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A day in the life of a salesperson.

This session is designed to get a group of media sales people together to talk about issues, concerns, objections, problems, etc. This also works well for management to observe some of the issues confronting front-line sales people. The session is facilitated by Lynda or D'Arcy Kavanagh who have more than 25 years media experience each. – 1.5 hours

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Participant's profile:

- Media Sales people
- Media Management
- Students

Learning Objectives:

- We've all heard the same objections. This is an opportunity to brainstorm with other professional salespeople to find out what works for them.

Participant's Value Received:

- Do you have that one burning problem... this is the time to bring it out.

