

Weyland Wednesdays

with Paul Weyland, LBS Broadcast Expert

October 27th, 2021 Noon ET

TODAY'S UNCONVENTIONAL APPROACH TO RETAIL AND PROFESSIONAL SERVICES AD SELLING SUCCESS!



We all know how important the Christmas season and other year-ending holiday sales are to our advertiser's bottom line. Now is the perfect time for broadcasters to expand their selling opportunities, and Paul will challenge us and show us how! A refreshing approach is to lead our clients from an unhealthy seasonal dependency to ongoing marketing success. We can do this by educating consumers on how to benefit and gain value year-round. Be prepared to have your traditional mindset rattled, and you'll be more successful because of it!

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Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!