



## **SALES and CLENT MARKETING INTERNSHIPS**

Advertising sales are what make everything else possible in broadcast radio. Learn how we match our listeners to advertisers to help them grow their business. In addition to on-air advertising campaigns, we offer our clients cutting edge new marketing techniques including direct and point-of-purchase campaigns as well as internet strategies for e-commerce, e-mail marketing, search engine optimization, **but perhaps the biggest selling point of all to be a part of this industry?**

**93% of All Triangle residents tune in to the radio each week.**

**As a SALES Intern, you will learn:**

- How to identify sales opportunities through research and the “tell me, sell me” process;
- The difference between local and national, direct and agency business;
- What makes a successful Media sales person;
- How to set appointments with local business owners;
- How to keep an active client base;
- Getting to the person who can say “yes”;
- How to access vendor support programs;
- Why radio is the most effective and efficient medium;
- To sell one of the nation’s most dynamic radio groups against its competing media outlets;
- Sell with both qualitative and quantitative numbers;
- Why radio is the best mainstream option to pair up with today’s “new media”
- Building your client’s brand with imaging;

### **Time Commitment**

- Student must commit to 10-15 hours per week;
- A 2-3 day per week schedule is preferred, business hours and weekdays only;

### **Talents/Skills**

- Strong verbal and written communications skills;
- Creative thinking and writing skills;
- Outgoing, energetic and thick-skinned personality;
- Interest in advertising and the sales process; analytical and creative mind;
- Highly motivated self-starter

### **Required Homework**

Students will be required to research, write and present an advertising and promotional campaign for a mutually agreed-upon client, using co-op and vendor marketing concepts in addition to a radio schedule.