

The RAB Foundations Academy Online

Thousands of managers know that RAB training helps their team write more business and larger orders faster and more consistently. But the problem in the past has been that sending sellers to RAB training meant time off the street — plus travel costs. Not anymore.

We've been able to take the best of our classroom content and put it into a new system of communicating key Radio sales concepts anytime, anywhere the student can access a computer ... virtually everything your sellers would learn in our in-person Academy, and now we are doing it more cost effectively ... with no skimping on content!

The 17-Module Program

- Effectively Positioning Yourself as a Marketing Consultant
- How to Maximize Your Time and Talents
- Painless and Profitable Prospecting
- The Best Ways to Get the Appointment
- How to Conduct a Successful Needs Analysis
- The Fast Way to Build a Great Written Presentation
- Making Money with Co-op and NTR
- The Difference Between Features and Benefits
- How to Steal Money from Competitive Media
- The “No-Tension” Method for Handling Objections
- An Approach to Closing that Really Works
- The Role of Creative
- Addressing Objections and Closing
- Making Money with RAB Resources
- Schedules that Get Clients Results
- Increasing Sales through Buyer-Style Identification
- AND MORE!

Each lesson generally takes less than 30 minutes to complete and includes workbook exercises, plus sample video and audio role-plays. Quizzes are online at the end of every lesson, and emailed feedback on the salesperson's understanding of core concepts is communicated to them and to their manager immediately. And because we do all the teaching and grading, managers have more time to lead the team's sales efforts!

Students may choose to go straight through all lessons in just a couple of days, or just cover one or two lessons a week. Each module is available for limited video review, and of course, each student has a workbook to refer to for years to come. After successful completion of the online exam, each student earns a Radio Marketing Professional (RMP) certification, and if taken in conjunction with our Advanced Academy Online program, each student earns a Certified Radio Marketing Consultant (CRMC) certification upon completion of that exam. And because we know that you have a limited training budget, we have made this program extremely affordable, with multi-student discounts and bulk discounts for larger orders!

To see more, go to <http://www.rab.com/academylms/demo.html>. You'll find a Flash demo, PowerPoint presentation, and actual lessons. You can use the word “test” for both the sign-in and password. We know you will like what you see.

To place your order, contact Mark Levy at 972-753-6756 or mlevy@rab.com.