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WVBA 2019 SALES TRAINING

FEBRUARY 19-20 IN BRIDGEPORT AND CHARLESTON



This years presenter:
Gordon Borrell of Borrell Associates

GETTING IN TUNE WITH TODAY'S ADVERTISER: WHAT THEY NEED TO HEAR IN ORDER TO BUY

Today's local advertiser is doing two critical things: They're increasing the number of marketing channels that they're investing in (5.8 to 8 per year), while reducing the number of media companies they work with (from an average of 5 per year to 3.5). Will you be the one they shut out, or will you be the one they keep doing business with and buy more from? Take advantage of this unique opportunity to sit with nationally known advertising analyst Gordon Borrell to learn what advertisers are thinking and, more importantly, what they're responding to.

What You'll Learn:

- What local advertiser are buying more of.
- What they're considering buying less of.
- What type of sales message they're responding to and why.
- Which digital products they consider most effective and will likely continue buying.
- Which digital products they might stop buying.
- How traditional media fits into the equation.
- Three facts you can tell them that will rivet their attention.

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