



The Million Dollar Media Rep: How to Become a Television and Radio Sales Superstar

Michael Guld

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In the broadcasting industry...it's not about selling "spots, rates or rankers;" it's about selling "results." The Million Dollar Media Rep is an easy to read and easy to reference "how to" book that will help new media reps get started, experienced media reps be more successful and students in the academic world learn more about the business side of the broadcasting industry. It combines great sales strategies, advanced marketing tools and personal development tips to help every media rep reach their full potential. Michael Guld shares his knowledge and experience with a hands-on practical approach to "How to Become a Media Sales Superstar." His teachings focus on "The Sales of Advertising (how to grow your business) as well as "The Business of Advertising" (how to grow a client's business). His message is simple..."if you spend your time helping your clients grow their business, your business will take care of itself." His techniques will show you how.



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