

# RAB PROFESSIONAL DEVELOPMENT

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## CRMC CERTIFIED RADIO MARKETING CONSULTANT

Getting our senior sellers to grow their billing, now that's where REAL station sales growth lies! But with the exception of your RAB's in-person sales training for advanced sellers, there has been very little sales training for advanced sellers.

Until now.

RAB's Certified Radio Marketing Consultant (CRMC) is for sellers with a minimum of 12 months experience, or those having earned their Radio Marketing Professional (RMP) Certification. With an intense focus on helping your top billers bill even more, this program will allow your advanced sellers the opportunity grow their expertise with little or no time off the street.

### **Program Focus**

- Personal Branding
- Advanced Scheduling Techniques
- Advanced Ways to Look at New Revenue Streams
- Negotiation
- Consumer Marketing
- Advanced Competitive Media
- Understanding and Using Radio Lab Studies
- AND MORE!

As with our other online programs, this program will feature quizzes and a comprehensive final exam so you can feel confident about the "take-away" your sellers get from this course. And of course, each student earns their Certified Radio Marketing Consultant (CRMC) certification upon completion the exam. Best of all, it is extremely affordable, with multi-student discounts available.

**To place your order, contact Rob Boaden at 800-344-9961 or [rboaden@rab.com](mailto:rboaden@rab.com)**

