

Frequently Asked Questions About E-Lessons™ With Paul Weyland



WHAT ARE E-LESSONS™?

E-Lessons™ are affordable, logical and consistent sales lesson tools designed specifically for broadcasters. Each lesson was carefully developed to properly educate salespeople on a variety of broadcast sales topics and improve local direct sales revenues.



WHY SHOULD MY BROADCAST ASSOCIATION PARTICIPATE IN THE E-LESSONS™ PROGRAM?

Increasing local direct sales revenues and slowing sales staff turnover are key issues with all commercial broadcast stations. By providing *E-Lessons™* to your member stations, your association is proactively addressing these important revenue and turnover issues.



WHAT IS THE E-LESSONS™ FORMAT?

The system provides local sales managers with everything they need to facilitate two local sales training lessons per month in their regular sales meetings. Each *E-Lessons™ v. III* package contains:

A Video Segment

This new edition of E-Lessons comes with 26 downloadable video segments, one for each regular E-Lessons™ subject. In these video segments (each seven to twenty minutes in length) Weyland goes into detail on each topic. Managers use these video segments to enhance sales meetings. With the correct access code managers may also access all previous videos in the series. This comes in handy in educating new sales hires and getting them on the same page as the rest of the staff as quickly as possible.



The Facilitator's Guide

A brief agenda (Lesson Plan) explaining the purpose of each *E-Lesson*, a guide for conducting the session and notes for review and summary. Facilitator's guides are revised from previous editions of E-Lessons™ with a new push on getting more long-term local direct business.



The General Agenda

A brief and easy-to-understand lesson on each important component of Local Direct broadcast selling. General agendas have been revised with new examples and test problems.



The Worksheet

A brief and easy-to-complete one-sheet for your salespersons to complete following each lesson. The manager collects the worksheets after each *E-Lesson* to evaluate each salesperson's comprehension of the material.

Managers may keep these worksheets in your salesperson's permanent files in order to evaluate the progress of each local direct salesperson on their staff. Worksheets in this new edition are also revised, with a new push on getting more long-term local direct business.

HOW MUCH TIME WOULD A SALES MANAGER ALLOT FOR AN E-LESSON?

Each lesson is formatted to provide managers with enough material to conduct an effective sales training session in as little as 20-40 minutes, two times per month. *E-Lessons*[™] are designed to be flexible, allowing managers the freedom to spend as much or as little time as their staff needs, depending on the local direct skill levels of salespeople.

WHAT MAKES E-LESSONS[™] DIFFERENT?

The *E-Lessons*[™] system was derived from years of working on the street with local direct clients and then managing and training local broadcast sellers. The lessons combine good, sound and basic sales strategies with innovative and logical broadcast sales theory, using an effective Icon-based learning technique and downloadable videos. The *E-Lessons*[™] system works, no matter what your market size.

The Icons (graphic symbols) are easy to remember. Each icon is connected with an element of a logical thought process associated with each *E-Lesson*. When a seller uses all ten Icons to educate clients, it's much easier to close a sale whether you're number one or number twenty, no matter what your format. The system helps to eliminate rate resistance and added value. Instead, the seller and the client focus together on a logical and calculated return-on-investment goal.

Educated clients buy more than uneducated clients, and educated salespeople are much more likely to educate clients properly. The *E-Lessons*[™] system is designed to help sales managers to properly educate their sellers. If sellers are educated correctly, stations are likely to see a significant increase in local direct revenues.

When salespeople are able to get clients on the "same page" they're on in a timely and well-organized way, they're more likely to win more business. Salespeople who are consistently closing more sales tend to stick around longer. As a result stations using the *E-Lessons*[™] system are more likely to see a significant reduction in sales staff turnover.

BESIDES THE E-LESSONS[™], WHAT ELSE DOES THE SYSTEM PROVIDE?

In addition to the 26 *E-Lessons*[™], your broadcast association provides local direct training seminars. Each seminar focuses on all aspects of the local direct selling process discussed in *E-Lessons*[™], such as:

- Prospecting
- Presentations
- Closing
- Account Service

These seminars will provide excellent backup for the in-house sales training lessons. The information in the seminars is consistent and they are provided so that new hires can acclimate quickly. The seminars are designed to be interesting and useful for both new and veteran broadcast sales executives and managers. All seminars are conducted by **Paul Weyland**.

WHO IS PAUL WEYLAND?

Paul Weyland is a local direct broadcast sales trainer and speaker. Weyland has over 21 years experience in broadcast sales, management and training. He teaches Media Sales at The University of Texas. Weyland is regularly published in RBR/TVR Magazine and has worked with many state broadcast associations with his seminar, "How to Sell More Local Direct Business." Not only does Weyland train broadcast sellers in the classroom...he is also regularly out on the street with sellers and clients using the same methods and techniques he teaches.

HOW ARE E-LESSONS™ DISTRIBUTED?

When you subscribe, **Paul Weyland Training Seminars** sends you all of the lessons and then schedules live training sessions. **E-Lessons™** are distributed by your state broadcast association to member stations by fax or e-mail. Two Lessons should be sent to each member station at the beginning of each month so that all 26 **E-Lessons™** are distributed to each participating station in one year. If you wish, you may brand the lessons with your state association logo.

WHEN WILL THE E-LESSONS™ SYSTEM BE AVAILABLE FOR MY STATE?

Many state broadcast associations begin the program in January. However, your association may begin the program at any time.

HOW MUCH DOES THE E-LESSONS™ PROGRAM COST?

Paul Weyland Training Seminars bills each association based on the number of stations in your association. Please contact Paul Weyland Training Seminars for specifics for your market.

Travel expenses are billed separately.

*Paul Weyland is president of Paul Weyland Training Seminars.
Please call him with any questions or suggestions regarding this session. He can be reached at
(512) 236-1222 or www.paulweyland.com*