



CERTIFIED RADIO MARKETING CONSULTANT

CRMC[™]
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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 CRMC will help you achieve that through 10 different 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 top billers bill more these modules will examine topics such as branding, negotiation, working with agencies, effective communication and others. Radio Marketing Professional certification is recommended prior to taking the CRMC.

CLASS Introduction/Personal Branding

1

As we welcome you to this course, we will first take a look at one of the fundamental principles of effective marketing – branding. We apply this not only to our knowledge base but to our success as marketing professionals.

- 1.1 The Four Levels of Selling
- 1.2 What is Branding
- 1.3 Your Personal Brand – Product Knowledge
- 1.4 Your Personal Brand – Appearance/Style
- 1.5 Your Personal Brand – Customer Service
- 1.6 Your Personal Brand – What Are You Known For?

CLASS Back to Basics

2

When times are uncertain, it's always helpful to be reminded of the things that made us successful. This class will take a brief look at the foundations of a successful career in advertising sales.

- 2.1 Prospecting
- 2.2 Appointments
- 2.3 Research/CNA
- 2.4 Proposal/Presentation
- 2.5 Additional Concepts

CLASS The Masters of Marketing

3

It's our strong recommendation that you develop a deep knowledge of marketing and advertising concepts and become the local expert. To become proficient at marketing, it's helpful to study the best practices and innovations from some of the biggest names in marketing.

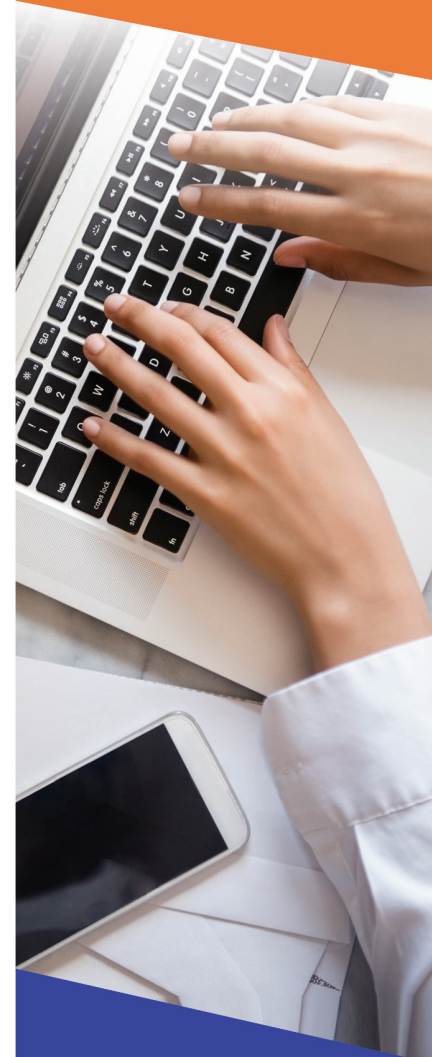
- 3.1 The Four Keys
- 3.2 The Masters
- 3.3 Brand Elements
- 3.4 The Warning

CLASS Customer Service

4

How we treat our customers and how they treat their customers has a tremendous impact on future business. In this class, we will explore various aspects of what it means to provide great customer service.

- 4.1 Its Importance
- 4.2 Frictionless
- 4.3 The Measuring
- 4.4 The Inevitable



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CLASS**5**

Calling on Agencies

Working well with agencies on behalf of client success is vital. In this class, we will take a look at the typical agency environment and what they want from us. We'll also provide some insight and techniques to maximize your agency relationships.

- 5.1 The Traditional Agency
- 5.2 Maximizing Agency Relationships
- 5.3 Educating the Agency
- 5.4 Listen, Listen, Listen, Learn, Learn, Learn
- 5.5 Invent, Influence, Present
- 5.6 Measurement and Follow-Up
- 5.7 Those Dreaded Words – Value Added

CLASS**6**

Negotiation

Not only do many find the word or the process distasteful, but research also shows that most people are not natural-born negotiators. At the same time, the research shows that most people can significantly improve their negotiation skills through education, preparation and practice. While most people may hate the thought of having to negotiate, life is a series of negotiations. In this class, we will share a new perspective on what negotiation is and how to be successful in your negotiations.

- 6.1 Seven Elements of Negotiation
- 6.2 You've Gotta Know When to Hold 'Em
- 6.3 What Are Your Options?
- 6.4 Final Negotiation Tips and Terms

CLASS**7**

Control the Creative, Control the Account

The importance of the creative and commercial creation process cannot be overstated. In this class, we will show you how controlling the creative means controlling the account. We also look and hear what makes successful creative successful.

- 7.1 Copywriting is Downright Difficult
- 7.2 Audio is Hot
- 7.3 The Most Important Sales Driver
- 7.4 Creative Best Practices
- 7.5 Storytelling
- 7.6 The Rest of the Story
- 7.7 Let's Wrap This Up

CLASS**8**

The New Media Landscape – Integrated Marketing

The marketing landscape is changing faster than we can keep up. From new MarTech innovations to new platforms, today's marketing professional must become familiar and comfortable with all forms of advertising. Being a "radio seller" is no longer an option. For success, you must be an integrated marketing professional, adept at all platforms.

- 8.1 The Age of Disruption
- 8.2 Content is Everything
- 8.3 The Internet of Things
- 8.4 Show Me the Money
- 8.5 Show Me the Way

CLASS**9**

Effective Communication

Even though we are in the communications business, we sometimes find ourselves not being the best communicators. Communication is at the core of everything we do. The ability to communicate effectively will ultimately determine our success, not only in business but in life. In this class, we provide definitions, analyses and tips for maximizing your communication.

- 9.1 Speaking the Client's Language
- 9.2 Neurolinguistic Programming
- 9.3 Yes, You Are a Professional Speaker
- 9.4 Glossophobia
- 9.5 Where Do I Start?

CLASS**10**

Developing the Habits of High Performance

In this class, we share with you our research and experience on what it takes to be a high-performance marketing professional. These modules will not all be about a single topic or issue as the previous modules, but a collection of topics and issues that we know are critical to getting you to the next level in your career.

- 10.1 Stop Selling
- 10.2 Trust Me
- 10.3 Every Hero Needs a Guide
- 10.4 It's a Mind Game
- 10.5 Your Customers Are a Gift
- 10.6 We Do Important Work

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