



Certified Radio and Integrated Marketing Consultant

Knowing how to sell radio commercials is no longer enough. Marketers are clamoring for integrated marketing solutions. RAB's latest training and accreditation is designed to train salespeople in what marketers, advertisers and agencies demand. This course assumes you have a solid understanding of the fundamentals of radio sales, including the consultant style of selling, how to get appointments and conduct CNA meetings, how to write customer-focused proposals and present them, and how to address objections and close. If you are not comfortable in all areas of fundamental radio sales, we recommend you first attend RAB's Radio Marketing Professional course.

CLASS 1

The Role of an Integrated Marketing Consultant

Today's radio sellers are expected to be fluent in all platforms (on-air, online, mobile, and on-location advertising.) Creativity is required to discover marketing needs and develop integrated marketing solutions that marketers and agencies demand. We explore what an integrated marketing consultant is and how to be the best at consulting your clients.

CLASS 2

Take a Deep Dive Into Your Key Accounts

Decisions on where to place the Big Dollars are made by Chief Marketing Officers, Brand Managers, and Agency Account Executives. Research your accounts, know their businesses and how decisions are made, identify and reach the decision-makers, expand your relationships vertically within marketing and agency organizations, and build an integrated campaign worthy of their major investments.

CLASS 3

Customer-Centric Selling

Know the client's industry, company and decision-maker. Know who influences the decision-maker and who is the economic gatekeeper. Know what your products are and what they can do for each client. Be prepared to explain what your proposal will do for the client, not just what the proposal contains.

CLASS 4

Learn Their Needs; Manage Their Account

Get the right answers by asking the right questions. Learn all the marketing objectives of your advertisers by asking a new series of questions that uncover all their needs. Marketing consultants need to look at the bigger picture when conducting Client Needs Analysis meetings with all marketers, from local-direct to C-suite. Once you know each client's needs, build a plan and use all the tools available to manage each account on your list.

CLASS 5

What Marketers Want

Marketers want custom campaigns that integrate media and feature creative marketing solutions. In a series of interviews, marketers and agencies tell us what they need and expect from radio salespeople.



CLASS 6

Working with Advertising Agencies

Work all levels within your advertising agencies. Get to know the decision-makers, their job functions, and what is important to each of them. Consolidation has created agency holding companies that control the majority of agency buys. Their typical structures reveal the best way to work with most agencies, large and small.

CLASS 7

Working with Direct Accounts' Creative Needs

Good creative makes the difference between a successful and an unsuccessful ad campaign. Creative concepts apply to radio, Internet, mobile, social and all platforms of an integrated campaign. Get better results for your advertisers by using these expert tips.

CLASS 8

Extreme Co-op and Alternative Funding

Stack the deck in your favor, using all available co-op funding in your integrated proposals. Then look beyond co-op to all sources of corporate dollars by identifying the most active business categories and their hot-button marketing objectives.

CLASS 9

Event Marketing: The Experiential Component of Your Integrated Campaign

For brands, event sponsorship is now an integral part of the marketing mix, and a key tactic for how companies are looking for new ways to connect with consumers. Leverage your station events to forge an emotional connection between consumers and your client's products, brands, or services as a strategic part of their integrated campaign.

CLASS 10

The Art of Negotiation

The principles of negotiation establish and maintain client relationships through well-crafted agreements that benefit both you and the client.

CLASS 11

Just the Facts, Please.

People buy on emotion and justify with facts. In this age of accountability, facts are highly valued by marketers and agencies. Learn to use the research resources and marketing news from the RAB and other sources. Get more appointments, conduct more client needs analyses, and present stronger recommendations to your clients backed by well-written and researched proposals.

CLASS 12

Case Studies and Success Stories

Radio has many success stories. Learn from the successful campaigns of others. Develop fresh ideas for your market from case studies that outline a client's needs, the station's creative solution, and the campaign's proven results.

The final exam is 100 multiple choice questions taken online at your convenience. With successful completion you will be awarded with the Certified Radio and Integrated Marketing Consultant (CRMCI) designation.

