

# BASIN RADIO NETWORK

## *Sales Executive*

### Job Description

The goal of Basin Radio Network is the sale of services by the Basin Radio Network.

The six major responsibilities of each executive in the accomplishment of this goal are as follows:

1. Finding Qualified advertising prospects.
2. Discovering the advertising needs of prospects.
3. Development of advertising programs using Basin Radio Network facilities, which meet the prospects needs.
4. Persuasion of the prospect to use these programs.
5. Continued supervision of implementation of these programs.
6. Collection of all payments due to Basin Radio Network for advertising.

To accomplish these goals, the Basin Radio Network Sales Executive should direct the resources and facilities of Basin Radio Network to generate maximum revenue for the company while serving the best interest of the advertiser.

At all times, the Basin Radio Network Sales Executive will represent the company in a highly professional and ethical manner.

The following is a list of requirements that are to be met by each Sales Executive in the performance of his or her duties:

#### 1. PROSPECTING

Sales Executives will look for new prospects in the following ways:

- a. Personal observation while traveling in the sales area.
- b. Referrals from clients.
- c. Referrals from peers.
- d. By monitoring radio stations, television stations, newspapers, outdoor advertising, yellow pages, etc.

All accounts should be formally filed on or claimed by each Sales Executive, with special care taken to ensure that the account does not belong to, or is being worked by another Sales Executive. All accounts will be worked within 90 days of filing, which includes a written presentation. If records are not complete, or there is no presentation on file, the account will be considered "unworked" and will go into the pool.

#### 2. RECORD KEEPING

It is the responsibility of each Sales Executive to keep a complete file on ALL correspondence, proposals, transactions, and activity for each account.

### 3. RESEARCH AND DEVELOPMENT

UNCOVERY – Each Basin Radio Network Sales Executive is responsible for a complete and thorough needs analysis for each client, to understand the advertisers needs and problems.

Special Research material is available to aid each Executive in solving the client's problems. The materials include:

- a. RAB Research
- b. RAB Case Histories
- c. RAB Instant background material
- d. Specially commissioned surveys and research
- e. Competitive Media
- f. Articles from trade Publications
- g. Newspaper files
- h. Public library
- i. Client Histories
- j. Presentation File

### 4. PRESENTATIONS

Basin Radio Network Sales Executives are required to make written presentation and proposals to clients (Presentation is defined as “to suggest a plan-requiring action on the part of the client.”)

### 5. ACCOUNT MANAGEMENT

Upon completion of a sale, The Basin Radio Network Sales Executive is responsible for a properly filled out credit check request form (if new business), a properly filled out rough contract, and a properly filled out continuity form.

The Basin Radio Network Sales Executive is responsible for:

- ~ copy and approval from client
- ~ copy or tape pickup from client, agency, or radio stations  
(with as much lead time as possible)
- ~ notification in writing to traffic department on any schedules or copy changes

The Basin Radio Network Sales Executive is responsible for checking, delivery, and signing all commercial service contracts.

The Basin Radio Network Sales Executive is responsible for notifying client on missed deadlines and making WRITTEN arrangements for any and all make goods.

It is the responsibility of the Basin Radio Network Sales Executive to ensure out-dated copy is changed as required during all on-going schedules.

The Basin Radio Network Sales Executive has the responsibility of monitoring accounts receivables, and for collection of all monies owed to Basin Radio Network for advertising.

Here are some suggested steps that each Basin Radio Network Sales Executive should take to ensure their success:

1. Prospect 3 to 5 new accounts each week.
2. Make no fewer than 5 WRITTEN presentations per week
3. Prepare for each call by obtaining all information, ideas, reasons, etc. (BEFORE GOING IN)
4. Never leave client before getting commitment for schedule, (ASK FOR ORDER)
5. Have a minimum goal of 25 on air accounts each month.
6. Continue to improve your knowledge of your product, service, competitors and market.
7. Always present yourself to your client as the professional you are, both through knowledge and appearance.