

Successful local broadcast sales

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Abstrak

For the right person, a career in media sales can be glamorous, rewarding, and lucrative. But without the right guidance, it can also be challenging. Author Paul Weyland has decades of experience working with local direct clients. Now, in "Successful Local Broadcast Sales" he shares his hard-won wisdom, showing television, radio, and cable salespeople how to get more sales. Honest, practical, and accessible, this is the one handbook that shows novice and veteran salespeople how to thrive - not just survive - in the media business.