

RAB PROFESSIONAL DEVELOPMENT

CRMC Advanced Online Class Descriptions

Recommended for senior level sellers or for those who've successfully completed the RMP, Radio Marketing Professional Course. One complete course includes all 12 classes.
Or, manager may assign only selected classes to the student.

Class 1: The Radio Sales Foundation

This class establishes a foundation for the Advanced Academy Online. If you have completed the first RAB Online Training Academy course you may find it helpful to use this class as a review. If you have not gone through previous RAB training, this class will outline the fundamentals upon which this Advanced Academy Online course is based: The difference between marketing and selling!

Class 2: The Branded Marketing Consultant

Dozens of salespeople call on your advertisers. Sure, you are conducting yourself as a marketing consultant, but how do you position yourself as a primary resource? This class will recommend tools you can use to set yourself apart from other salespeople (includes customer service from CRMC).

Class 3: Consumer Marketing

Part of any Marketing Consultant's job, is consulting retailing clients about the latest marketing trends and techniques. Here we see what the most successful marketers are doing so you may share the information with your clients.

Class 4: Creative Workshop

Good creative can make the difference between a successful and an unsuccessful ad campaign for your advertisers. Radio is a unique medium. When using the tools in this class you be able to put the power of sound to work for your advertisers.

Class 5: Growing your Billing with Alternative Revenue

Non-Traditional Revenue (NTR) is considered by many as non-spot revenue and it can make the difference between achieving or missing your monthly budget. The more encompassing term for NTR is Alternative Revenue. In this class you will get ideas for generating revenue from places other than traditional advertisers.

Class 6: Working with Advertising Agencies

It is relatively easy to understand the motivation of direct advertisers. They generally want more traffic, more sales, and more profit. Advertising agencies have a different motivation when placing advertising on your station. This class breaks down the various departments within a typical ad agency and what drives their decisions. If you call on agencies, you will close more business armed with this understanding.

Class 7: The Art of Negotiation

You know how to address objections and close, but when the closing process turns into a negotiation, the techniques in this class will help you not only close, but protect yourself and your station from a bad deal.



Class 8: Selling Against Newspaper _____

You know the advantages and disadvantages of each competitive medium. In this class we dig more deeply into reasons for newspaper advertisers to move dollars to your radio station.

Class 9: Selling Against Cable TV _____

Cable TV sells commercials more like Radio stations do than TV stations do. And that makes Cable TV a primary competitor to Radio. This class gives you firepower to stop the flow of Radio revenues to Cable TV, and get current Cable TV advertisers to move dollars to Radio.

Class 10: Radio in a New Media Landscape _____

Radio's 100 year history has seen many new media appear and capture Radio advertisers' attention. Today's new media are no exception. Yet advertisers must be made aware of Radio's continued benefits. This class gives you the latest statistics on Radio and new competitors. Share this with your advertisers to put new media in perspective with Radio's proven power.

Class 11: Research from the Radio Advertising Effectiveness Laboratory (RAEL) _____

When advertisers want to know if Radio advertising works, you can say, "Yes!" and PROVE it with research. In this class you will learn about the Radio Ad Lab studies and how to use them with your advertisers and ad agencies.

Class 12: Getting the Most from Your RAB Membership _____

Membership in RAB provides member stations with access to the largest media website in the world; a Member Response team available by phone and e-mail; consumer and advertiser category research, and many other benefits. In this class you will learn about the many benefits and how to use them to increase your sales.

Final Exam: Advanced Academy Online Final Exam: Certified Radio Marketing Consultant (CRMC)