



**New York State Broadcasters Association
2019 Regional Sales Training
April 15 – 19
Buffalo, Rochester, Syracuse, Binghamton, Albany**

Training Seminar Outline

All sessions: Breakfast at 9:30AM & Training begins at 10:00AM

1. ESA Training Content [Part One] 10:00AM – 10:50AM

- a. Update on ESA Market Trends in broadcast and Digital [National clients and local]
- b. Updated recent client questions, experiences with digital and client perceptions
- c. Current proven ESA Best Practices to sell digital.
- d. Attribution Do's and Don'ts
- e. AdverTiming... not Advertising.
- f. Creative Counts
- g. Earn share by Repositioning Broadcast as Digital Driver

10:50AM – 11:00AM NETWORKING BREAK

2. ESA Training Content [Part Two] 11:00AM – 12:00PM

- a. ESA Real world: National and Local clients speak up!
- b. Auto industry 2019 “cash management and profit” building mission
- c. Auto dealer needs with objections & recommended responses
- d. Meet the 3.0 Dealer
- e. DMS, VDP, VIN = Digital Success?
- f. NEW! ESA Role Playing [between Adam and AE selected]
- g. Final Q&A and immediate walk to luncheon.

Register for the training session nearest you [HERE](#).

Participants are invited to attend the luncheon following the training.

Regional sales training and the luncheon are free for NYSBA members in good standing