

## Nine Broadcaster-Focused Services Under One Login and Password!

**Sales Training Services – use these resources to enhance your selling experiences!**



**1 Sales Training**  
Solid content focusing on the broadcast sales process!



**2 Webinars**  
Register for LBS webinars and access the archives!



**3 Sales 101**  
LBS' quick start series for the new broadcast seller!



**4 The BEST Program**  
The pathway to becoming an LBS Certified Seller!

**Sales Tool Services – use these resources to get appointments and close business!**



**5 Sales Ideas**  
Get fresh sales ideas you can make money with today!



**6 Ask LBS**  
Hundreds of broadcast questions, answered by LBS!



**7 LBS Research**  
Hot categories to call on and positively influence today!



**8 Ad Intel**  
Find news that is keeping your clients awake at night!



**9 Sales Meetings**  
Curated videos for your weekly sales meetings!

### Eight Years Later... LBS Webinars Are Still Leading the Broadcast World

We've all heard it. "People are tired of webinars!" "Everyone is suffering from webinar fatigue!" LBS is here to inform you that this isn't true! Thousands and thousands of your broadcasters registered for LBS 2<sup>nd</sup> Tuesday Webinars in 2022 and thousands more participated as a group. Anecdotal evidence that we see across all industries is that what people are tired of and suffering fatigue from are mediocre webinars which causes those presenters to then try to poison the well for everyone (because it can't be their fault, right?).

Your stations love LBS webinars and they prove it every single time we host one. Perhaps it's because they know that they will reliably experience high quality direction that they can put into practice right away or maybe it's because they appreciate the regular and direct access they get to broadcast experts who care enough to provide a LIVE answer to every question that comes in. Whatever their reasons, your stations are still tuning in!

#### A quick recap of our most recent speakers:

1. Blaine and Honey Parker – Owners of Slow Burn Marketing/LBS Creative Experts
2. Chris Fleming – CEO of CD Media Consulting/LBS Sales Meetings Expert
3. Gary Moore – President of LBS and Insight Edge
4. John Tkac – President of John Tkac Enterprises/LBS Auto Expert
5. Lori Lewis – President of Lori Lewis Media/LBS Social Media Expert
6. Mark Landon – President of Recrue Media/LBS OTT Expert
7. Melody Spann-Cooper – Chair & CEO of Midway Broadcasting Corporation
8. Mike Blinder – Publisher of Editor & Publisher
9. Paul Weyland – LBS Broadcast Selling Expert
10. Tim Burt – President of Tim Burt Media/LBS Creative Expert
11. Valerie Geller – President of Geller Media International



On-Demand Broadcast Training  
And Revenue Development That Works!

## How Well Do You Know LBS? Pop Quiz!

The majority of state broadcasters associations trust LBS to provide world class member services to their stations and we are grateful to have been working closely with many of you since 2007. Here are seven short, fun questions to see how well you know LBS (answers below)!

1. How many days per year does LBS add new content for your members?
2. How many videos does LBS add to the platform each year?
3. How many presenters are represented on the LBS site?
4. How many member services does LBS provide on our association partners' behalf?
5. How much extra does LBS charge our state broadcasters association premium partners to provide unlimited use of all LBS services?
6. How many direct relationships does LBS have with experienced, world-class speakers both inside and outside of the over-the-air broadcast industry who will hit a home run with your members at your state conference?
7. How many new member stations have LBS state association partners realized through leveraging LBS as another reason to join the association?

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1. **260, at least** – LBS adds new content every single week day (and often on weekends too!). **Why?** Because the sales landscape for each of your member stations is constantly changing and they need the best info available to excel in their market!
  2. **100 or more** – LBS' video production output varies depending on what your member stations need. Since 2013, our practice has been to produce two new videos per week, at minimum. We have greatly increased that number when needed (for example, in a 26-week window during the COVID shutdowns, LBS produced over 70 broadcast-focused videos to assist your members through the most difficult economic challenge many of them had ever seen).
  3. **83** – Your stations get the benefit of hearing different points of view on different aspects of sales because selling is not a one-size-fits-all profession!
  4. **9** – That's right, LBS association partners have nine distinct sales-focused services that they provide to their members.
  5. **\$0** – LBS is of the philosophy that when you partner with us, you get all of us. You will not have to pay extra for access to different bits and pieces of LBS.
  6. **Dozens** – If you are looking for sales-oriented speakers with expertise either within or outside of the broadcast industry (including digital, mobile, and OTT), give us a call! We believe that we have the largest (and best!) trainer network in the broadcast industry and have excellent reason to believe that.
  7. **Yeah, we lost count too. But lots!** We are constantly (and successfully) serving our partners who desire to leverage access to LBS as a compelling reason for stations to join their state broadcasters association.

## How Well Do You Know LBS? Quiz Answers!