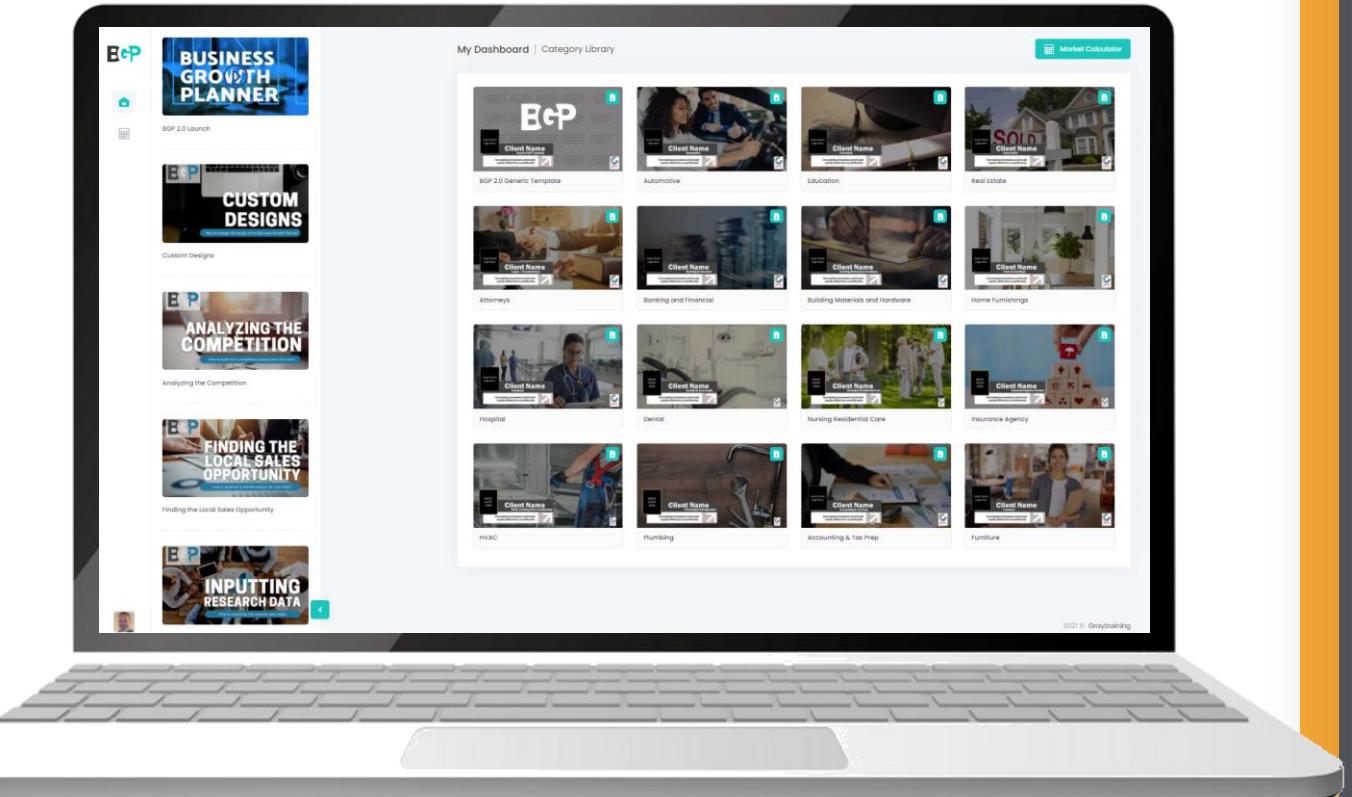
DIGITAL PRODUCTS
Trainer: Mary Hart

PREMION OTT
Trainer: Mike Gordon

MULTI-PLATFORM
Trainer: Germain Kirk

BUS. GROWTH PLANNER
Trainer: Mike Gordon

Accounting & Tax Prep



BGP.GRAYTRAINING.TV



THE DESIGN

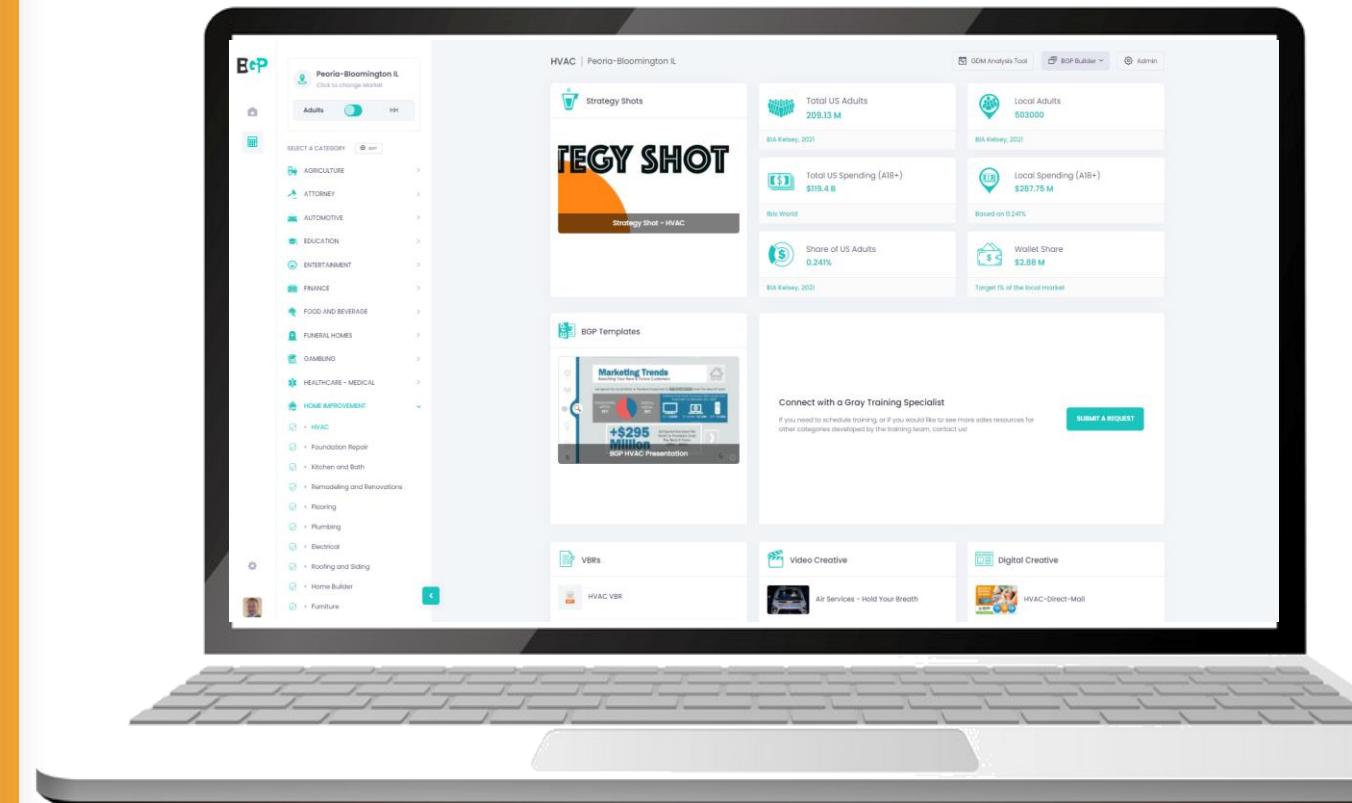
- Professional, bold, clean and an impressive design
- Focuses on the client and a creative business/strategy discussion
- No more silos, instead VIDEO and interactive
- Impression selling
- If you're asking for \$100k, make it look like a \$100k!

INCLUDES

- 15 of our top categories, template ready
- On-demand training videos
- Market calculator (coming soon)
- A dedicated website: bgp.graytraining.tv

BGP CALCULATOR

- o Market Information
- o Household or Population data
- o Local spending by top 65 categories
- o Helps calculate a share point
- o Strategy Shot – Ideas & Insights
- o Valid Business Reason - custom
- o Business Growth Planner Presentation
- o Creative ideas for each category
- o Research data



BGP.GRAYTRAINING.TV/market-calculator



PODCASTING

Available Now

- Designed to arm sellers with helpful information quickly and while they are on the go
- Mobile phone and tablet optimized
- Audio clone of GrayTraining.TV (750 topics)
- Search by trainer, topic, genre, or category



Mark Włodarczyk
Account Executive
WWSB | Sarasota, FL



ADVANCED AE TRAINING

JUST A FEW OF THE MOST INFLUENTIAL TOPICS WE COVER IN THIS TRAINING

- Habits of the top 1% in our industry
- Time Management
- Mitigating Churn
- Negotiation Strategies
- V.B.R. Focused Selling
- Digital, OTT
- Closing Ratio



Stephen Naylor – Multi-Platform Trainer



GRAY
TRAINING.TV



NEW LOCAL DIRECT

NEW BUSINESS STRATEGIES
THAT GET RESULTS



TODAY'S AGENDA

01

FORWARD VISION

Looking ahead at our company plan and vision to be successful

02

LOCAL INSIGHTS & RESEARCH

A glimpse of the local market dynamics and spending

03

BETTER SOURCES & CATEGORIES

Sourcing and Category strategies that will help you hunt smarter

04

V.B.R. DEVELOPMENT

Steps to crafting a great V.B.R.
Cold call to HOT call

05

CREATIVE SOLUTIONS

Creative solutions that get you in the door and in front of the decision maker

06

ROLE PLAY

Practice & develop your new skillset

THIS SESSION WILL BE INFORMATIVE, COLLABORATIVE AND FUN!



OUR GOAL TODAY

Is to sharpen your capabilities, push you out of your comfort zone and make you the best at hunting new business opportunities



IN 2022

How Important Is A [Video-Based](#)
Marketing Strategy?



86%

**of Businesses
use some sort
of video as a
marketing tool.**



Has increased 25%
from only 5 years ago.

93%

**of those businesses say
video is an important part
of their marketing strategy.**



Has increased 15% from only 5 years ago.

But... what happened during the pandemic

91% of marketers feel the pandemic has made video more important for businesses.



Every seller having the ability
to **create** a commercial
in less than 5 minutes...

WHAT IS ➤

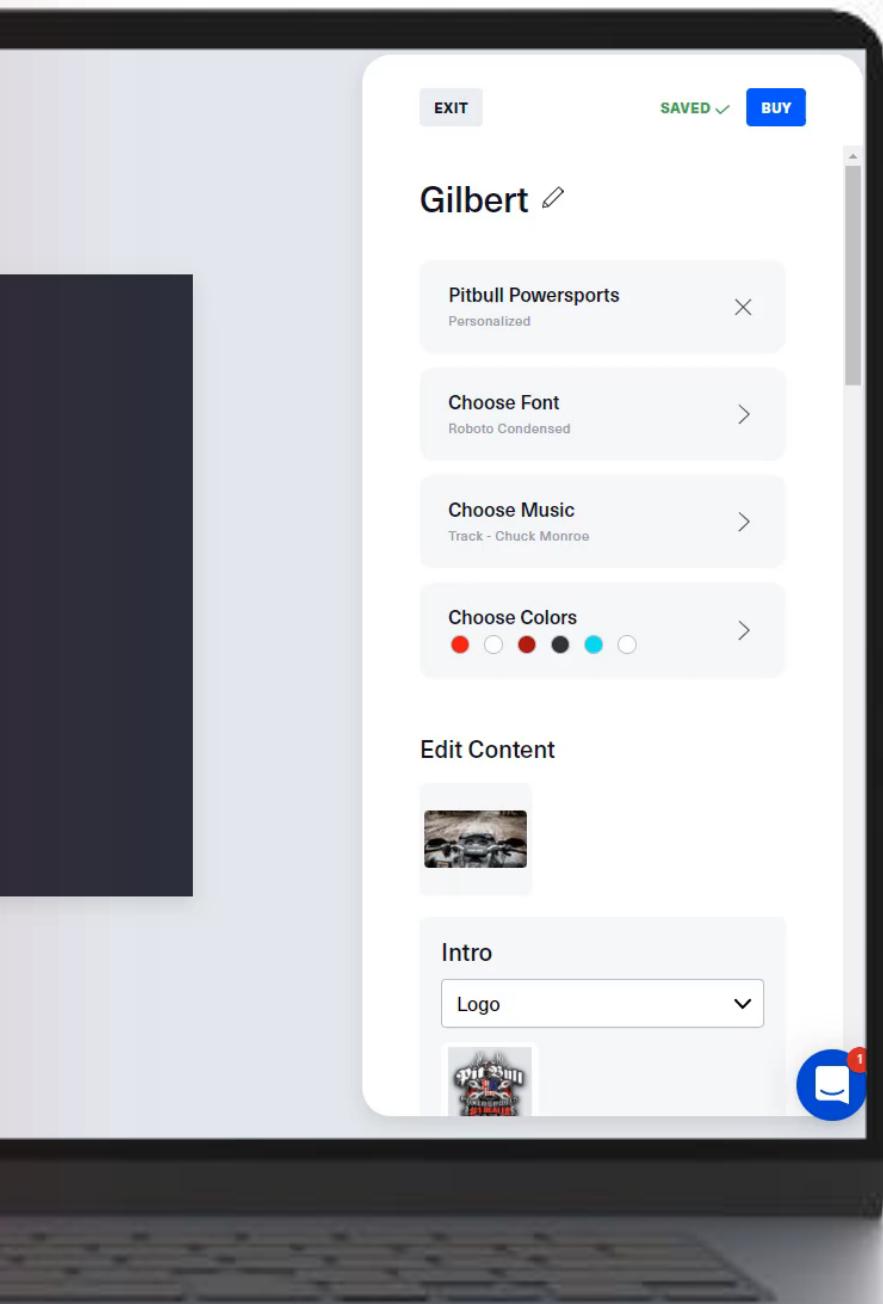
Waymark



**EASY TO USE
VIDEO CREATION
TOOL**

**BUILDS
COMPELLING
CREATIVE **FAST****

**THAT WILL
SPEED UP
THE SALES CYCLE**



**Creating a spot
in Waymark is
quick and easy.**

NUMBERS I WANT YOU TO KNOW



gray

Television • Digital • Mobile

	AIU	HJI	WWE	PLO	EER	QRT	OPY
	1,822 (-35)	20,369 (-580)	890 (-20)	6,350 (-200)	10,985 (+580)	665 (-15)	6,800 (-115)
MBC	3,605 (+210)	LJR	MJB	PON	NFR	UGH	OMJ
YBV	3,224 (+156)	9,542 (-128)	2,609 (+35)	7,654 (+169)	6,522 (+122)	1,632 (-54)	3,652 (+182)
MBB	3,320 (-120)	QMN	MMJ	IIT	KLM	CCX	EMH
WFF	712	5,211 (+156)	7,100 (-60)	7,150 (-150)	782 (+74)	1,901 (+101)	3,280 (-120)
HUM			QLC	LSD	SDH	GHS	
OLC				631 (+40)	6,287 (-57)	12,630 (+330)	

QUESTION

IS THE GOOD STUFF ALREADY TAKEN?



OPPORTUNITY FUNNEL

How many accounts have billable revenue at your station in Q4 / 2021?	263
What % has both broadcast and digital?	12%
<hr/>	
How many accounts that advertised in 2019 & 2020, but not in 2021?	520
Total accounts in Matrix?	1,134
<hr/>	
How many businesses are within a 50-mile radius of the Peoria area?	31,544
How many good SIC categories can pass credit at your station?	16,532
<hr/>	
Net “good” opportunity	31,281



ilsos.gov

cyberdriveillinois.com is now ilsos.gov

Online Services Publications/Forms Departments News Contact

OFFICE OF THE ILLINOIS SECRETARY OF STATE

JESSE WHITE
SECRETARY OF STATE

Search ilsos.gov

Home > [Www.ilsos.gov](#) > Departments > Business Services > Corporation/LLC Search / Certificate of Good Standing

Corporation/LLC Search/Certificate of Good Standing Business Services

The State of Illinois

Corporation/LLC

You may search...

934 *[Peoria, IL](#)*

New businesses established over the past 26 weeks and within 50 miles of Peoria / Bloomington

NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **934** ***NEW BUSINESSES*** have been created within 50 miles of your station!



QUESTION

HOW MUCH MONEY WILL BE SPENT IN
ADVERTISING (Peoria/Bloomington) THIS YEAR?

\$286 MILLION

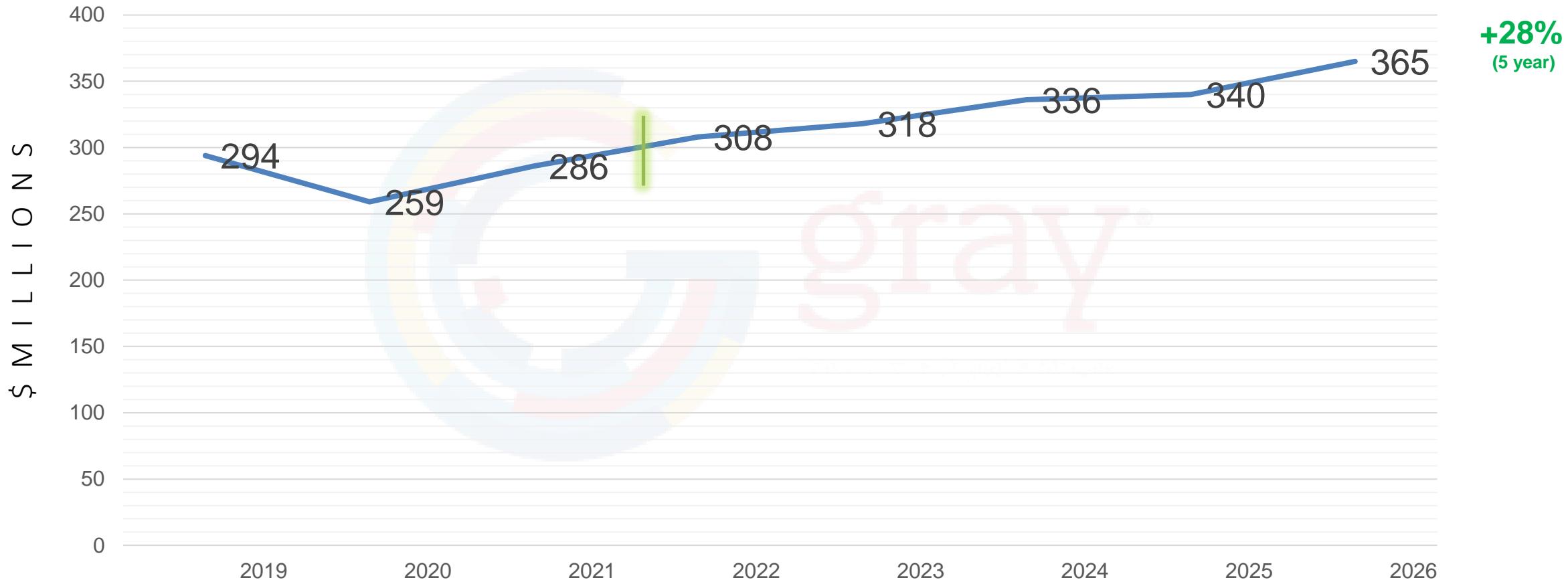
QUESTION

HOW LONG BEFORE YOUR MARKET ECLIPSES
PRE-COVID MEDIA AD SPENDING LEVELS?

MEDIA AD SPEND

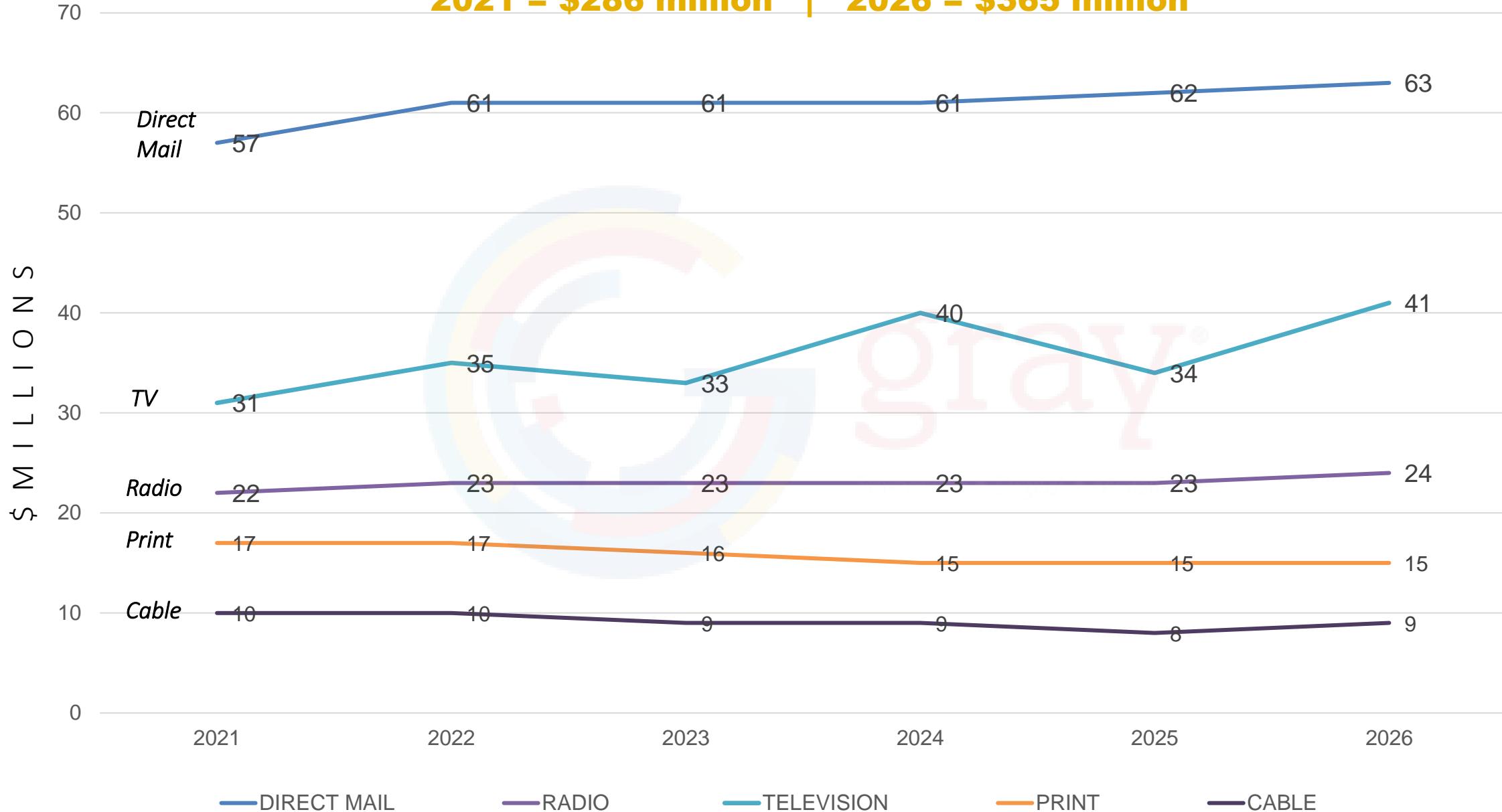
2019 - 2026

— PEORIA / BLOOMINGTON, IL



COMPETITIVE LANDSCAPE – PEORIA / BLOOMINGTON

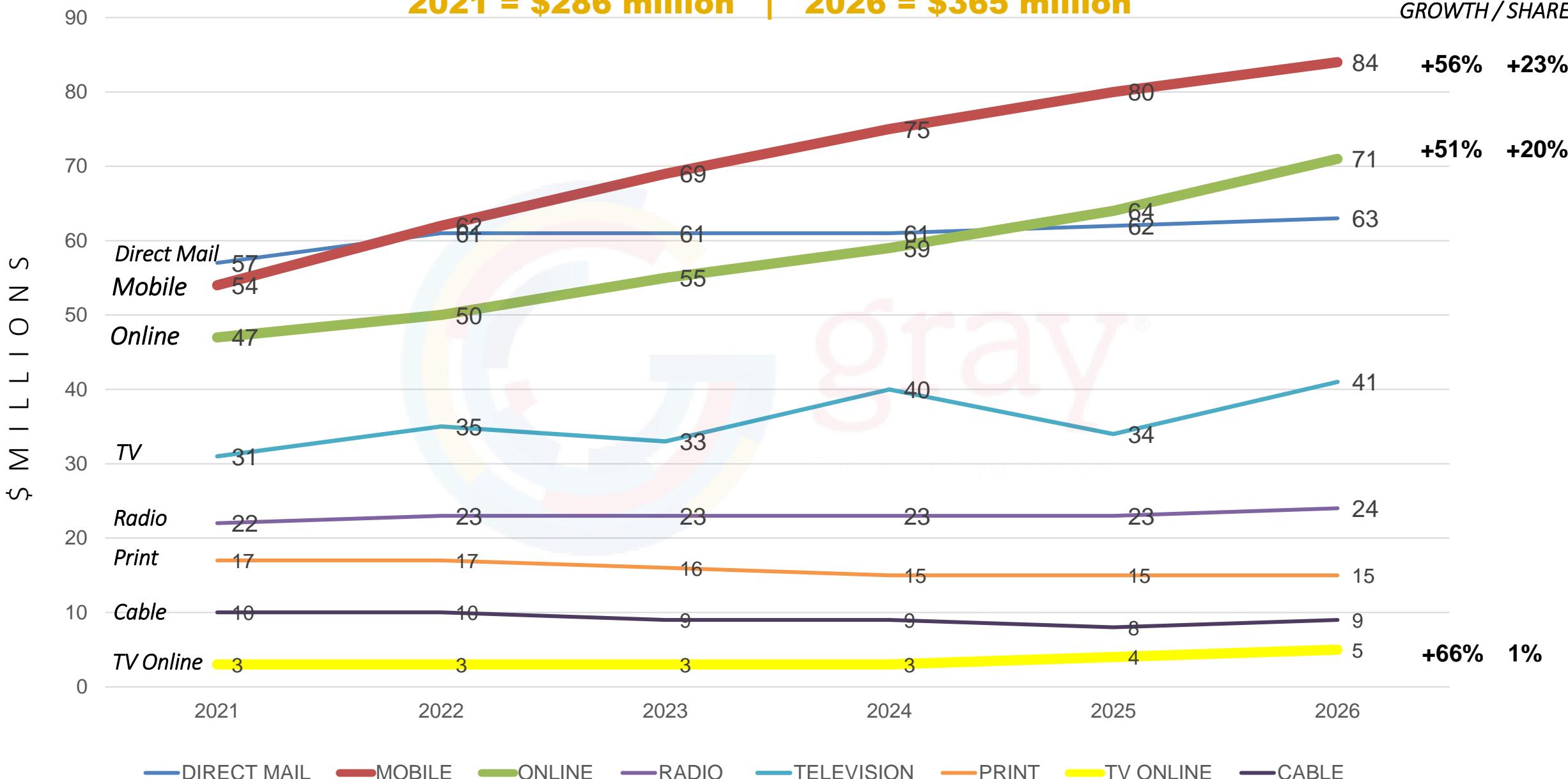
2021 = \$286 million | 2026 = \$365 million



COMPETITIVE LANDSCAPE – PEORIA / BLOOMINGTON

2021 = \$286 million | 2026 = \$365 million

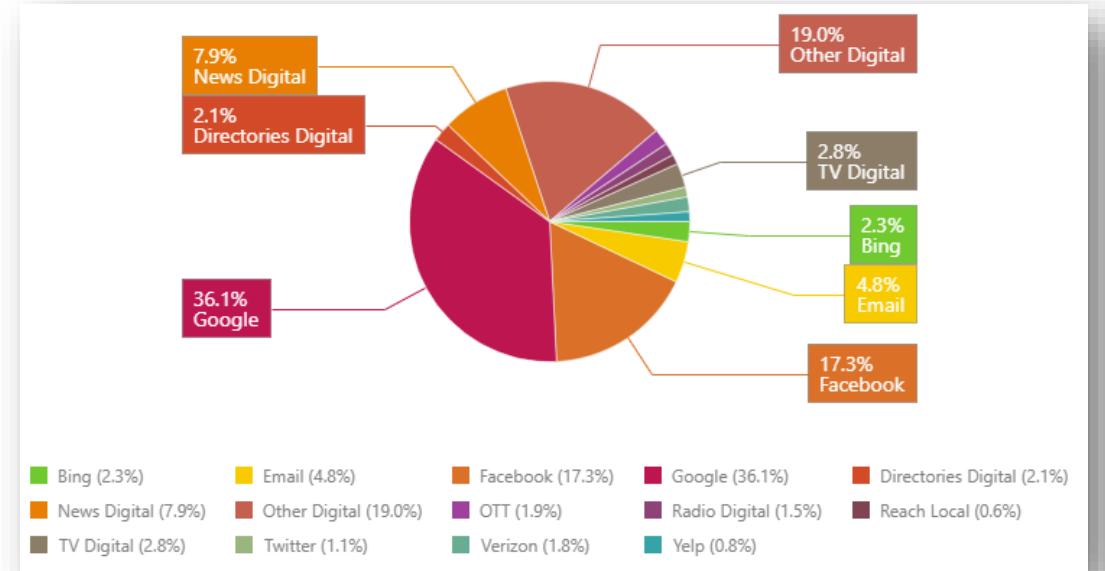
GROWTH / SHARE



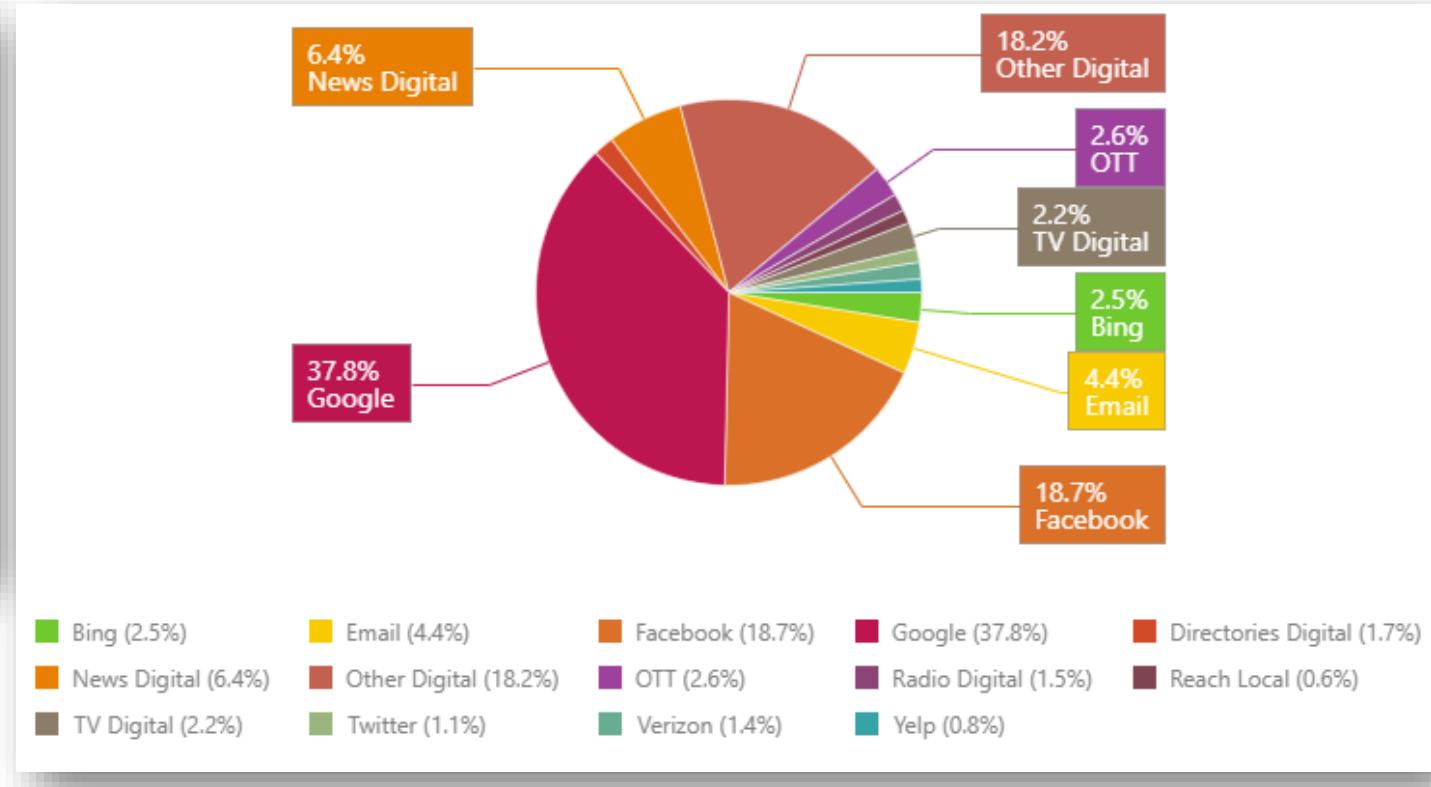
DIGITAL AD SPENDING

PEORIA / BLOOMINGTON, IL

2021 DIGITAL AD SPEND - 131 MILLION

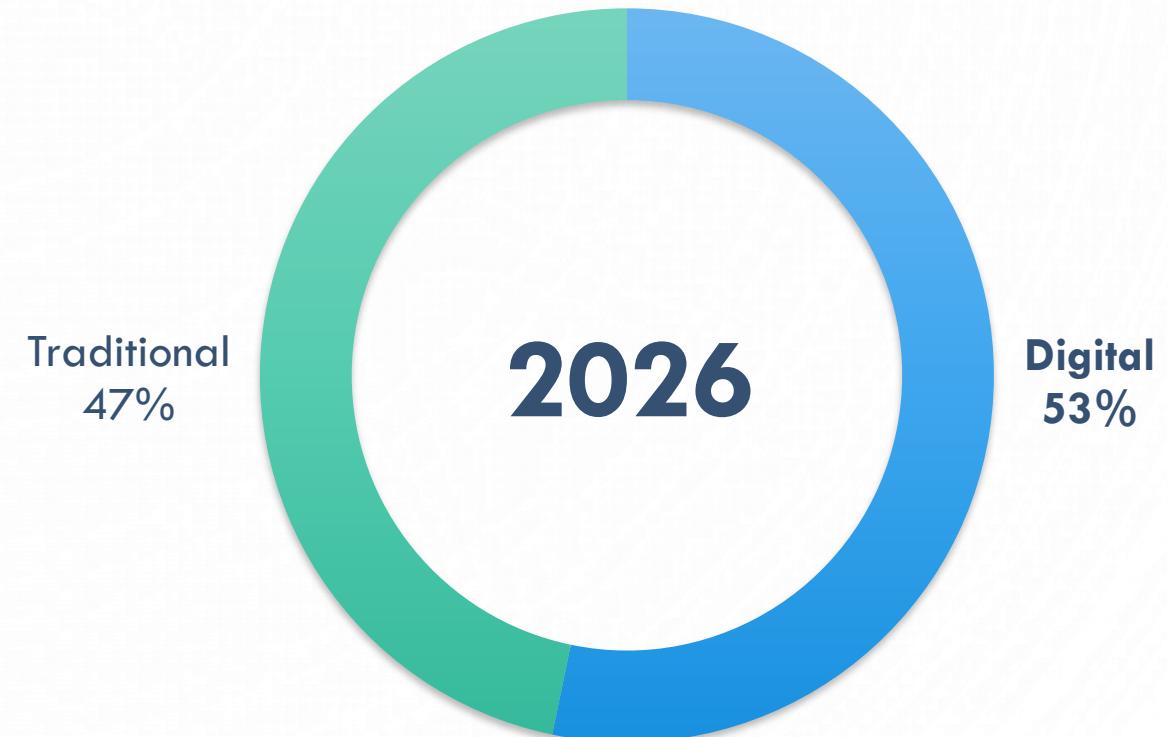
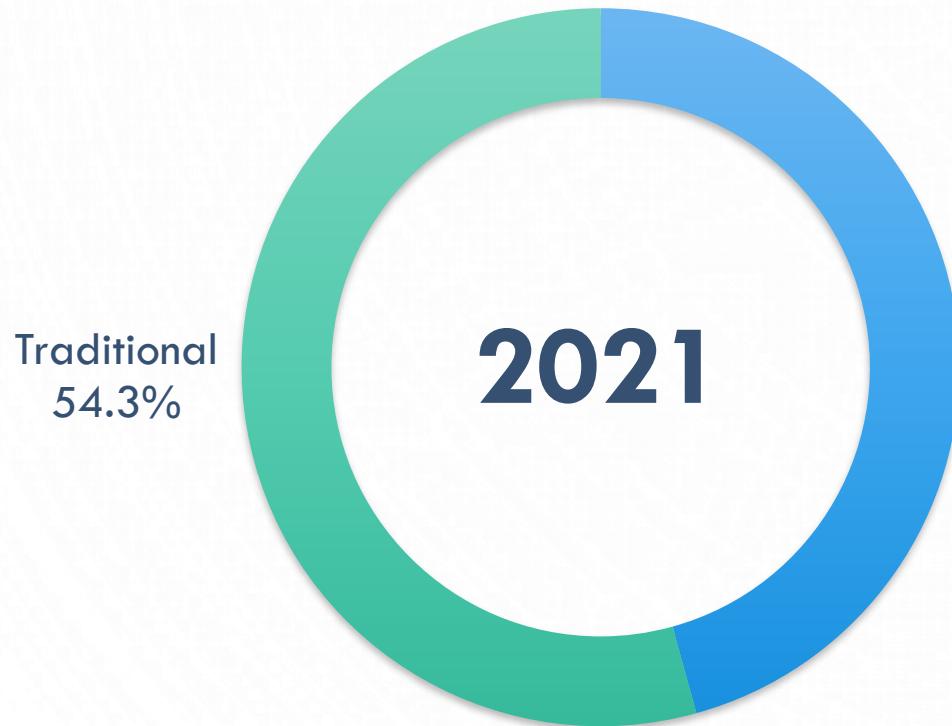


2026 DIGITAL AD SPEND 169 MILLION



AD SPENDING

PEORIA / BLOOMINGTON, IL

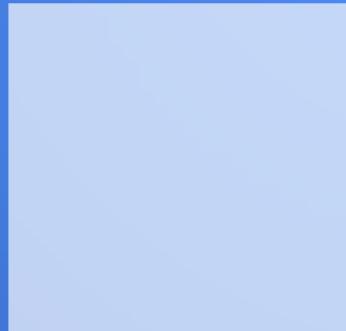


By 2023 Digital will be over 50% of local advertising spend in YOUR market.



BY 2026, WHAT IS ONE DIGITAL SHARE
POINT WORTH IN YOUR MARKET?

» \$1.7 million



QUICK EXERCISE



BEST OF REPORTS / MATRIX

STRATEGIC REPORTS

1. Budget Report
2. **Ranking Report**
3. Churn Report
4. Inactive Report
5. Pacing Report
6. Revenue Summary

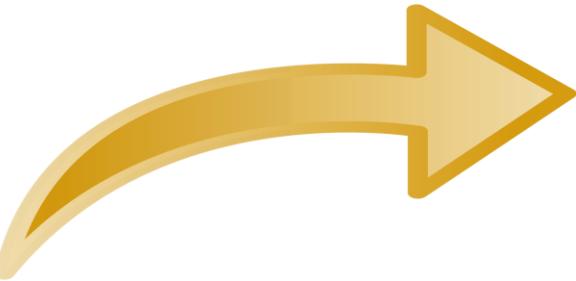
DEALS REPORTS

1. Deal Status Report
BY AE - Number of Deals, Status, Deal State, Lost, Won, Pending, Proposed, and Amount
2. Forecasting Report
By Station or AE – Pending, TY, Forecast, Budget, Diff
3. Weighted Forecast Report
4. Sales Stage Report
BY AE – Client, What Sales Stage, Time in the Stage, and Close Ratio
5. **Forecast With Pipeline**

BEST OF REPORTS / MATRIX

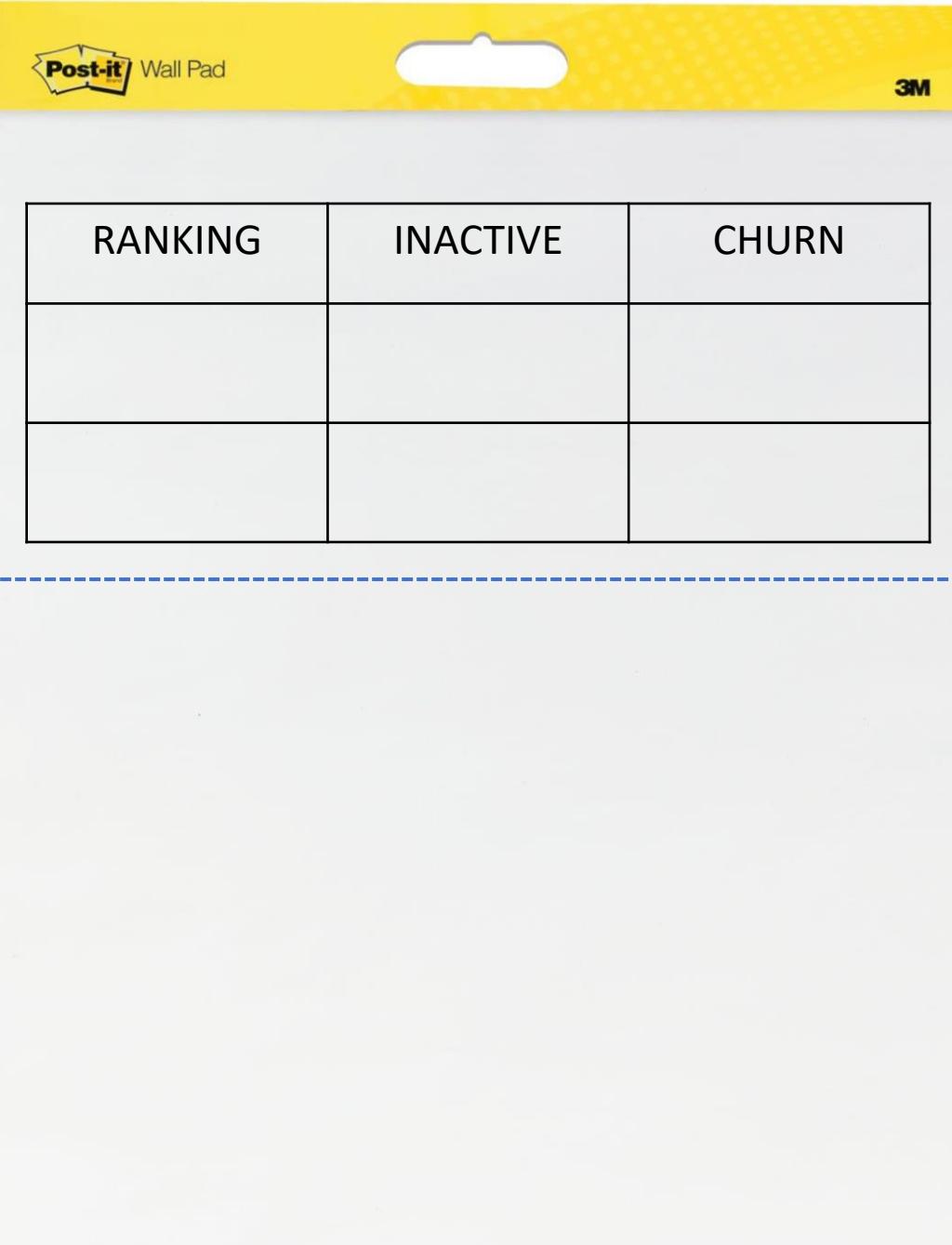
STRATEGIC REPORTS

1. Budget Report
2. **Ranking Report**
3. Churn Report
4. Inactive Report
5. Pacing Report
6. Revenue Summary



**DRAW & WRITE
OUT THE
FOLLOWING...**

USE TOP HALF OF SHEET



BRAIN-BOARDING EXERCISE

6 questions

5 minutes

Person with the highest percentage of correct answers gets a very nice prize!

READY?

SET?



EXERCISE – 5 MINUTES

RANKING

What are your top 10 billing categories this year?

What % of your clients with TV revenue booked in 2021 will also have Digital or OTT billing?

INACTIVE

How many inactive clients do you have over the past 2 years?
(inactive for 3 mo., then go back 2 years)

What is the \$\$ worth of those inactive clients with the provided timeline above?

CHURN

How many current billing clients are at risk of not billing or renewing in the next 3 months?

What is the revenue risk for those clients?

SOURCES



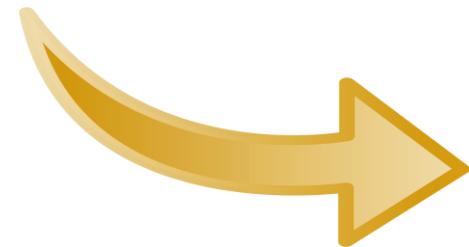
QUICK EXERCISE

1. Identify 10 great new sources you can use
2. No Media or search engines can be used
3. Go for new, unique, or innovative
4. You have 2 minutes
5. Build your list on your post it sheet



NEW SOURCES

Based on all the great ideas, and sources, shared by the group today, please write down your favorites (top 10-15 sources) that you'll use moving forward.



Post-it Wall Pad

3M

RANKING	INACTIVE	CHURN

NEW PLAYBOOK

NEW SOURCES

List 10-15 new sources here

TRADITIONAL SOURCES



YAHOO!



info.com



DuckDuckGo

The **Chamber**[®]



infospace[®]

WEBCRAWLER

NEW & INNOVATIVE
SOURCES THAT CAN HELP YOU FIND
GREAT OPPORTUNITIES IN YOUR MARKET

SOURCES

Start Better – Finish Better

Common Sources

EXAMPLES Traditional Media, Google, Yahoo, YP

ADVANTAGES Many client options, lots of money spent here

DISADVANTAGES Everyone is in that sandbox

New & Innovative Sources

ADVANTAGES Unique opportunities, Problem solving categories, First in advantage

DISADVANTAGES Not as much volume



CAMFIND

Identifying Opportunities

Insights

- Search the physical world around you!
- Search businesses
- Search products
- Search for competitors
- Search pricing

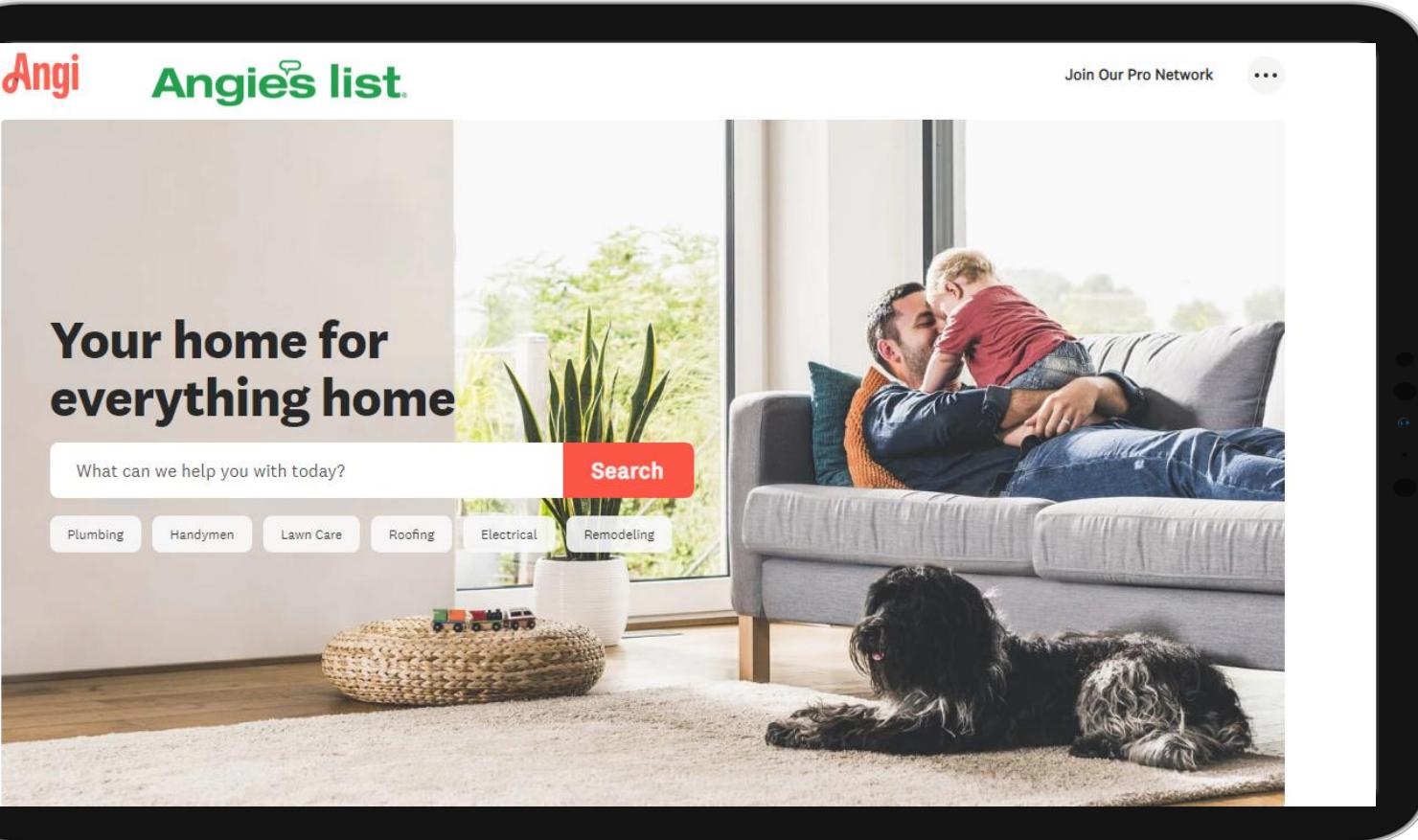
Strategy

- Use the app to identify products, services or even businesses
- Learn more about the products or services
- Identify competition and even pricing
- Leverage this tool to identify information quickly



HOME IMPROVEMENT

A Great Way To Find Local Businesses



Insights

- Lots of local & regional contractors
- Great ratings and reviews
- Very competitive landscape
- Start-Up ground for home improvement bus.

Strategy

- Don't start with the "A's," go with the "B's," also look for the companies that are aggressive to grow.
- Show them how you can build demand and trust in the community
- You don't need an Angi rating to determine your success

HOME IMPROVEMENT

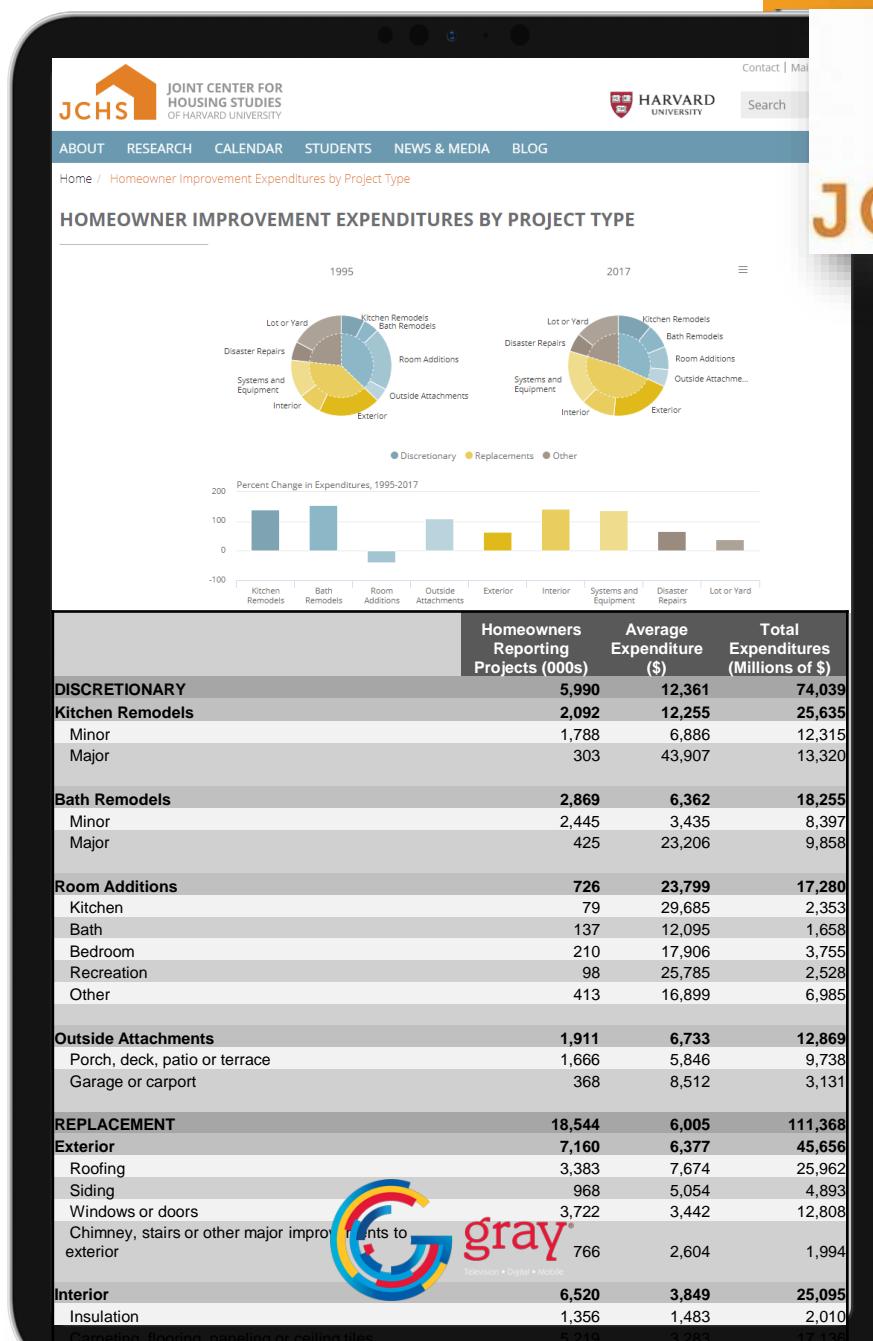
One Of Ryan's Favorites!

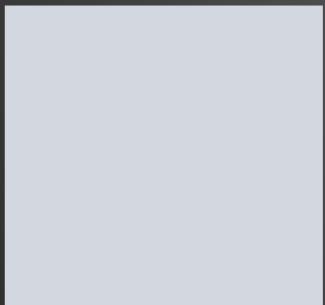
Insights

- Great research from Harvard University
- Covers consumer spending for DIY and Contractors
- Provides a clearer picture of how much consumers are spending locally on certain home improvement categories
- Projection estimates by subcategories are provided

Strategy

- Consult with prospects on your research and the potential consumer spend and growth for their category
- Consumer spending for this category will continue to grow over the next two years.
- Focus on more jobs and higher spend jobs.





KEY QUESTION:

If I search a business category, do they both show the same search results?

Google vs



FACEBOOK

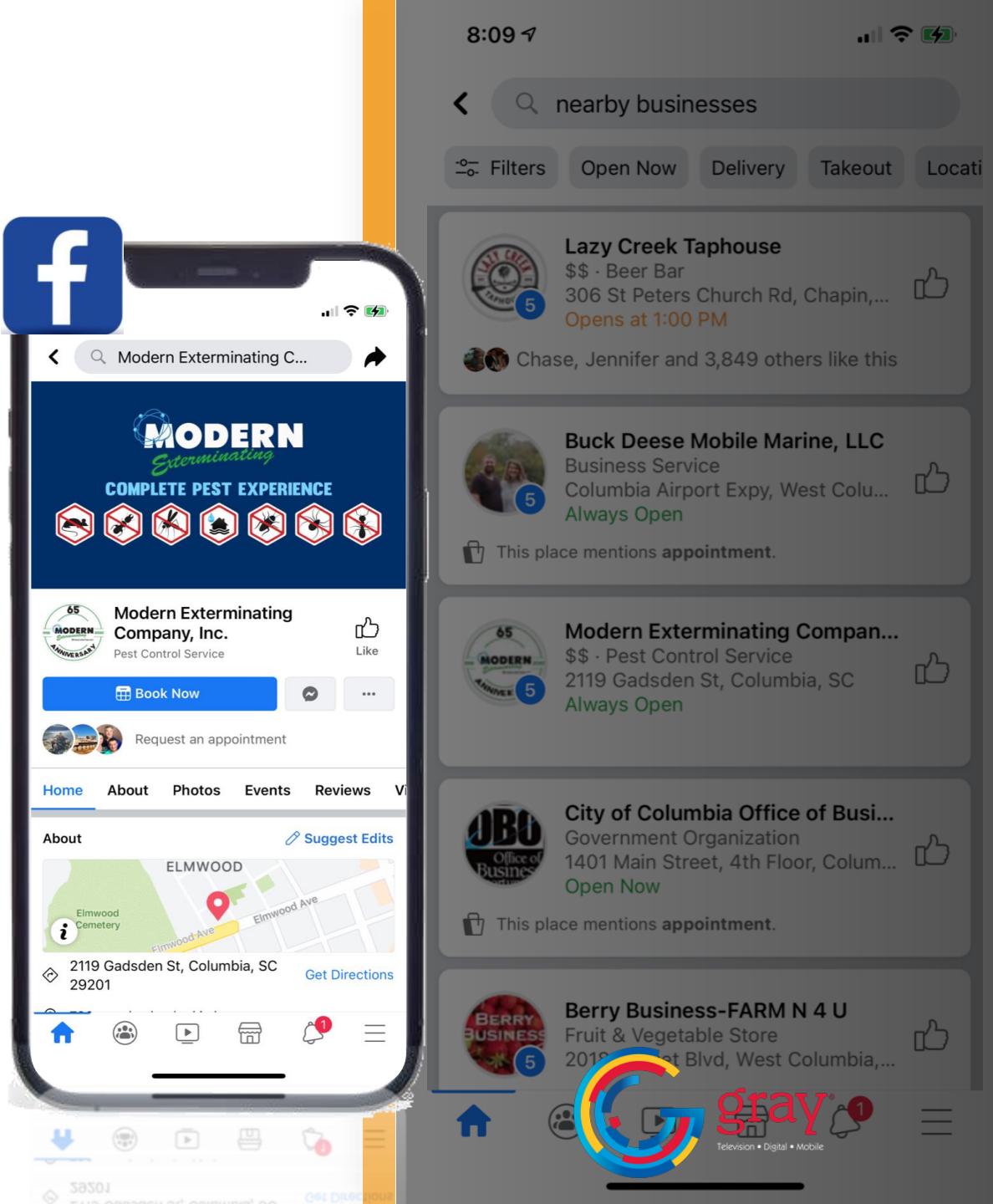
Great Business Opportunities

Insights

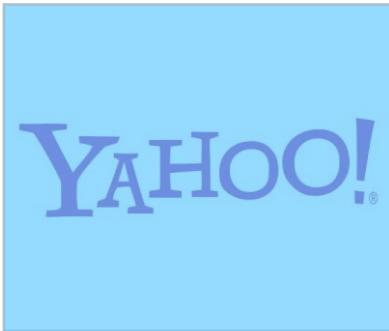
- Search businesses nearby or at a specific location
- Filter by “open now,” takeout, or even product or price
- Filter in your friend ecosystem to personalize the search and better connect with your clients

Strategy

- Search by businesses near me
- Search by business category
- Search by businesses near a location
- Find businesses your friends like –create a connection



SEARCH



TOP 12 SEARCH DIRECTORIES

THAT CAN PROVIDE A BETTER RESULT!



21 Web Directories That Still Have Value

Do web directories still have value? Yes! Here are 21 web directories that could translate into real value for your website.



Amelia Willson / July 20, 2020 / 10 min read



SEARCH

Enginejournal.com



RECRUITMENT

Big Money, Ongoing, Non-Traditional Revenue

glassdoor

Search for job titles, companies, or keywords

Charlotte, NC (US)

All Results near Charlotte, NC (US)

Job Results near Charlotte, NC (US)

Anthem, Inc.
LCSW LTSS Service Coordinator-Clinician
Charlotte, NC
\$28K - \$46K (Glassdoor Est.) ① 1d

XPO Logistics, Inc.
Technician Specialist
Charlotte, NC
\$33K - \$36K (Glassdoor Est.) ① 12d

Gorelick Brothers Capital, LLC
Vice President of Acquisitions
Charlotte, NC
5.0★ 6d

Olde Mecklenburg Brewery LLC
Barback
Charlotte, NC
3.4★ 19d

See all 44K jobs >

Company Results near Charlotte, NC (US)

Bank of America
Banks & Credit Unions • 10K+ Employees
Charlotte, NC (US)
4.1★
Bank of America is one of the world's largest financial institutions, serving individuals, small- and middle-market businesses and large corporations with a full range of banking, investing, asset management and other...

27K Reviews • 46K Salaries • 1K Jobs

Wells Fargo
Banks & Credit Unions • 10K+ Employees
Charlotte, NC (US)
3.6★
Wells Fargo & Company (NYSE:WFC) is a diversified, community-based financial services company with \$1.98 trillion in assets. Wells Fargo's vision is to satisfy our customers' financial needs and help them succeed...

30K Reviews • 46K Salaries • 1K Jobs

Deloitte



Insights

- Search businesses nearby or at any location
- See companies' top job postings
- Learn more about their culture (good or bad)
- Build a strategy for the good and the bad
- It's not just recruiting great people, it's branding them as the best employer too!

SAVE 50% ON Y
LAWN SERVICE
*CALL FOR DETAILS. RESTRICTED

TRUGREEN

BUILD YOUR
BEST LIFE
HD Supply
More jobs from

Field Sales Supervisor
Columbia, SC
Local Delivery Driver
El Paso, TX
Demand Planner
Atlanta, GA

Heroes w
PRISMA
Health
More jobs from

Physician - Chief of
Columbia, SC
Specimen Processor
Columbia, SC
Phlebotomist, Lab Tech
Columbia, SC

Strategy

- TV reaches more PASSIVE QUALIFIED CANDIDATES
- It's about quality, not quantity
- Show the community your business is the best place to work, and why, through the power of video
- EOE | OFCCP





ilsos.gov

cyberdriveillinois.com is now ilsos.gov

Online Services Publications/Forms Departments News Contact

OFFICE OF THE ILLINOIS SECRETARY OF STATE

JESSE WHITE
SECRETARY OF STATE

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Corporation/LLC Search/Certificate of Good Standing Business Services

The State of Illinois

Corporation/LLC

You may search...

934 *[Peoria, IL](#)*

New businesses established over the past 26 weeks and within 50 miles of Peoria / Bloomington

NEW BUSINESS OPPORTUNITIES

Over the past 6 months, over **934** ***NEW BUSINESSES*** have been created within 50 miles of your station!



A professional man with a beard and glasses, wearing a blue suit, is looking up and smiling while holding a phone. He is standing in a city street with tall buildings in the background.

PROXIMITY HUNTING

LOOK LEFT, LOOK RIGHT, OR JUST ASK SIRI!

- When you wrap up a meeting, take a minute to look around
- What business opportunities exist
- Use your phone to see everything nearby
- Maximize the opportunity to create new connections

“SIRI, SHOW ME NEARBY BUSINESSES”



PRINT TO VIDEO

INCREDIBLE OPPORTUNITY WITH WAYMARK

VIDEO IS THE MOST **POWERFUL** TOOL IN YOUR TOOLKIT – USE IT!

Strategy

- Browse your local newspaper and magazines for print ads
- Create a video campaign with Waymark
- Go see your client and impress them!



DIRECT MAIL TO VIDEO

INCREDIBLE OPPORTUNITY WITH WAYMARK

TAKE THE NEXT STEP

SO, ARE YOU READY?

Of course you're ready. **You've always been ready.** You just didn't know it yet. Becoming an OTC Eagle is pretty simple. In just a few short steps you'll be enrolled, registered and ready to go. **We can't wait to have you join us.**

APPLY FOR ADMISSION

Fill out the free application online. It's easy, and only takes a few minutes.



REGISTER

An advising session will tell you which courses to take and how to register.



GET FINANCIAL AID

Fill out the FAFSA, and apply for scholarships, loans and more.



PAY TUITION

You must sign up for My Payment Plan the same day you register.



PICTURE YOURSELF HERE: TAKE A TOUR!

Our Student Ambassadors combine their knowledge of our campuses with first-hand experience to show you what life is like as an Eagle. We have six locations throughout Southwest Missouri. Go to otc.edu/tours and schedule a time that works for you.

SPRINGFIELD

447-2000 • springfield.otc.edu

TABLE ROCK

331-2239 • tablerock.otc.edu

WAYNESVILLE

274-5014 • waynesville.otc.edu

RICHWOOD VALLEY

447-7700 • richwoodvalley.otc.edu

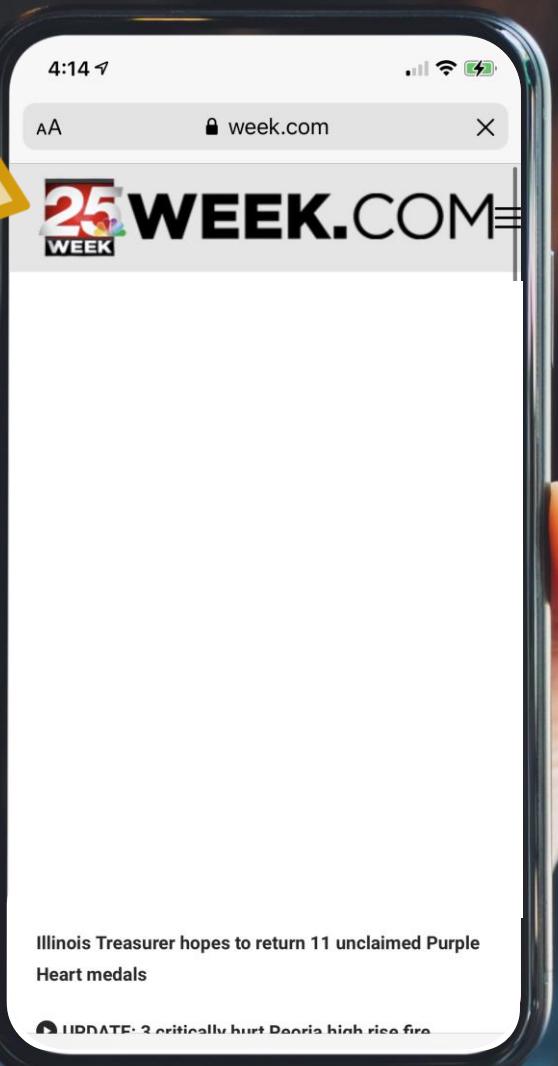
LEBANON

532-5044 • lebanon.otc.edu

REPUBLIC

647-7800 • republic.otc.edu

► [Apply now and learn more at OTC.EDU.](http://OTC.EDU)



FIND ANY BUSINESS

Effective Business Targeting With Ease!

Insights

- Search and find any business in your area
- Search by SIC or NAICS code
- Filter businesses out by credit rating
- Identify businesses that advertise based on tax records

Strategy

- I recommend every sales manager purchase this (\$50 a month)
- Share leads based on target categories with your sellers
- Identify new accounts to replace churn accounts
- Identify potential consumers by lifestyle choices in geo regions

TRADITIONAL SOURCES

COMMON SOURCES THAT OFFER GREAT
VALUE IN FINDING LOCAL BUSINESSES

COMMON, BUT GOOD SOURCES



YAHOO!



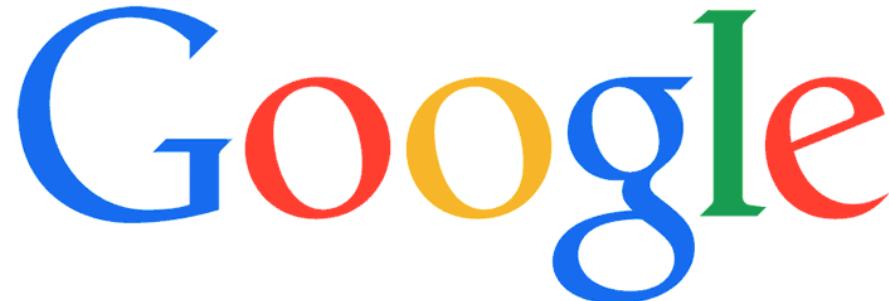
DuckDuckGo

info.com



TheChamber®





PAID SEARCH RESULTS > PPC

PEORIA, IL

36.1%

47 million



Google

hvac laredo tx

All Maps Images Shopping News More Tools

About 676,000 results (0.71 seconds)

Ad · <https://www.prestigearairconditioningtx.com/> • (956) 320-6846
HVAC Repair & Service - Commercial & Residential
Offers HVAC Service Repair In Laredo & McAllen Texas. Installation & Repair Service. Call Now. 24/7 Service Available. Licensed Contractor. Request An Estimate. Highlights: Service Appointment Available, 24/7 Service Technicians Available, Estimate Available. Residential HVAC Services - Commercial HVAC Services - Industrial HVAC Services



Rating Hours Your past visits

Service Pros Heating & AC Laredo
4.7 ★★★★★ (94) · HVAC contractor
10+ years in business · Laredo, TX · (956) 420-0723
Open 24 hours
"I'd recommend them anytime for all things hvac."

Directions

Express Air Cooling And Heating, LLC
4.6 ★★★★★ (21) · HVAC contractor
3+ years in business · Laredo, TX · (956) 722-2665
Open · Closes 5PM
"We had a lot of bad experiences in Laredo with sub-par HVAC repair."

Website Directions

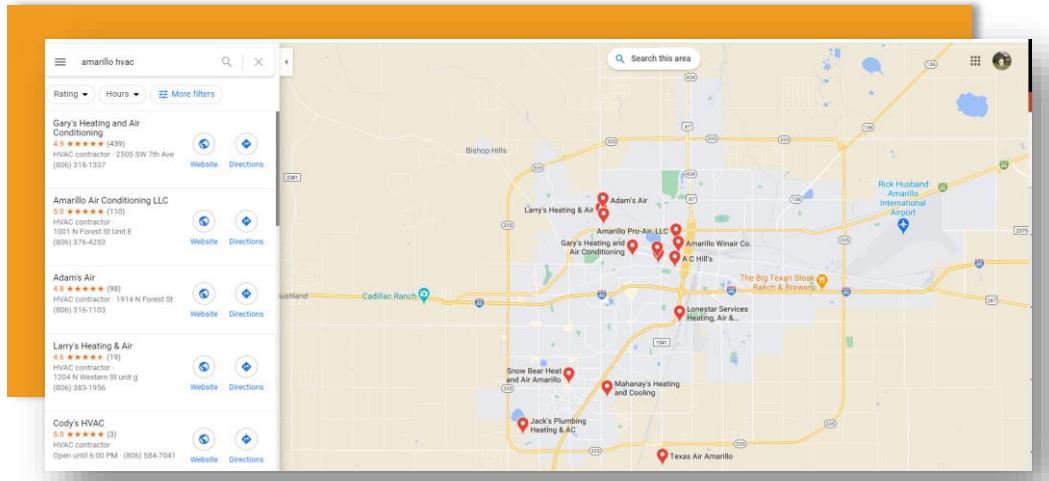
Be Cool Air Conditioning Inc.
4.9 ★★★★★ (53) · Air conditioning contractor
5+ years in business · Laredo, TX · (956) 635-7507
Open · Closes 6PM
Provides: Air Conditioner Filter Change

View all

People also ask :

How much does a new AC unit cost in Texas?
How much does it cost to install a new HVAC system?
What is the average cost to replace a 3 ton AC unit?
How much does it cost to replace a 3 ton air conditioner and air handler?

Feedback



GOOGLE MAPS

- Search nearby businesses
- Search by target areas
- Get ratings & reviews
- See their website and learn
- Plot your course for the day to effectively call on new business

GOOGLE GUARANTEE

Businesses with the "Google Guaranteed" badge are screened, and are guaranteed to get the job done right or your money back



AC maintenance - 20+ HVAC pros nearby
Evergreen Heating & C...
4.8 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Waco
Open now

Lochridge-Priest Inc.
4.9 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Waco
Open now

Campbell Appliance H...
4.1 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Waco
Open 24/7



Insights

- Find great business opps
- BDB list builder
- Find decision makers
- Learn more about the company and their culture
- Connect with other businesses they are tied to



Strategy

- Prepare a 30 second commercial and include in your profile
- Add connections to your network
- Build out a lead list
- Follow your clients and prospects
- Post updates often, especially your best work and testimonials
- Join groups
- Celebrate accomplishments by others in your network

NEW SOURCES

Based on all the great ideas and sources just shared with you, please write down your new favorites (top 10 sources) that you'll use moving forward.



Post-it Wall Pad

3M

CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

NEW PLAYBOOK

NEW SOURCES

List 10-15 new sources here

NEW SOURCES

Add another 10 sources from what we just reviewed

CATEGORIES

DIVERSIFY YOUR STRATEGY



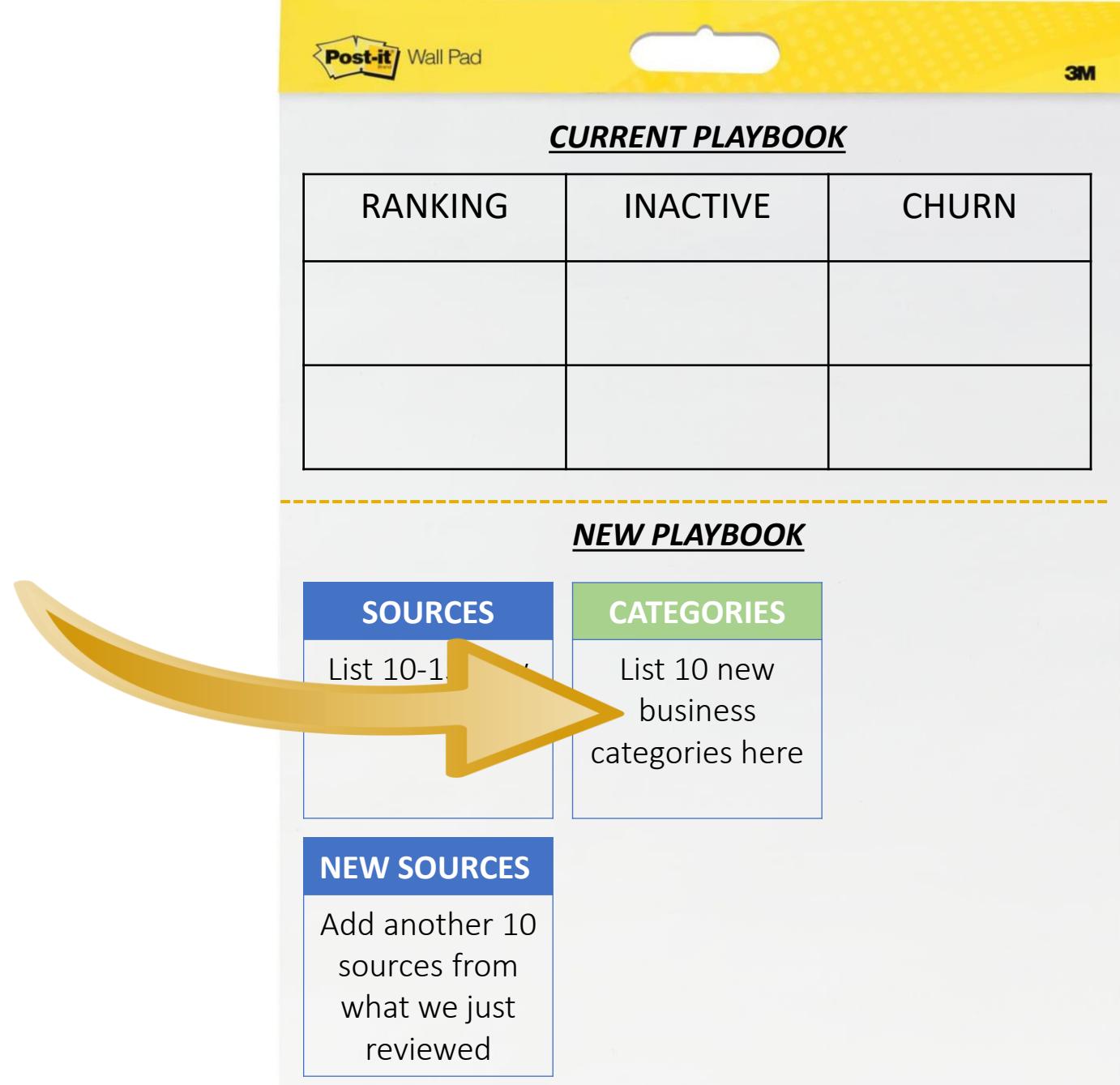
QUICK EXERCISE

1. Identify 10 new business categories you should go after
2. They must be different than your current top 10 (top of sheet)
3. Don't list an industry, list a specific category (e.g. not home improvement, but flooring)
4. You have 2 minutes to identify 10 new categories that you feel have incredible potential for you over the next year.



BUSINESS CATEGORIES

Based on all the great business categories that were just shared, please write down your top 10 favorites. They need to be different than your current top 10 and they cannot be high level categories. (e.g., healthcare or home improvement).



TOP LOCAL BUSINESS CATEGORIES 2021



TOP 10

1. ALL AUTO
2. PROFESSIONAL / LEGAL SERVICES
3. FURNITURE STORES
4. HOSPITALS
5. DENTISTS / MEDICAL
6. BANKS
7. PLUMBING & HVAC
8. BUILDING MATERIALS / HARDWARE
9. REPAIR / MAINTENANCE
10. CONSTRUCTION / TRADES

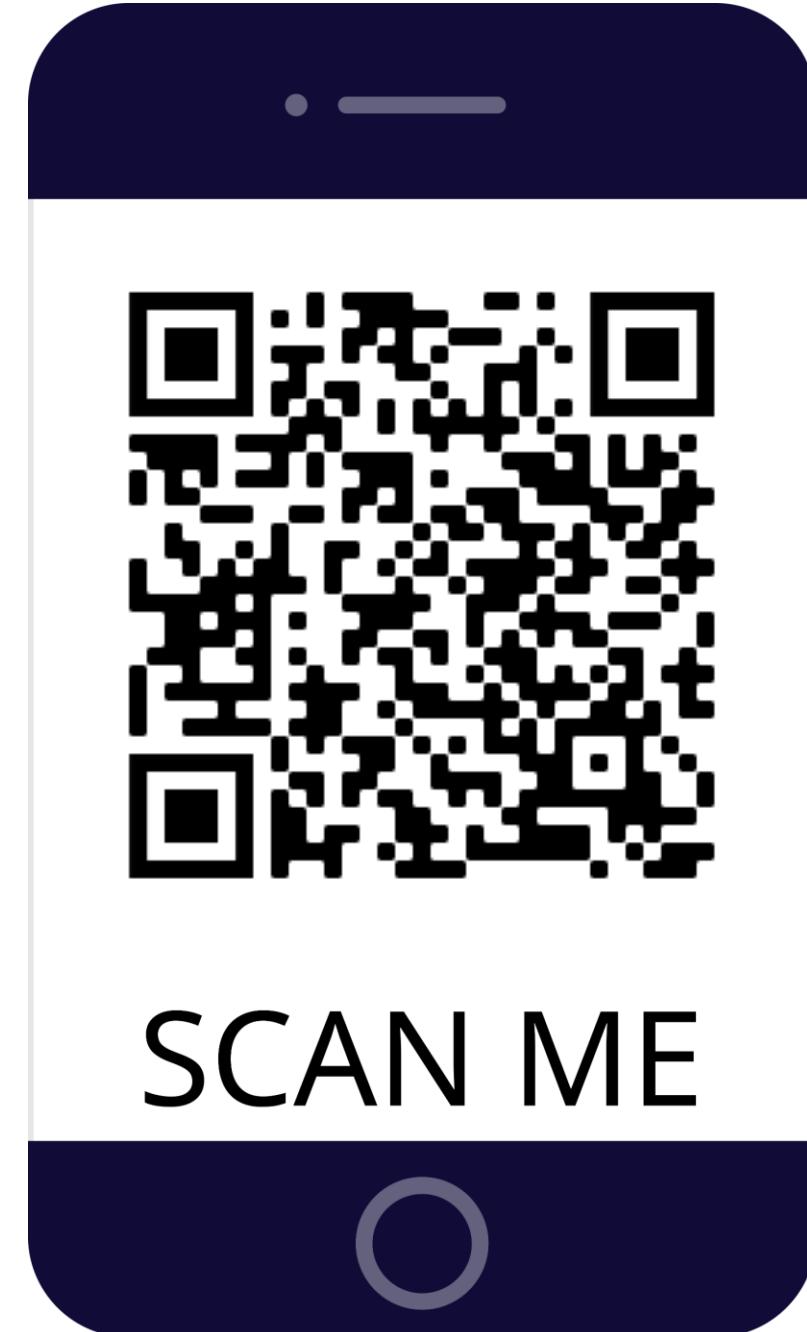
NEXT 15

1. FAST FOOD
2. EDUCATION / SCHOOLS
3. GROCERY
4. INSURANCE
5. NURSING / RESIDENTIAL CARE
6. HOME FURNISHINGS
7. HEALTH / PERSONAL CARE
8. CASINOS
9. REAL ESTATE
10. ENTERTAINMENT
11. FLOOR COVERINGS
12. CASUAL DINING
13. UTILITIES
14. POOLS & SPA
15. RELIGIOUS

335 SIC BILLING CATEGORIES

Shopping/Retail	Other Services	Food/Beverage	Auto	Things To Do	Home	Health
Accessories Books Boutique Bridal Candle Candy / Treats Cell / Accessories Consignment Edible Arrangements Electronics Equipment Eyeglasses / Eyewear Fabrics Frame Furniture Gadgets Gaming Gift / Novelty Groceries Gun / Ammo Handbags/Purses Hardware Stores Health & Beauty Hobby Jewelry Kitchen Lawn Equipment Lingerie Maternity Mattress Mens/Women Clothing Music / Instrument Pawn Perfume, Makeup, Skin Plant Nursery Shirts (custom) Shoes Shopping Centers Smoke / Tobacco Sports Suits/Professional Wear Sunglasses Thrift Tools Travel Watches	Alterations Attorney's Business Career Catering Church Cleancers Computer Counseling Education Financial Funeral Home Hotel / Resort Identity Protection Insurance Landscaping Party / Events Personal Trainer Photography Rentals Salons Schools/Learning Spas Tailoring Tanning Tree, Landscape Removal Waste Removal Wedding	American Asian Bakery Burger Cajun Coffee Coffee Desserts Fast Food Healthy Ice Cream / Yogurt Italian Organic Pizza Sandwhich Seafood Smoothies Southern Steak Sushi	Accessories ATV Boat Brakes Detailing Education / Classes Engine Repair Insurance Loan Motorcycle Oil Change / Service Paint Parts/AfterMarket PRE-OWNED DEALERS Restoration RV's Scooter / Moped Security/Alarm Tire / Wheel Transmission Repair Transport Wheel Repair Window Repair	Arts / Culture Classes / Learning Comedy Food & Drink Events Hunting Kids Family Fun Music / Concerts Painting / Clay Skydiving / Handgliding Sporting Events	Animal Removal Air Duct / Dryer Vent Appliances Architect Art / Décor Awnings Beth Builders Carpet Cleaning Chimney Cleaning Services Electrical Energy Efficiency Fence Fire, Water Damage Rest. Floors Foundation Repair Garage / Door Garbage / Landfill Garden / Plants Gutter Home Décor Hurricane HVAC Kitchen Lawn Locksmith Marble / Granite Mattress Media Mosquito Treatment Painting Patio Pest Control Plumbing Pool Pressure Washing Remodeling Roofing Security Sewer / Septic Siding Stone / Masonry Storage Sun/Patio Rooms Supplies / Equipment Window/Gutter Cleaning Windows	Addiction Allergy / Asthma Audiology Bariatric Cardiology Chiropractic Colon Hydrotherapy Dentistry Cosmetic Dentistry General Dentistry Pediatric Dentistry Sedation Dermatology Ear Nose Throat Fertility Fitness Gastroenterology Hair Replacement Home Health Hospice Care Liposuction Med Spas Medical Equipment Medical Imaging Mental Health Mobility Services Nails / Manicure Nutrition OB/GYN Oncology Ophthalmology - Cataracts Ophthalmology - Lasik Oral Surgery Orthodontics Orthopaedics Pain Management Pediatrics Pharmacy Physical Therapy Plastic Surgery Podiatry Prosthetics Rehabilitative Services Senior Living Sleep Medicine Spine Urgent Care Urology Vascular / Vein Services Womens Health Wound Care
Real Estate Agents Appraisal Brokers Builders FSBO Home Inspection Insurance Mortgage Rental	Nutrition Organic Fresh Markets Vitamin Whole Foods	Alcohol Bars Beer Store Liquor Store Party Supplies Wine Store	Pets Bath Boarding Equipment Fencing Food Grooming Insurance Merchandise Pet Sitters Pet Walkers Supplies Training Transport Vet	Places To Go Local Attractions Recreation Travel Getaways Events Weddings	Sports & Recreation Bowling Camping Camps Fishing Golf Hunting Clubs Indoor Sports Kayak Tours Leagues Miniture Goif Paint Ball Shooting Range/Gun Training/Education	Fitness Gyms Crossfit Dance/Fitness Kickboxing / Martial Arts Pilates Pure Barre Reflexology Self Defense Spin Classes Yoga Zumba
Financial Auto Banks Investments Mortgage	Beauty Fitness Acupuncture Hair / Salon Hair Removal Hair Restoration Laser Lipo/Cellulite Reduc. Tanning Tattoo / Tatoo Removal Toenails / Nails Varicose / Spider Vein Waxing	Kids Bounce House After School Lessons Childcare Clothing Entertainment Gymnastics / Ballet / Etc. Health Learning Party Rentals Playsets Toys				

**DOWNLOAD
THE CATEGORY
LIST**





CREATIVE **CATEGORY IDEAS** YOU CAN **STEAL**



CREATIVE **CATEGORY IDEAS** YOU CAN **STEAL**



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Television • Digital • Mobile

**NEW & INNOVATIVE
REVENUE OPPORTUNITY
PEST CONTROL**

A black and white photograph showing the underside of a concrete structure, likely a foundation or pier. Numerous pipes and cables are visible, some of which appear to be leaking or damaged, suggesting potential moisture or mold issues.

MOLD BARRIER PROTECTION

Key Points of Idea

- Pest Control companies are already under the home checking for moisture
- Home lending institutions are starting to require a CL100 for underwriting
- Pest control companies have a prime opportunity to serve a need
- This is the perfect incremental revenue stream for them
- 1 job in mold barrier protection can easily be \$4k to 8k, maybe more
- 1 job for mold barrier protection can be 22 year's worth of a pest control client!

The Concept



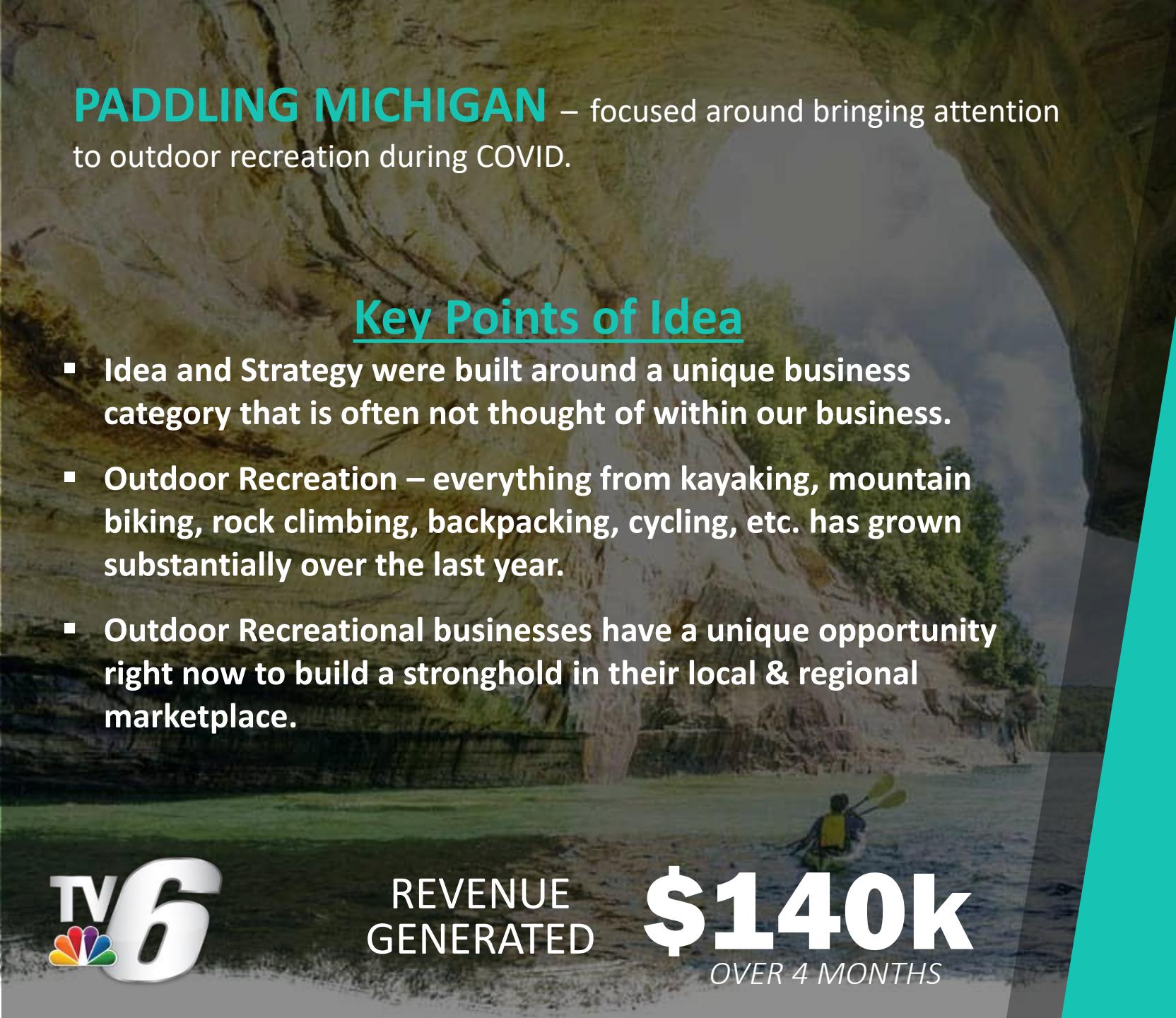
REVENUE
OPPORTUNITY **\$100k+**

A scenic outdoor photograph serves as the background for the title. It depicts a person in a yellow kayak paddling on a river. In the background, there are large, light-colored rock formations and a dense forest. The title text is overlaid on the right side of the image.

PADDLING MICHIGAN

OUTDOOR RECREATION





PADDLING MICHIGAN – focused around bringing attention to outdoor recreation during COVID.

Key Points of Idea

- Idea and Strategy were built around a unique business category that is often not thought of within our business.
- Outdoor Recreation – everything from kayaking, mountain biking, rock climbing, backpacking, cycling, etc. has grown substantially over the last year.
- Outdoor Recreational businesses have a unique opportunity right now to build a stronghold in their local & regional marketplace.



REVENUE
GENERATED

\$140k
OVER 4 MONTHS

**The
Concept**
from WLUC
Marquette, MI



**ALL-INCLUSIVE
VACATION PACKAGES
15% OFF**

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All-Inclusive Vacation Packages:
Lodging, Dining, and Adventures in one
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The Creative

from WLUC
Marquette, MI



WLUC TV

Marquette, MI



CREDIT

Cody Smith (AE)

GDM TEAM

Rick Rhoades (GM)



RECRUITMENT OPPORTUNITIES

RECRUITMENT

As many local, regional, and national businesses are finding a huge need for employees, our stations can provide multiple opportunities and resources to help them get in front of the best talent in their industry.

Key Points of Idea

- Commercial creative was built using the Waymark platform
- Category: Food Distribution
- Creative focused primarily on drivers, but also included other tough to fill positions such as Night Selectors.
- This client wanted to take a different approach with their recruiting efforts
- Brand Builder



REVENUE
GENERATED **\$216k**

The Concept

from WCJB
Gainesville, FL

WCJB

Gainesville, FL

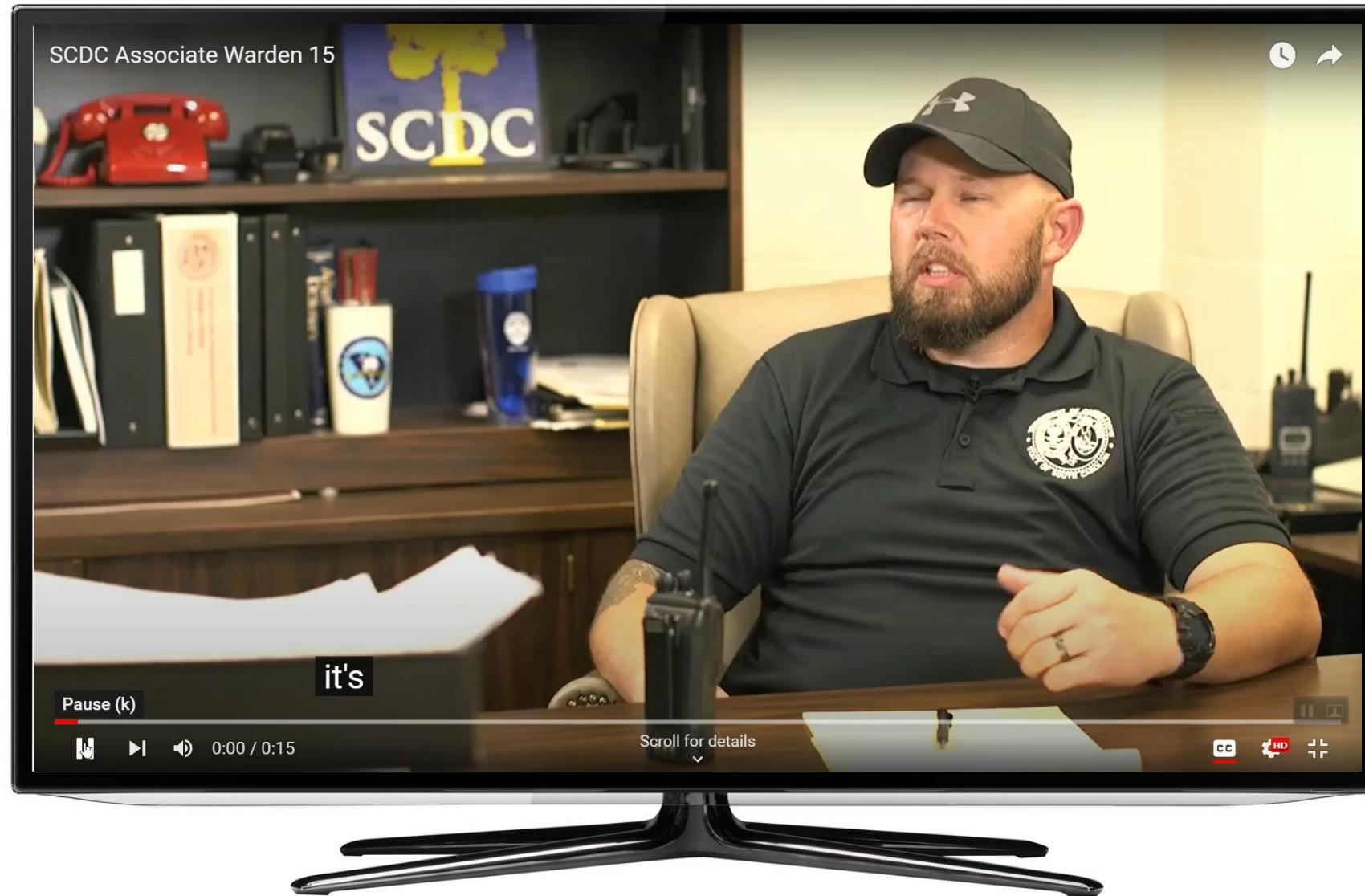


**Night Selector positions available
No experience needed!**

CREDIT

Tim Orwig - LSM

WISTV
Columbia, SC
WIS 10
NEWS 



CREDIT
Ben Niswander (LSM)

EMPLOYMENT DEMAND

TOP 10 CATEGORIES | PEORIA, IL

CATEGORY	GROWTH- YOY	# OF JOBS
LEISURE & HOSPITALITY	11%	16K
MANUFACTURING	5%	22K
EDUCATION	5%	32K
MINING, LOGGING, CONSTRUCTION	4%	9K
OTHER SERVICES	2%	8K
GOVERNMENT	1%	19K
TRADE, TRANSPORTATION, UTILITIES	-2%	30K
PROFESSIONAL	-2%	20K
FINANCIAL	-3%	7K
INFORMATION	-7%	1.4K





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BETTER ALTERNATIVES HOME EFFICIENCY



gray®

Television • Digital • Mobile

PROBLEM:

- Insulation is crucial because it's the key to reducing energy usage and costs for a home or a business.
- However, the chemicals used in spray foam are actually VERY TOXIC.
- The problem is in how it's installed and if it's cured properly.

SOLUTION:

- Cotton Denim Insulation – industrial scraps
- Soy Foam Insulation – recycled paper
- Spray Applied Fiberglass Insulation – biobased

The Concept



HAWAII NEWS NOW



LOCATIONS HAWAII



LOCATIONS HAWAII – was built as a unique way to feature luxurious listings and agents to higher income families in the market.

Key Points of Idea

- 3-Minute sponsored segments are produced using an agent/host tour concept.
- Segments air during the lifestyle content show HI Now.
- Segments are posted on the station's website and include digital promotions such as social media boosts, OTT, Sponsored Content pieces, and other promotions.

The CONCEPT

from Hawaii News Now

Hawaii
NewsNow
Honolulu, HI



CREDIT

*Lauren Pavich (AE)
PJ Tan (LSM)
Colleen Ching (GSM)
Katie Pickman (GM)*

GO FOR THE REALTOR, NOT THE BROKER!

- 20% of the agents do 80% of the work
- Broker deals can often get blown up / KOA by the non-performers
- The top performing agents have money to spend, their competitive, and they want to stand out above & beyond other agents

REALTOR BRAND-BUILDER

- VIDEO, VIDEO, VIDEO
- TV | OTT | ONLINE | MOBILE
 - Agent Brand Builder (Video)
 - Hot Property Showcase (Video)
 - Showcase Results (Video)
 - Educate (Video Tips / What you need to know)

**another
IDEA**

REVENUE
OPPORTUNITY

\$40-60k



EMERGING OPPORTUNITY FINANCIAL

THE CHALLENGE:

- Banks have long been in the “relationship management” business and have worked hard to establish trusted relationships in the community
- However, many banks have missed an opportunity to take those trusted relationships and incrementally grow them with financial planning and wealth management.
- Banks have failed at this because they've had their relationship managers focused on the next loan vs the overall health of the customer.

THE OPPORTUNITY

- Wealth Management provides a consistent and reliable source of fee income for banks.
- Good clients produce an average of \$25,000 to \$50,000 per year in largely fee-based revenues.

The CONCEPT

GERMAIN KIRK'S **TOP 10** FAVORITE LOCAL CATEGORIES



1. Residential HVAC
2. Varicose Vein Removal (*Phlebologists*)
3. Dermatologist & Med Spa
4. Dentists
5. Oral Surgery/Tooth Replacements
6. At-Home Senior Care Services
7. Senior Care Residences (on-site)
8. Bankruptcy Lawyers
9. Jewelry Stores
10. Bridal Dress Stores

1. Recruitment
2. Education *(Charter/Universities)*
3. HVAC
4. Furniture
5. Legal
6. Banking/Financial
7. Tourism
8. Event-Based
9. Dental
10. Orthodontics

LORI COOLE'S **TOP 10** FAVORITE LOCAL CATEGORIES



SERVICE COMPANIES



QUESTION

What's a customer worth for a landscaping company?

WHAT'S THE COST
OF LAWN SERVICE
EACH MONTH?

\$200

HOW MANY MONTHS
OUT OF THE YEAR?

8

How long does
the average family
live in a home?

13 YEARS

1 NEW CUSTOMER = \$20,800



LANDSCAPING CATEGORY



YOUR MANAGER'S RECOMMENDATION

TOP NEW BUSINESS CATEGORIES TO FOCUS ON



1. Heating & Air	\$2.6m
2. Roofing, Siding, Gutters	\$1.3m
3. Windows	n/a
4. Remodeling	\$1.3m
5. Furniture, Appliances & Mattresses	\$4m
6. Jewelry	\$1.5m
7. Recruitment – all types	n/a
8. Flooring	\$1.3m
9. Healthcare – Specialty	\$19m
10. Financial/Banking	\$12m
11. Technology Services – Ransomware, virus protection, etc.	n/a
12. Travel & Leisure	\$25m

BUSINESS CATEGORIES

Based on all the great business categories that were just shared, please write down your top 10 favorites. They need to be different than your current top 10 and they cannot be high level categories. (e.g., healthcare or home improvement).



Post-it Wall Pad

3M

CURRENT PLAYBOOK

RANKING	INACTIVE	CHURN

NEW PLAYBOOK

SOURCES List 10-15 new sources here	CATEGORIES List 10-15 new business categories here
NEW SOURCES Add another 10 what we reviewed	NEW CATEGORIES List 10 new business categories here

V.B.R. DEVELOPMENT

VALID BUSINESS REASON



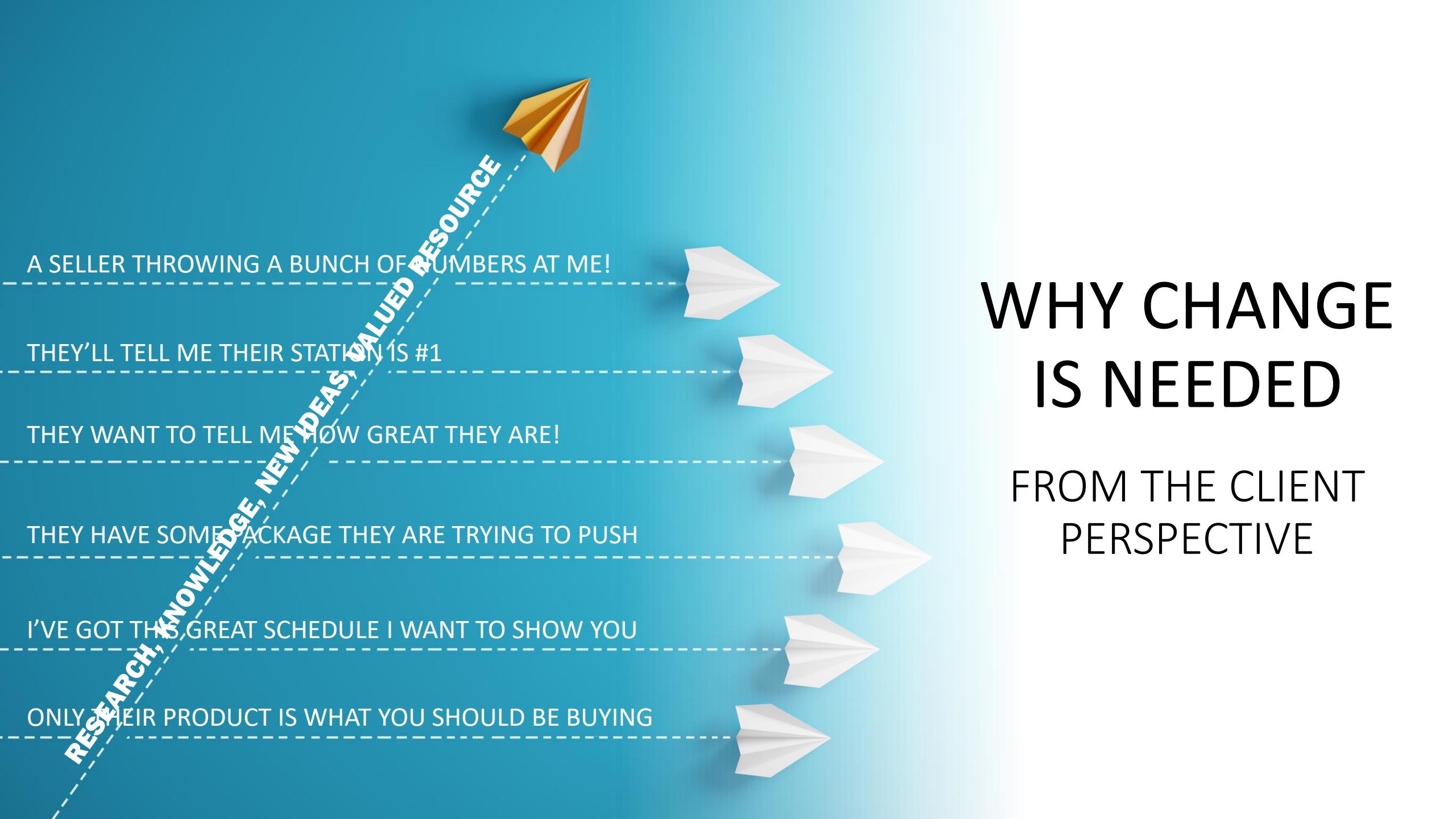
ROUNDTABLE DISCUSSION

HOW DO YOU “INTRO”
THE COLD CALL OR DROP IN?

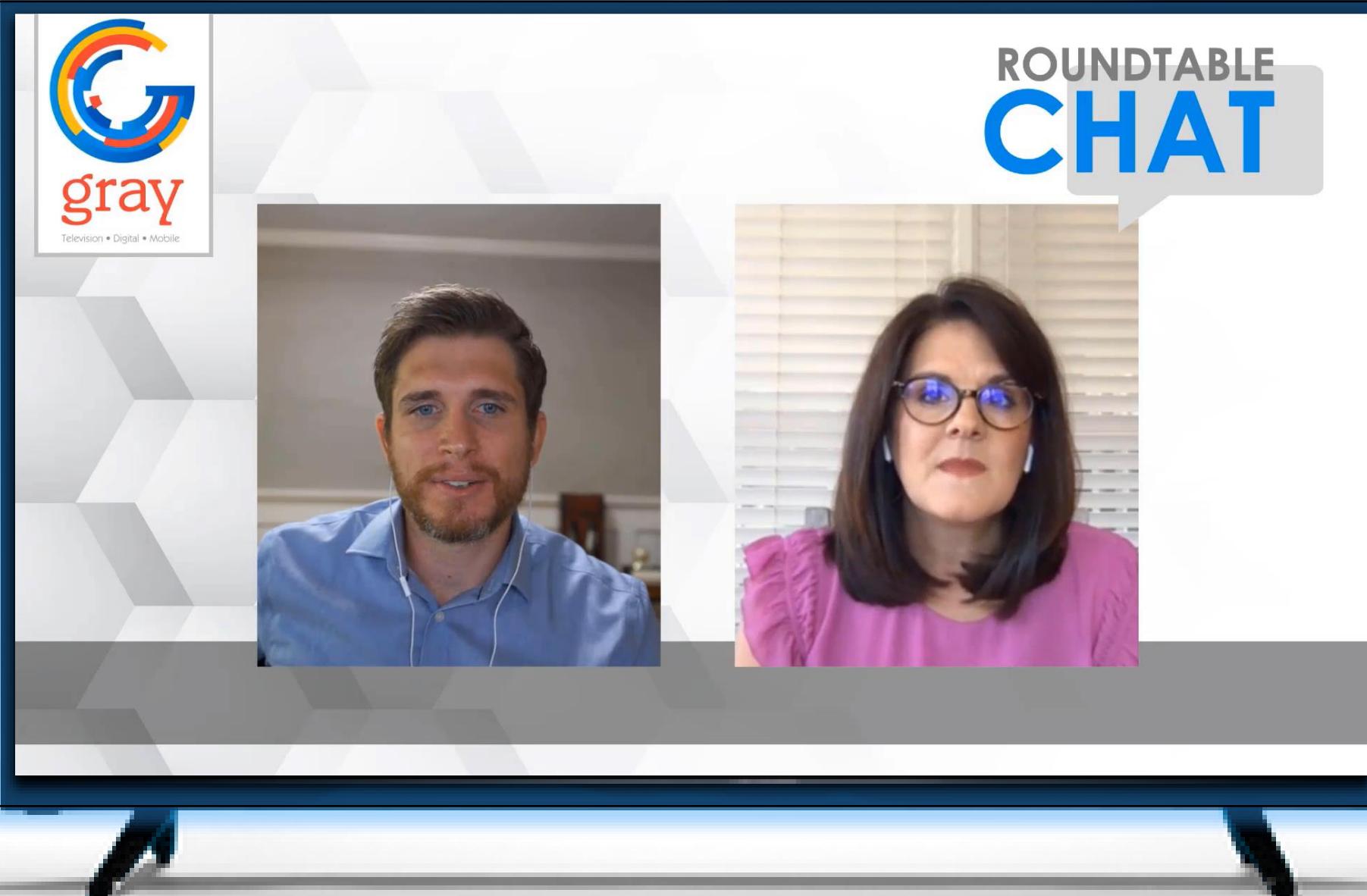


THE MOST COMMON INTRO'S WE SEE IN TRAINING

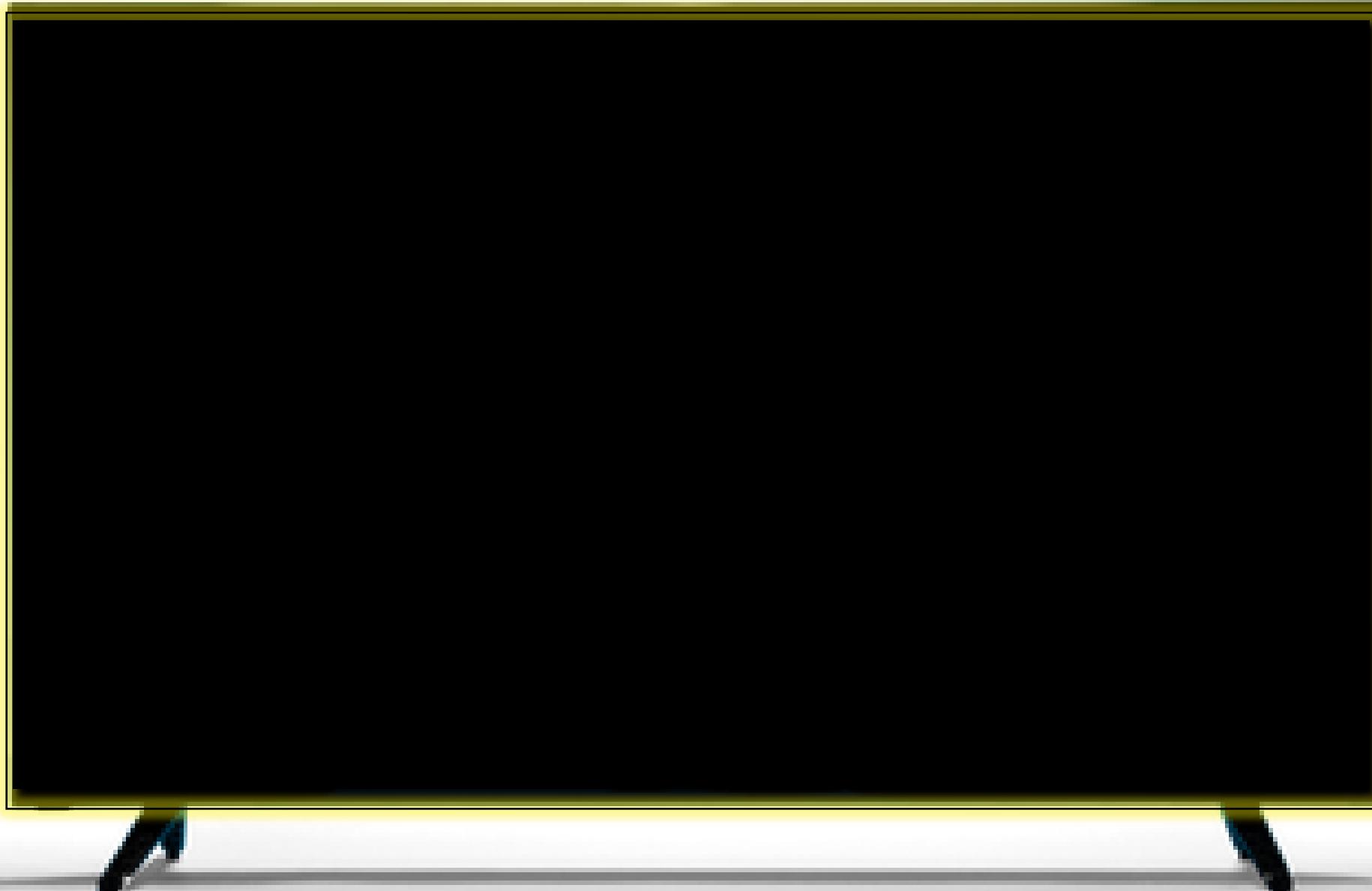
- I'd like to setup a time to conduct a CNA
- You are on my list and I'd like to stop by
- I'd like to stop by with my manager
- I want to talk to you about your advertising
- I saw your ad on another TV station
- I've got this really cool new Digital product you need to see
- I'm going to be visiting one of your competitors near you next week, how about I stop by
- We are the #1 station in the market
- Are you interested in growing your business



CLIENT INTERVIEW & PERSPECTIVE



CLIENT INTERVIEW & PERSPECTIVE



LET'S TRY A NEW WAY
TO ENGAGE OUR CLIENTS



VALID BUSINESS REASON

THE REASON THE TARGET WOULD WANT TO MEET WITH YOU
AND NOT THE REASON YOU WANT TO MEET WITH THEM!



INDUSTRY
CHALLENGE



CATEGORY
KNOWLEDGE



OPPORTUNITY
OR IDEA



BUSINESS
CONVERSATION



CONVICTION

THE FIVE PILLARS

of a powerful VBR



dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY CHALLENGE



CATEGORY KNOWLEDGE



OPPORTUNITY OR IDEA



BUSINESS CONVERSATION



CONVICTION

THE FIVE PILLARS

THE FIVE PILLARS

dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth upwards of 225.2M in the Laredo area this year



CATEGORY KNOWLEDGE



OPPORTUNITY OR IDEA



BUSINESS CONVERSATION



CONVICTION

THE FIVE PILLARS

dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY CHALLENGE

The collision repair business is forecasted to be worth upwards of 225.2M in the Memphis area this year



CATEGORY KNOWLEDGE

Educating home-owners on why they should consult with you on HVAC system operating performance, energy efficiency and how to reduce air-born allergnes, are all critical reasons for creating a better home & life for any family



OPPORTUNITY OR IDEA

BUSINESS CONVERSATION



CONVICTION



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OPPORTUNITY OR IDEA

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BUSINESS CONVERSATION

CONVICTION



THE FIVE PILLARS

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INDUSTRY
CHALLENGE

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CATEGORY
KNOWLEDGE

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OPPORTUNITY
OR IDEA

I'd like to schedule a business conversation soon to discuss your goals, where you want to be and strategize ideas on how we get you there quickly with a trusted message your customers can connect with!



BUSINESS
CONVERSATION

POWER BALI

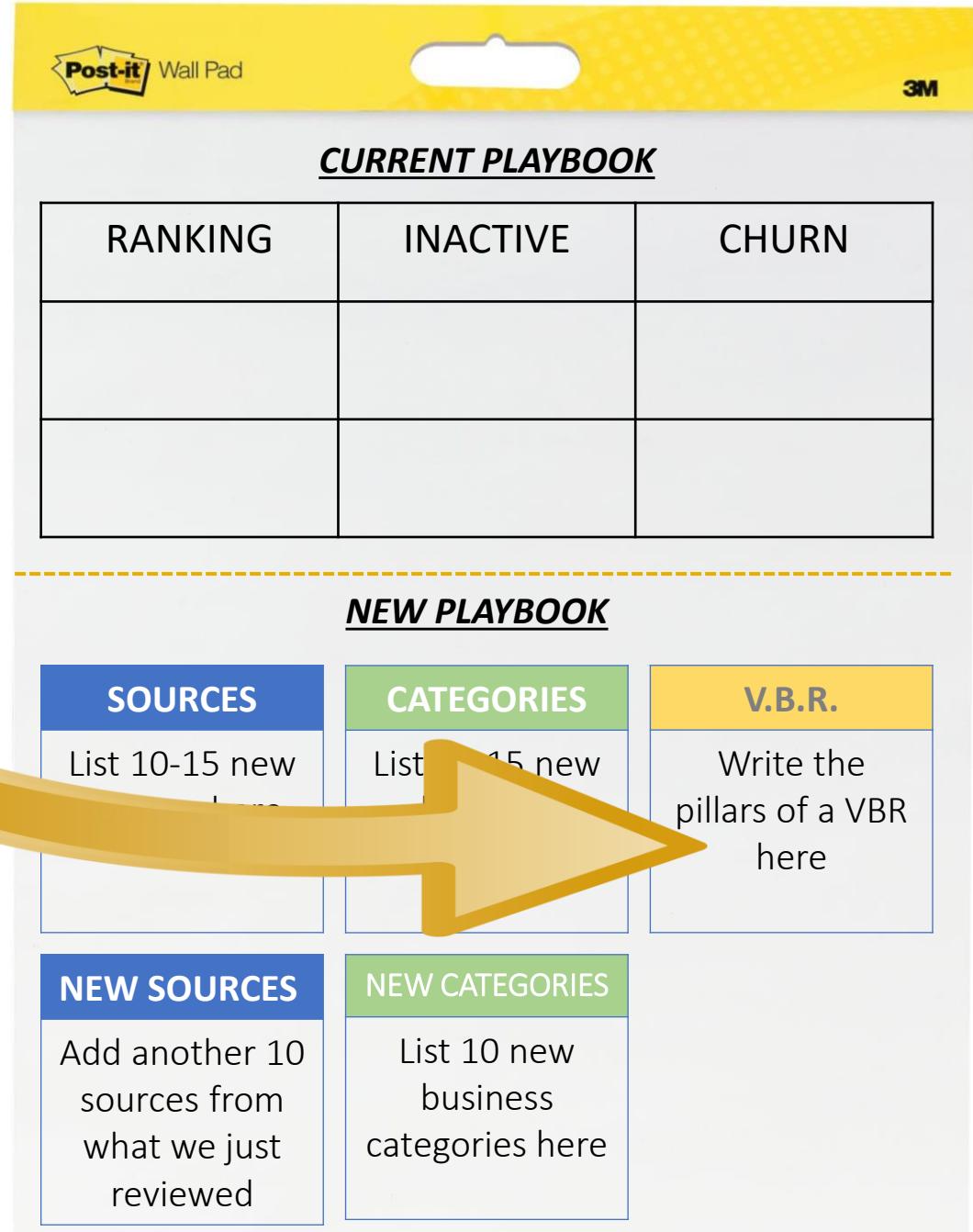


CONVICTION

V.B.R. DEVELOPMENT

STEP 1:

Write down the pillars of the V.B.R. on your brain-board sheet.



REMEMBER

THERE ARE TWO WAYS YOUR CALL OR DROP -
IN CAN BE PERCEIVED BY A CLIENT

Z.B.R.

or

V.B.R.

ZERO BUSINESS REASON

VALID BUSINESS REASON



LET'S MINE SOME **BIG GOLD!**

A technician wearing a cap and safety glasses is working on the interior of an HVAC unit. The unit has a large metal grille on the left. The technician is kneeling and reaching into the open compartment where the electrical components and wires are located.

HVAC EXAMPLE



Crafting A Valid Business Reason



Would you take
this appointment?

Hi, this is Ryan with WEEK TV, I'd like to speak with the person in charge of your advertising and marketing...

I want to stop by and talk to you about your advertising.

What does your calendar look like this week?



**Better, but still
NOT GOOD
ENOUGH!**

Hi, this is Ryan with WEEK TV. I'd like to speak with the person in charge of your advertising and marketing...

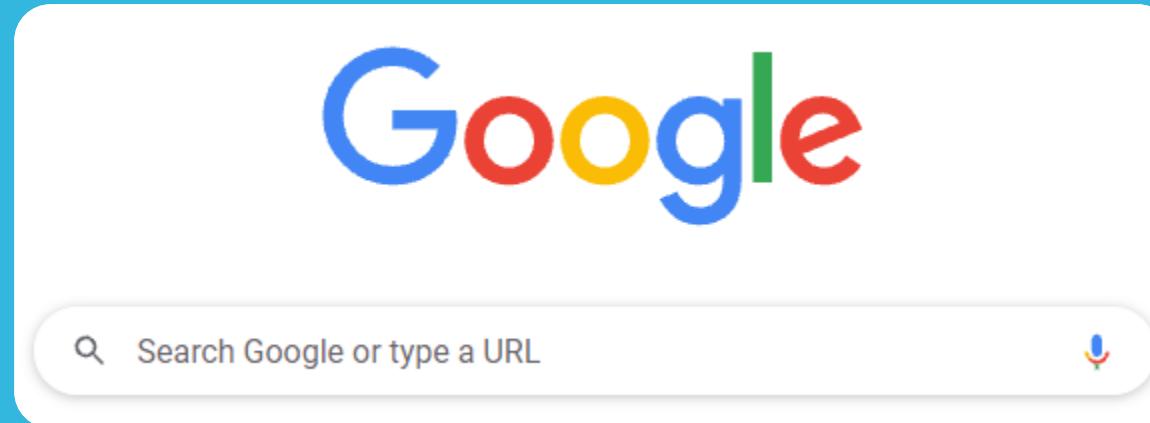
The Heating & Air industry is hot right now! I want to show you some ideas to grow your customers!

What does your calendar look like this week?

LET'S DO OUR
HOMEWORK FIRST!



Site Source:



SEARCH STRATEGIES:

“HVAC INDUSTRY CHALLENGES”

“HVAC INDUSTRY RESEARCH”

“HVAC TECHNOLOGY ADVANCEMENTS”

“HVAC INDUSTRY CHALLENGES”

*“WHAT CONSUMERS SHOULD KNOW ABOUT
THE HVAC INDUSTRY TODAY”*

LET'S DO OUR
HOMEWORK FIRST!



INDUSTRY CHALLENGES

SEARCH STRATEGIES: "HVAC INDUSTRY CHALLENGES"

SEARCH FINDINGS:

TOP 8 CHALLENGES IN THE HVAC INDUSTRY TODAY:

SITE SOURCE: <https://www.procrewschedule.com/the-top-8-biggest-challenges-in-the-hvac-industry/>

1. Complex Teams
2. **Talent Crunch**
3. **Changing Client Behavior**
4. Climate
5. **Higher Costs**
6. **Competition**
7. Fluctuating Busy Periods
8. Smart Home Challenges

LET'S DO OUR
HOMEWORK FIRST!



CATEGORY KNOWLEDGE

SEARCH STRATEGIES: "HVAC INDUSTRY FACTS" OR BGP CALCULATOR

SEARCH FINDINGS:

ACCORDING TO THE BGP CALCULATOR:

- **\$119 billion will be spent on HVAC in 2021 (U.S.)**
- **Peoria, IL has 271,000 households (or 0.241% of the U.S. HH)**
- **We estimate that \$321 million will be spent on HVAC alone this year in Peoria, IL**
- **1 slice of that opportunity for you (or 1%) is 3.2 million!**

LET'S DO OUR
HOMEWORK FIRST!



OPPORTUNITY OR IDEA

SEARCH STRATEGIES: *BGP, YOUTUBE, GOOGLE, OR GET YOUR CREATIVE ON!*

THE BIG IDEA

- Educate home owners – risks & opportunities
- System operating performance – avoid more expensive fixes later
- Quality of life – reduce air-born allergens
- BUILD TRUST

LET'S DO OUR
HOMEWORK FIRST!



THE BUSINESS CONVERSATION

- I'd like to have a BUSINESS CONVERSATION with you
- Discuss your goals and objectives
- Strategize with you on the opportunities ahead
- Show you how we can get to those objectives quickly
- Let's meet



Hi, this is Ryan with WEEK TV. I'd like to speak with the person in charge of your advertising and marketing...

**INDUSTRY
KNOWLEDGE**

As a business consultant, I recognize you're up against several challenges over the next year from increased competition, to higher costs, and higher expectations from your clients.

**CATEGORY
KNOWLEDGE**

There's an incredible opportunity ahead if we plan correctly. Your industry is expected to grow by 6% consistently over the next 8 years and consumer spending on HVAC will top 321 million next year. One slice of that revenue pie is 3.2 million to you!

**OPPORTUNITY
& IDEA**

I believe if you educate home-owners on tips that will improve operating performance, reduce airborne allergens, and save them money, you'll serve an important need and build demand & loyalty quickly.

**BUSINESS
CONVERSATION**

Let's get together soon and have a business strategy discussion on how we can connect you with the right customers, that are willing to invest with the right service provider. When is a good time in the next few days for us to meet?

**IS THE SCRIPT TOO LONG?
*NOT IF YOU HAVE CONVICTION!***

EXERCISE

1. We are going to pair you all up in teams of two
2. A manager will pick a category for each team
3. Each team will develop a V.B.R in stages by each pillar
4. Then you'll have an opportunity to practice/pitch what you've developed
5. You have 40 minutes to complete this exercise





INDUSTRY
CHALLENGE



CATEGORY
KNOWLEDGE



OPPORTUNITY
OR IDEA



BUSINESS
CONVERSATION



CONVICTION

THE FIVE PILLARS

of a powerful VBR

IDENTIFY A KEY INDUSTRY CHALLENGE FOR YOUR CATEGORY

EXAMPLE: dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY CHALLENGE

*You have 7 minutes



CATEGORY KNOWLEDGE



OPPORTUNITY OR IDEA



BUSINESS CONVERSATION



CONVICTION

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EXAMPLE: dealers are playing harder in every revenue stream they can be due to industry disruption and reduced volume, making the collision repair space a bigger target



INDUSTRY CHALLENGE

**You have 7 minutes*

IDENTIFY CATEGORY KNOWLEDGE

EXAMPLE: the collision repair business is forecasted to be worth upwards of 225 million in our market over the next year



CATEGORY KNOWLEDGE

**You have 7 minutes*

OPPORTUNITY OR IDEA



BUSINESS CONVERSATION



CONVICTION



THE FIVE PILLARS

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CATEGORY KNOWLEDGE

**You have 7 minutes*

IDENTIFY AN OPPORTUNITY OR IDEA FOR THE CATEGORY

EXAMPLE: Educating home-owners on why they should consult with you on HVAC system operating performance, energy efficiency and how to reduce air-born allergens, are all critical reasons for creating a better home & life for any family



OPPORTUNITY OR IDEA

**You have 7 minutes*

BUSINESS CONVERSATION



CONVICTION



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**You have 7 minutes*



OPPORTUNITY OR IDEA

CREATE A BUSINESS CONVERSATION

EXAMPLE: I'd like to schedule a meeting with you to have a business conversation to discuss your goals, where you want to be and strategize ideas on how we get you there quickly with a trusted message your customers can connect with!

**You have 7 minutes*



BUSINESS CONVERSATION



CONVICTION

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**You have 7 minutes*

IDENTIFY AN OPPORTUNITY OR IDEA FOR THE CATEGORY

EXAMPLE: Educating home-owners on why they should consult with you on HVAC system operating performance, energy efficiency and how to reduce air-born allergens, are all critical reasons for creating a better home & life for any family

**You have 7 minutes*



OPPORTUNITY OR IDEA

EXAMPLE: I'd like to schedule a meeting with you to have a business conversation to discuss your goals, where you want to be and strategize ideas on how we get you there quickly with a trusted message your customers can connect with!

**You have 7 minutes*



BUSINESS CONVERSATION

POWER BALI



CONVICTION



ROLE PLAY TIME!

10 minutes



IMPRESSIVE
IDEAS THAT WILL
GET YOUR FOOT
IN THE DOOR!







NEED IDEAS

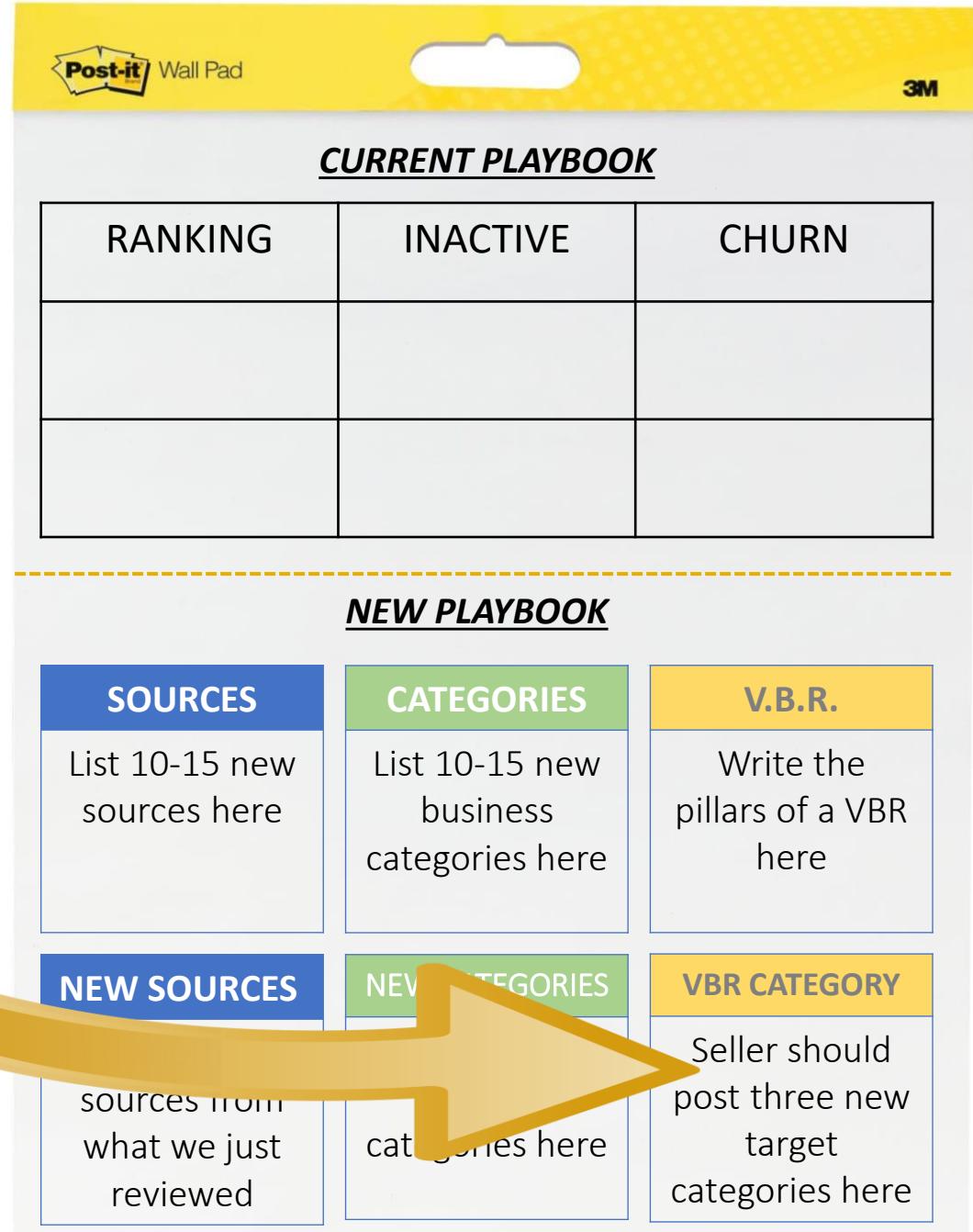
ON HOW TO MOVE BUSINESS
FORWARD?



V.B.R. DEVELOPMENT

STEP 2:

AE should pick three new categories from the middle column and write them down on the sheet.



V.B.R. DEVELOPMENT

EXERCISE



EXERCISE

1. You're solo on this exercise!
2. Pick one of your three final VBR categories
3. You'll have 15 minutes to find industry challenges, category research and an idea
4. Work with a Trainer or Manager to help you find info for your category
5. There is a prize for the best V.B.R. pitch – TAKE THIS SERIOUSLY!





Hi, this is Ryan with KGNS. I'd like to be in charge of all your advertising and

V.B.R.

Attorney marketing trends are trusted campaigns with strong connections and educational elements paramount in 2021.

As THE trusted brand in Laredo, we know community more than anyone else. It's the trust that drives awareness. Let's talk ideas!

What day works best for you this week? I'd like to have a conversation on ideas that will build even more trust and awareness in our community?

EXERCISE #2

NEXT STEPS

1. Organize the intel you gathered into a script
2. Then, turn the script into a CONVERSATION!
3. You have 15 minutes
4. Leverage your assigned manager for consultation
5. The best V.B.R. pitch will take home a cash prize!



ROLE PLAY

LET'S PUT ALL OF THIS TRAINING IN ACTION

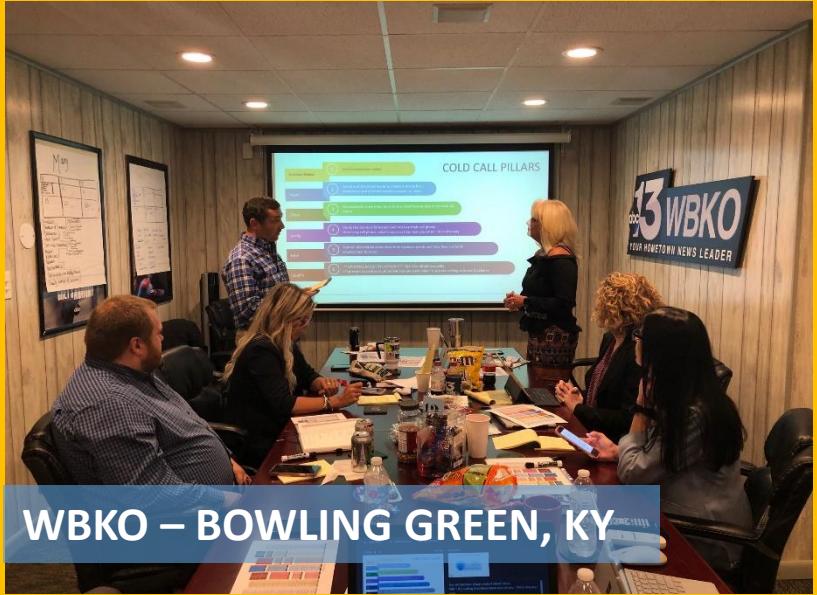
BE CONFIDENT



**THE BEST V.B.R. PITCH
AND OUR WINNER IS...**

next steps

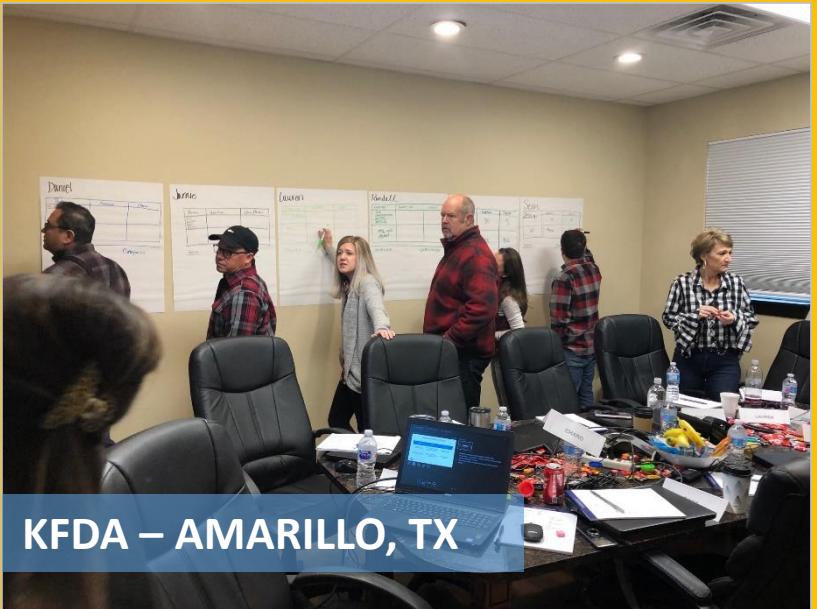
**What have other stations
accomplished after this training?**



WBKO – BOWLING GREEN, KY



WBRC – BIRMINGHAM, AL



KFDA – AMARILLO, TX



KOSA – ODESSA, TX

NEW BUSINESS WORKSHOP

SHARPEN YOUR
HUNTING SKILLS

WHAT YOUR
COLLEAGUES IN
OTHER MARKETS
ACCOMPLISHED



KFDA – AMARILLO, TX



KY3 – SPRINGFIELD, MO

256k
New local direct
In 8 weeks

879k
Overall new business
This year

RESULTS

EXCEPTIONAL PERFORMANCE

559k
New local direct
In 8 weeks

984k
Overall new business
In 8 weeks

NEXT STEPS

1. Make outgoing hunting calls on Monday's form 8:30a – 11:30a
2. Goal is to make 30 calls, reach 8 decisionmakers and make 2 appointments
3. Track all calls by calls-appointments-sales (how much sold)
4. Schedule for 7 weeks – Nov. 8 – dec. 20

**TEAM NEW BUSINESS GOAL
NEXT 7 WEEKS
\$250,000**

**DOWNLOAD
TODAY'S
PRESENTATION**



SCAN ME





What Questions
DO YOU HAVE