



Presents

How to Sell Long-term Local Direct in a Soft Economy

With Paul Weyland

**A training program designed for RADIO & TV,
Market/General Managers, Sales Managers & Account Executives**

It doesn't take a "rocket scientist" to understand that people are worried about the 2008 economy. This year will prove challenging for many broadcast sales organizations. However for those who are prepared, the year could turn out to be a record year, recession or no recession.

ADDITIONAL TOPICS:

Great new ways to get appointments with local direct decision makers

How local clients benefit in a down economy

Proposals & Presentations: How to tell the greatest story your local client has never heard on why it makes sense to advertise w/ you

How to write copy that works in a recession

How to stay positive in a negative environment

TUESDAY, MARCH 18TH - TUCSON
SHERATON TUCSON
10:00 AM – 1:00 PM

WEDNESDAY, MARCH 19TH - PHOENIX
DOUBLETREE GUEST SUITES
10:00 AM – 1:00 PM

ABA MEMBERS ONLY - \$50 per person
(Group Discount - \$40 per person for 8 or more attendees)

REGISTRATION FORM ATTACHED
RSVP BY THURSDAY, MARCH 13TH

If you have any questions, contact the ABA at 602-252-4833 or aba3@mindspring.com



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Date of Seminar selected _____ Location _____ # of Attendees _____

Your Name _____ Station _____

Contact Phone _____ Contact E-mail _____

Type of Credit Card: Visa MC AMEX

Credit Card Number _____ Exp. Date _____

Name as it appears on card _____

Statement Billing Address _____ Zip _____

**COMPLETE & FAX BACK TO 602-252-5265
By MARCH 13th**

You will receive an E-MAIL CONFIRMATION along with your CREDIT CARD RECEIPT

Or Make Checks Payable To:
Arizona Broadcasters Association
426 N. 44th Street, Suite 310, Phoenix, AZ 85008

Any questions, please contact Jennifer Latko at the ABA 602-252-4833 or aba3@mindspring.com