

OUTDOOR ADVERTISING EXCHANGE

www.OutdoorAdExchange.com

Sales Training

MEDIA KIT

DISCLAIMER

Outdoor Advertising Information Manual

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OUTDOOR ADVERTISING EXCHANGE

“Sales Training Course”

COURSE OUTLINE

PRE-TRAINING COURSE SESSION

- Remote Consultation (60 min. course prep time)

DAILY TRAINING COURSE SESSION

- Two (2) Days (16 total hrs)

INDUSTRY AND MARKET ANALYSIS

- Market Analysis
- Market Demographics
- Market Competition

MARKETING AND SALES STRATEGY

- Marketing Strategy
- Billboard Formats
- Sales Strategy
- Sales Tools
- Pricing and Rates
- Ad Copy Layout and Creative Tips
- Ad Agencies & Strategic Partners

OPERATIONS AND MAINTENANCE

- Flex Vinyl Printing
- Flex Vinyl Installation
- Electrical Equipment & Maintenance

POST-TRAINING COURSE SESSION

- Remote Consultation Follow up & Support

OUTDOOR ADVERTISING EXCHANGE

"Sales Training Course"

COURSE PRICING

Course ID#:

Price

SAT-1608

***\$1,995**

- Pre-Training - 60 min. prep session
- **2-Day Training Course** (16 total hours)
- Outdoor Advertising – Sales Information Manual
- Outdoor Advertising – Sales CD Tool Kit
- Field Visits - structure sites, market ride, sales prospecting, ad agency and vinyl printer
- Post-Training ****Remote Sessions – Eight (8) *****unscheduled or pre-scheduled hours within 12 consecutive months following completion of On-location Sales Training

*Prices listed above are based on a **per participant** basis. Payment in full is due prior to the start of Daily Training Sessions. Course prices do not include any and all ordinary travel expenses relating to On-location Training, outside the geographic area of the State of Florida. Mutually agreed upon travel expenses, relating to On-location Training, must be received within five (5) business days prior to the start date of Training.

**Any and all individual Post-Training Session Remote Training Consultation (RTC), unscheduled or scheduled, by means of telephonic, facsimile, emails or instant message communication, will be logged as a minimum of thirty (30) minutes of Remote Training Consultation time

***Any and all unscheduled hours of Post-Training Session Remote Training Consultation, is subject to a Consultant's availability, at the time of request. We highly recommend pre-scheduling any critical Remote Training Consultation needs.