

TWICE the **APPOINTMENTS** in **HALF** the **TIME!!!**

The Dynamic New Prospecting Training Program for **Radio Salespeople**

*Become Passionate and Bulletproof * Learn Incredible New Approach Scripting * Build Objection-Handling Pivot Speed * Become a Great Closer Without Being Pushy*

The 30-Day Program Designed to Dramatically Improve Your Prospecting Results!

Convenient, Affordable, Non-Intrusive, with a Great Support Community!



The Basics of The Program

TWICE the **APPOINTMENTS**
in **HALF** the **TIME!!!**

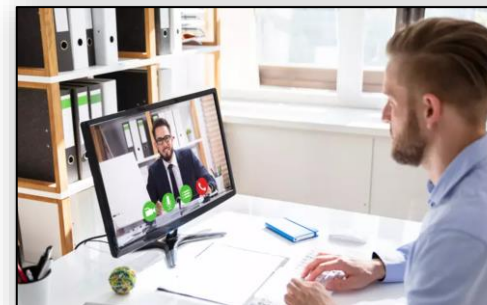
Four weeks of intense learning, practice & real-world prospecting activity

- LIVE 1-hour coaching webinar each week
- Daily assignments and tasks
- 10 role play exercises and drills everyone must pass
- Minimum of 10 new contacts per day required
- Weekly selfie video and comprehension survey
- Two 1-on-1 coaching meetings during the month
- Small class size (no more than 20 people)
- Long term support through our on-line community
- Two tracks – for newbies, and for experienced reps (both run during the same program)
- Content focused on selling radio and digital



The Group Experience:

- ✓ Weekly coaching zoom call
- ✓ Fight your isolation
- ✓ Group accountability
- ✓ Contests and celebrations
- ✓ Role playing and feedback



1-on-1 Coaching:

- ✓ Two 1-on-1 sessions
- ✓ Work directly with course leaders
- ✓ Review coursework
- ✓ Practice specific challenge areas
- ✓ Coaching on voice mails and emails

Talking About the Power of Our Course

“This has been a great course for our brand new sellers who often struggle to get meetings. We give them all sorts of product knowledge, but this course gives them the confidence and skillsets to get meetings on the books. Our seasoned reps loved it too, mainly for Greg’s psychology-based control and influencing ideas. Best new business training out there!”

-Jessica Farias, Market President – iHeartMedia Southern Colorado

“I’ve **always** believed that sales training should be about **winning a street fight**, not learning a bunch of theories you can’t access in the heat of battle. My concepts are **reality-based**, my techniques are **steeped in human psychology**, and my delivery has always been **from the trenches** not the classroom.”

- Greg Bennett, Leading Sales Trainer,
Author, and Developer of all sales training concepts
taught in the TWICE the Appointments program



“I would tell someone considering this training program that it's an ABSOLUTE no-brainer. It's challenging, thought provoking, encouraging, and motivating. I loved learning new skills that I could put into use IMMEDIATELY and watching myself improve.”

*- Liza Cunningham, Account Executive
iHeart Southern Colorado*



“TWICE the appointments in HALF the time is a prospecting program that every sales professional must experience if they're serious about improving their craft. Loved the psychology piece!”

*- Mikey Fahey, Senior Account Executive
iHeart Denver*



The BENMARadio coaches and trainers have worked with hundreds of stations and thousands of sellers since 1987

How To Sign Up For a Camp

We Will Have Several Programs in 2022

- First open course starts August 1st, 2022 – reserve your space soon
- Book as many seats as you like (max. of 20 participants in the course)

Just \$395 Per Person

**Customized Programs for Radio Sales Groups, Clusters, or Sales Teams Are Available
(Additional fees apply for custom content development)**

**For more details on the course, including weekly content, more testimonials, and FAQ's,
please contact Mark at BENMARadio**

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