

A different approach— here is my approach to “sales”

Every case is different, every need may be different and what looks like success to one may be different from another. Take a custom approach, ask more and better questions, find the real need and build on it. When we work together we “create” something more than just a thought. We “create” a plan of action.

My training and experience:

- Nearly five years with WMEE
- 3R Selling training program
- The Marketing Pro
- The Agency Pro
- Elm Street Economics
- Social Styles



97.3 Wmee
Today's Best Variety



Integrated Marketing!

Clients that couldn't be happier:

- Louie's Tux Shop
- www.FaithandFamilyGuide.com
- Indiana Beach
- Cedar Point
- Rogers and Holland's Jewelers
- Bradley Gough Diamonds
- McMahon Tires
- Fred Toenges Shoes
- Penn Station Subs
- Wagon Wheel Theater
- Tomkinson Automotive

Brad Corner
Direct 918.2462
Mobile 438.3801
bcorner@wmee.com
Federated Media

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Mobile 438.3801
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“Will work for free”

I work for free until I present to you a good enough reason to do business with me.

Marketing made easier for you in this busy world where as below, two heads are always better than one.



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Today's Best Variety

Exceptional Service

When in today's world... do you ever hear anyone speak about exceptional service and mean it?

Well, we would like to tell you about our experience with exceptional service. Over a year ago... Brad Corner stopped into our office at Union Chapel and Coldwater Rd, to inquire if WMEE could be of service for our advertising needs. Brad spoke with Nancy Riesterer, the Sales Manager of the Fort Wayne office. At that time our marketing budget was "tapped-out" and Nancy asked Brad to contact us the next year.

Which Brad did and this is where the service became exceptional. Brad's natural mannerism to sell a service and **not** make you feel like it's being "crammed-down-your-throat" was something very refreshing. But the most amazing trait of all, was that Brad actually...listened! A characteristic that is vanishing in this fast-pace world we call "sales". Brad worked with Nancy on Colts tickets that The Bank acquired and the idea of registering for the tickets on-line and then the "Official Coin Toss" here at our office was created.

That event took place this morning in our lobby and we (bank employees and contestants) had a very enjoyable time...it was a BLAST. The Bank's name got out and your listeners felt like they were part of a much bigger happening then just sitting in their cars or at work listening to the radio. They were "making" radio, which will create a listener for life.

So...the quality of Brad's work was outstanding and we will certainly be doing business with WMEE again.

Respectfully,

Nancy Riesterer & Lynne Isenbarger
State Bank & Trust Co.

WMEE is more than just radio...



Thoughts, questions, ideas

Please feel free to write down any and all question you may have for me. I will be following up with you within 48 hours of delivering this to you. Write down your thoughts, questions, ideas, anything!! Thought starters:

- What's keeping you up at night?
- Who's share of business do you want?
- What does success look like to you?

(Your ideas here...)

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