

RADIO MARKETING PROFESSIONAL

RMP
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The purpose of the RAB's Professional Development is to inspire, engage, educate, equip, and empower you to believe in yourself, have confidence in your abilities, and achieve even greater levels of success - however you define success.

The RMP has become the "Gold Standard" of onboarding. It's designed to help you start strong. With 16 classes containing multiple modules that are easy to consume and provide actionable information that you can put to use immediately in your selling career. Intensely focused on helping your new sellers start strong, and veteran sellers get "back to the basics."

CLASS 1

Welcome to Radio and Mulit-Media Sales

Discover the mindset of a trusted marketing consultant, the four levels of selling, and RAB's seven-step sales process. Build a foundation for asking better questions, earning trust, and creating solutions clients have a reason to buy.

- 1.0 Welcome & Introduction
- 1.1 Different Sales Approaches
- 1.2 The Four Levels of Selling
- 1.3 The 7-Steps to Selling Success
- 1.4 Key Concepts for Sales Success

CLASS 2

Prospecting

Learn to find, qualify, and prioritize prospects using the SMART framework, market research, RAB resources, and AI. Build a steady prospecting habit and position yourself as a useful source of marketing insight—the person businesses think of when they need help growing.

- 2.0 The Fear and Purpose of Prospecting
- 2.1 S.M.A.R.T Framework
- 2.2 The AI Influence
- 2.3 The Modern Reality of Prospecting
- 2.4 Qualifying and Ranking Prospects
- 2.5 Becoming the "Go-To" Resource

CLASS 3

Appointments

Give prospects a compelling reason to make time for you. Learn to prepare before the call, develop a valid business reason, and deliver a focused appointment request that opens a conversation. Practice handling uncertainty, following up with purpose, and building the confidence to turn outreach into meaningful meetings.

- 3.0 Relationships Start with Appointments
- 3.1 The Secret Sauce
- 3.2 Structuring Your Prospecting Time
- 3.3 What Can Farming Teach You?
- 3.4 Crafting your Valid Business Reason
- 3.5 Traps, Tips and Techniques
- 3.6 Handling The Uncertain Prospect
- 3.7 Persistence, Follow-Up, and Mastery

CLASS 4

Customer Needs Analysis (CNA)

Learn to uncover business challenges, ask intelligent questions, and listen for what matters most to the client. Use research, the Customer Needs Analysis system, and AI to support discovery, then turn what you learn into clear opportunities for your client's business.

- 4.0 The Purpose and Power of The C N A
- 4.1 Preparation: Doing Your Homework
- 4.2 Asking Intelligent, Open-Ended Questions
- 4.3 It's a Process
- 4.4 Turning discovery into opportunity



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CLASS 5

Proposal

Learn to turn discovery into clear objectives, a sound strategy, and a practical plan using RAB's proposal framework. Strengthen your recommendations with research and AI, and approach the investment conversation with a clearer understanding of the value you're proposing.

- 5.0 Don't Propose Unless You're Ready
- 5.1 Client Focus Is Everything
- 5.2 Client Focus Is Everything
- 5.3 Industry, Competitive Media, and Why Radio
- 5.4 Strategy and Tactical Execution
- 5.5 The Money Conversation
- 5.6 AI in the Proposal Process

CLASS 6

Features & Benefits

Make every recommendation answer the client's most important question: What's in it for me? Learn to translate station features, audience strengths, and media capabilities into benefits that matter to a business owner. Practice connecting your recommendations to client needs, with AI as a tool for sharpening your benefit language.

- 6.0 Stop Pitching, Start Connecting
- 6.1 What's the Difference, Really?
- 6.2 Translating Features Into Benefits
- 6.3 Selling Results, Not Reach
- 6.4 Thinking Like a Business Owner
- 6.5 AI as Your Benefit Translator

CLASS 7

Other Media

Help clients make sense of a crowded media landscape. Explore the strengths, limitations, and best uses of digital, newspaper, television, outdoor, radio, and search. Learn how channels work together to build familiarity and capture demand, then use that understanding to recommend a media mix grounded in the client's goals.

- 7.0 Why Advertisers Hate Advertising
- 7.1 Mass Marketing in a World of Digital Overload
- 7.2 Newspaper & Digital News
- 7.3 Television Today
- 7.4 Out of Home - Big Impact, Short Attention
- 7.5 Not Competitive, Integrated
- 7.6 AI in the Competitive Conversation
- 7.7 AI in the Competitive Conversation
- 7.8 It's Not Competitive Anymore. It's Integrated.

CLASS 8

Scheduling

Put your client's message where repetition and timing can make it count. Learn how buying cycles, triggering events, reach, frequency, and daypart choices shape a schedule. Build recommendations for event and brand campaigns, make the case for annual planning, and use AI to explore scheduling options with a clear strategic purpose.

- 8.0 Scheduling: Art, Science, and Behavior
- 8.1 Event vs Brand: Two Different Strategies
- 8.2 Buying Cycles & Triggering Events
- 8.3 The Most Common Mistake
- 8.4 Daypart Myths & Creative Placement
- 8.5 Ask for the Annual & Make It Visual
- 8.6 AI in Scheduling Strategy

CLASS 9

Creative

Give every campaign a message worth acting on. Learn what makes creative clear, focused, and effective—from a compelling call to action and emotional storytelling to consistent branding and simplicity. Explore how radio and digital reinforce the message, and use AI to develop and refine ideas while keeping creative judgment in your hands.

- 9.0 Creative Is the Multiplier
- 9.1 Memorable vs. Effective
- 9.2 Tip #1: Be Clear and Focused
- 9.3 Tip #2: Call to Action & Storytelling
- 9.4 Tip #3 & #4: Branding and Simplicity
- 9.5 AI in Creative Development

CLASS 10

Presentations

Bring your recommendation to life with confidence, energy, and purpose. Learn to guide a presentation through engagement and agreement, make the solution tangible with a demonstration, and explain the investment clearly. Prepare with AI, ask for the order, and leave each meeting with a defined next step.

- 10.0 Substance vs Style
- 10.1 Engagement and Agreement
- 10.2 Walking Through the Pages Strategically
- 10.3 The Power of the Demo
- 10.4 The Investment Page & Asking for the Order
- 10.5 AI in Presentation Preparation

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CLASS 11

Objections

Meet client concerns with curiosity and a clear process. Learn the seven categories of objections and use CRAM to clarify, restate, answer, and move forward. Practice protecting a sound strategy, asking for the order, securing the next step, and starting the client relationship well after they say yes.

- 11.0 Objections Are Buying Signs
- 11.1 The 7 Categories of Objections
- 11.2 The CRAM Process
- 11.3 Don't Abandon Your Strategy
- 11.4 Ask for the Order & Secure the Next Step
- 11.5 AI in Objection Handling
- 11.6 They Said Yes... Now What?

CLASS 12

Buyer Styles

Make it easier for clients to understand you—and for you to understand them. Explore assertiveness, responsiveness, and four communication styles, including how those styles can shift under pressure. Recognize cues in meetings and digital messages, adapt your approach respectfully, and use AI to rehearse communication that fits the person across the table.

- 12.0 Substance vs Style
- 12.1 Assertiveness & Responsiveness
- 12.2 Gray & Green: Control Styles
- 12.3 Blue & Red: Emote Styles
- 12.4 Pressure Points & Adaptation
- 12.5 Behavioral Cues in a Digital World
- 12.6 AI in Understanding Buyer Styles

CLASS 13

Co-op

Help clients uncover funding that can support their advertising plans. Learn how co-op advertising works, who benefits, and how retail-driven and manufacturer-driven programs differ. Work through an accrual example, understand compliance requirements, and use RAB resources and AI to research opportunities that support a sound client strategy.

- 13.0 Billions of Dollars Hiding in Plain Sight
- 13.1 The Big Four Benefits
- 13.2 Retail-Driven vs Manufacturer-Driven
- 13.3 The Cooper Tires Example
- 13.4 Compliance, Scripts & Strategic Positioning
- 13.5 AI in Co-op Strategy
- 13.6 Follow the Money

CLASS 14

Advanced Revenue Strategies

Expand the conversation to the full range of goals a business needs to achieve. Learn to identify opportunities across marketing budgets, connect events and promotions to broader business objectives, and ask questions that reveal new ways to help. Use AI to explore ideas and build recommendations with greater scope and relevance.

- 14.0 Beyond the Basics
- 14.1 The Kraft Example (Multi-Budget Thinking)
- 14.2 How to Start the Conversation
- 14.3 Scaling and the Role of AI

CLASS 15

Time Management

Make room for the work that moves your business forward. Connect your income goals to daily activity, identify what consumes your time, and build habits for planning, prospecting, follow-through, and control. Learn how top performers organize their days, protect productive time, and keep small tasks from becoming major distractions.

- 15.0 You Don't Manage Time
- 15.1 Goals Drive Everything
- 15.2 What Actually Fills Your Day
- 15.3 How Top Performers Think About Time
- 15.4 How Top Performers Stay in Control

CLASS 16

The Psychology of Sales Success

Build the habits that keep you moving when selling feels uncomfortable. Recognize avoidance, put rejection in perspective, and strengthen your commitment to consistent action. Connect your daily choices to the consultant you want to become, and focus on the preparation, effort, and improvement you can control throughout your sales career.

- 16.0 The Real Reason Sellers Struggle
- 16.1 Rejection Isn't Personal... It's Math
- 16.2 Consistency Beats Intensity
- 16.3 What You Control

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