

The Sales Doctor Radio Show

- Name:** **The Sales Doctor**
- When:** **Fridays 4pm – 5pm (starting August 4th 2006)**
- Presented by:** **James Olsen**
 Reality Sales Training & KBNP 1410
- Topic:** **All Things Sales**
- Selling
 - Sales Management
 - Hiring great sales people
 - Sales training tapes and book reviews
 - Latest trends in selling and sales training

Why KBNP?

Audience

- Approximately 45,000 listeners at any one time
- Top Management 51%
- Chairman, Director, President 21.7%
- CEO/CFO/COO 22.9%
- General Management 38.1%
- 68% 34-64 years old (Peak earning years)
- Household income: 50K + 84.2% - 75K 68.2% - 100K+ 55.8% - Net Worth over 1MM 38.1%
- Average Listener Income \$126,705
- Education: College educated 90.7%

Why The Sales Doctor?

The people we want to reach are the people who are already listening to talk radio. They are listening to political talk, stock tips, car tips and house maintenance tips. The Sales Doctor will talk to them about what they do for a living and how to make more money and have more fun doing it! People like to learn new things but they also like to talk about and hear others talk about what they do! (Before, golf was like watching a glacier move, now that *I* golf, it's riveting!)

No one else is doing it. There is a need.

Why James Olsen?

- Improving sales with clients @ +42% per year.
- 43 years sales experience. Successful public speakers for 20 years.
- Broad base business background: sales, marketing, management, small business, software invention and sales, real estate development, author, "Selling Lumber"
- He's intense, he's articulate, he's engaging, he's lived it, he's living it and he's pretty darn funny.

Sample 60 Minute Format

I.	Introduction	3 min
II.	Sales Topic of the day <ul style="list-style-type: none">• Discussion• Role Play• Phone Calls	20 min (2 Breaks)
III.	Book- Tape Review	5 min (Break)
IV.	Varied Sales Topics (Tending towards the light side) <ul style="list-style-type: none">• Sales Games – Interactive• Sales in Cinema• Sales Joke• What’s he/she selling?• Famous people in Sales	10 min (Break)
V.	Recap	4 min

We hope for lively phone interaction, in which case segments would be shortened or saved for the next show.

We will also go into the community and beyond to seek interviews with anyone of interest to those in the sales world.

(VI). Interviews

- Sales Managers
- Purchasing Managers
- CEO’s
- H.R. people (How do you hire sales people?)

Advertising with the Sales Doctor

KBNP will professionally produce your commercial at no charge to you. All categories are exclusive. (We won't have one of your competitors advertise on the show.)

Option #1 Premium Sponsor

- Opening or Closing billboard, "The Sales Doctor brought to you by (your company), the company that (your message)"
- 60 second commercial per show
- One 15 minute on-air interview per month (Sales Manager, CEO, H.R. Manager, Salesperson)

Cost: \$250 X 26 Weeks = \$6500

Option #2 Listener Assistance (Cameo) Sponsor

Listener Assistance Sponsors supply a weekly report and/or interview with the Sales Doctor that will assist the listening audience, for example, a bookstore might give a weekly report on which sales books are moving, a local stock broker will talk about latest market trends, a fishing guide service will talk about fishing conditions. Anything that will help the listener and give market position to the advertiser.

3-5 minutes air time per show.

Cost: \$175 X 26 Weeks = \$4550

Option #3 Commercial Sponsor

- 60 second commercial per show

Cost: \$85 X 26 Weeks = \$2210

The Sales Doctor will also make generous statements about advertisers during the show and when out promoting the show. (He is a salesman!). When you advertise with the Sales Doctor *you are reaching a segment of the market that spends money.*

***The easiest sale is a salesman.
Advertise with the Sales Doctor!***

The Sales Doctor Advertising Agreement

Option #1 Premium Sponsor

_____ Agrees to pay James Olsen \$_____ to be a Premium Sponsor on “The Sales Doctor” radio show for 26 weeks starting Friday August 4th and every Friday thereafter for 26 weeks.

James R. Olsen

Option #2 Listener Assistance Sponsor

_____ Agrees to pay James Olsen \$_____ to be a Listener Assistance sponsor on “The Sales Doctor” radio show for 26 weeks starting Friday August 4th and every Friday thereafter for 26 weeks.

James R. Olsen

Option #3 Commercial Sponsor

_____ Agrees to pay James Olsen \$_____ to be a premium sponsor on “The Sales Doctor” radio show for 26 weeks starting Friday August 4th and every Friday thereafter for 26 weeks.

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