

We Turn Ratings Into Revenue

Instead of your account executives sitting behind a computer preparing charts and graphs, they'll spend more time in front of customers using high-quality presentation materials from Research Director, Inc. Good sales materials will increase an account executive's confidence and help you increase your revenue. By subscribing to Research Director, Inc.'s Sales Research Service, you can enhance your customer service by making more efficient use of your account executives' time. In addition, the wealth of information provided by Research Director, Inc. will allow you to build a solid reputation as the research resource in your market.

Research Director, Inc.'s Sales Research Service encompasses the full spectrum of sales research, including the following:

- ▶▶ Media Buyer's Guide
- ▶▶ Sales Strategies
- ▶▶ Sales One-Sheets
- ▶▶ Qualitative One-Sheets
- ▶▶ Retail Profile Reports
- ▶▶ Custom Sales Research
- ▶▶ Monthly Research Kit/Newsletter
- ▶▶ Custom On-Site Sales Presentations

- ▶▶ **Turn ratings reports into revenue producers**
- ▶▶ **Improve AE productivity and morale**
- ▶▶ **Enhance your customer service**
- ▶▶ **Be first on the street with the latest research**
- ▶▶ **Improve AE effectiveness by opening more doors**
- ▶▶ **Become the research resource in your market — advertisers will come to you first for information**
- ▶▶ **Get the maximum value from your research investment**

Media Buyer's Guide

Your station or group will become the research resource for media buyers and advertisers in your metro when The Ratings Experts at Research Director, Inc. create a Media Buyer's Guide especially for your use. The Guide is a proven door-opener with agencies nationwide, and they look forward to receiving it just days after Arbitron releases the book.

Sales Strategies

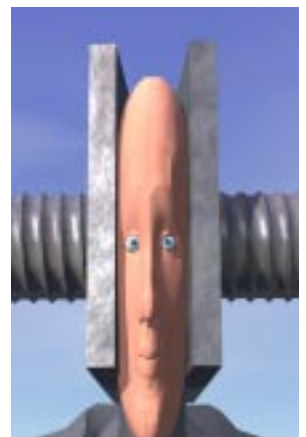
We'll find the key sales stories that define your station, setting it apart for media buyers and advertisers. We'll list the top reasons why advertisers should invest in your station, and highlight your strengths with one-sheets that tell your story.

Sales One-Sheets

Your AEs can be first on the street selling your station's strengths to your customers because The Ratings Experts at Research Director, Inc. excel at quickly producing valuable sales materials. Within days of the release of your market report, you'll receive one-sheets that highlight the key sales points you want to share with media buyers.

Qualitative One-Sheets

If the difference between you and your competitor is too close to call with ratings, a Research Director, Inc. Qualitative One-sheet can give you the competitive edge. The subtle nuances in qualitative data can help you justify a higher share of the buy. We find the key benefits of your station and illustrate what sets your station above the rest.



Retail Profile Reports

Qualitative research will show an advertiser that your station's listeners are targeted to their potential customers. We produce consumer profiles that help your sales staff target businesses with customer bases compatible with your station's audience.

Custom Sales Research

By illustrating the **value** of your station, custom sales presentations will not only close the sale, but also increase the rate. We create custom sales research presentations with your client's advertising goals in mind. We design the sales materials to appeal specifically to the potential advertiser using every possible resource. And, Research Director, Inc.'s staff of experienced Sales Research Consultants thoroughly understand how to present the data to highlight your station's best attributes.

Monthly Research Kit/Newsletter

Each month Research Director, Inc. provides valuable information for your sales staff via the Monthly Research Kit, including two or three painstakingly researched presentations that identify key information about an industry or business category. With these street-ready presentations, your sales reps become instant experts!

Also included, which sales managers love, is the sales meeting section. It is designed to give your salespeople new knowledge about the radio industry and how to provide the best customer service. The sales meeting materials can be used to refresh experienced members of the sales staff or to train new ones.

Custom On-Site Sales Presentations

By inviting us to present research findings to advertisers, agency media buyers, and to your sales staff, you'll gain from our extensive experience and our reputation as The Ratings Experts. Your clients will appreciate the credibility of outside experts. It sets your station apart in becoming the research resource for your market.

The materials provided by Research Director, Inc. make you look good in front of your customers. Imagine the revenue impact if on each day, each of your AEs could:

- ▶ **Make one more in-person client presentation**
- ▶ **Make five more phone calls to potential clients**
- ▶ **Spend 30 more minutes prospecting**
- ▶ **Spend 30 more minutes on NTR**

Put our research staff on your sales team!

Enjoy the many benefits of an in-house Research Director, with more experience, less expense, faster turnaround, and no employee turnover or training.

Contact us today...before your competition does.

