

The Million Dollar Media Rep: How to Become a Television and Radio Sales Superstar

By Michael Guld

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In the broadcasting industry...it's not about selling "spots, rates or rankers;" it's about selling "results." The Million Dollar Media Rep is an easy to read and easy to reference "how to" book that will help new media reps get started, experienced media reps be more successful and students in the academic world learn more about the business side of the broadcasting industry. It combines great sales strategies, advanced marketing tools and personal development tips to help every media rep reach their full potential. Michael Guld shares his knowledge and experience with a hands-on practical approach to "How to Become a Media Sales Superstar." His teachings focus on "The Sales of Advertising (how to grow your business) as well as "The Business of Advertising" (how to grow a client's business). His message is simple..."if you spend your time helping your clients grow their business, your business will take care of itself." His techniques will show you how.

The Million Dollar Media Rep: How to Become a Television and Radio Sales Superstar By Michael Guld **Bibliography**

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Editorial Review

Review

Guld has taken the complex world of television and radio sales and boiled it down to nuts-and-bolts essentials. --Steve Koonin, Chief Operating Officer and Executive Vice President-TNT/TBS, May, 2005

It's clear that Guld really knows the business and knows how to impart his wisdom. --P.J. Bednarski, Executive Editor, Broadcasting and Cable, May, 2005

...those salespeople who've read and studied this book have a playbook that will help them win every time. --Reed Bunzel, Editor-in Chief, Radio Ink, May, 2005

About the Author

Michael Guld is a nationally recognized author, speaker, trainer and marketer. He is president of The Guld Resource Group, a business consultancy working with companies inside and outside of the broadcasting industry. Guld has lived the "radio dream," building a radio group from scratch. He and his two partners started MainQuad Richmond Broadcasting, operators of WBBT, Oldies 107.3 and WJZV, The Wolf, 93.1. His Mission Statement reflected his operating philosophy... Entertain Our Listeners...Ratings will follow Superserve Our Clients...Revenue will follow Take Care of Our Staff...Loyalty will follow Take Care of Our Community...And everything else will take care of itself. In 2002, his station was awarded the Virginia Association of Broadcaster's Lawrence B. Richardson Award, the highest state award recognizing community service. The stations were also the recipient of The District Media Award (2003) from the American Cancer Society, the highest recognition given to a media partner over a four state region by the ACS. His mission is to prove that "nice guys can finish first." The tagline of his company... "Building Profits Through People, Promotion and Passion" reflects his belief that profits follow when you do the right things.

Users Review

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