

# INSIDE THE SPOT

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MEDIA STAFFING NETWORK

Media•Search•Solutions

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MARCH 2008, ISSUE 3

WWW.MEDIASTAFFINGNETWORK.COM

LOTS OF NEW STUFF GOING ON!  
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312.944.9194

## Need More Sellers?

Click for information on our customized sales plans!



2008 MCEIA Virtual Career Fair

April 2 - 23, 2008

FREE for all students!

Early-bird rate for Employers!

Employers may register at

[www.mceia.org](http://www.mceia.org)

## Difficulty Hiring?

Hard time finding Candidates?

Do candidates seem to accept jobs and then never show up on their first day? If you answered “yes” to any of the above, we should talk about our management hiring training program.

Reach Qualified Job-Seekers.

Post ALL Your Job Openings at :

[www.MediaStaffingNetwork.com](http://www.MediaStaffingNetwork.com)

## Big News! Changes for the MSN Newsletter!

Going forward we are going to start addressing key issues in the industry, along with tips on how to handle. Plus, our new section “Inquiring Minds.....”

**What is going on in the media sales industry?** Lots of changes seem to be arising. Here are some trends we at MSN are seeing and some *tips on how to handle these changes*:

- Traditional media sellers need to hone up on skills to sell NTR and Online/Digital products to keep jobs and make themselves more of an asset.  
*Tip: Get involved with your online/digital department, read trades for those industries, look for classes that can help you learn the lingo.*
- Talented managers are interested in joining smaller companies where they are empowered to make decisions—this often entails taking a pay cut and a relocation to a different market (often with a lower cost of living too!).  
*Tip: Be open, examine your lifestyle and cost of living - what can be cut? Often these moves can open up a whole new life, less pressure, more management duties and a solid, caring company!*
- Many new media start-ups are looking at traditional media sellers to join their company. We usually see compensation packages that include base plus commission. The challenge is that many of the candidates 1) have high expectations that these companies can pay high guarantees, and 2) often tenured sellers don't remember the work involved in selling a new concept product and get frustrated if they don't make a sell in the first 90 days.  
*Tip: While many traditional media sellers are on 100% commission or other highly incentive based plans, these new companies understand that a sale may take time. They are investing in the sales talents of the person they are hiring with the understanding that they have had success in selling new concepts to key decision makers. Of course it is a gamble on both sides and WILL take much work and dedication before the big dollars are reaped. However, the experience of working with a new media and one in start up mode, will vastly increase the value of your resume!*

## NOTES TO CANDIDATES

**What are the key skills or characteristics that we see hiring managers looking at in hiring new sellers?**

Keep in mind that MSN works across media industries so we see lots of different job descriptions. Here is an overview of what we see on most:

- Proven sales success
- Ability to call on and gain buy-in with contacts at all levels - jr. to sr. including ability to entertain
- Strong understanding of new media (digital, out of home, online)
- Proven success at developing new business
- Ability to work independently and in a team (*many new media companies require sellers to work out of home, so sellers need to be able to focus on their own*)

**What are the key things job seekers are looking for in a new job?**

- A winning team and an environment with positive reinforcement
- Training and the ability to grow

**Need a resume? Need help reviewing resumes? We can help!**

**Contact MSN for assistance in taking the next step in your career!**



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RESUME ASSISTANCE

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Need More  
Sellers?Click for  
information  
on our  
customized  
sales plans!Need Help with a Resume  
Or Cover Letter?We Can Help You Get a Foot in  
the Door!Contact  
[www.ALLABOUTCAREERS.com](http://www.ALLABOUTCAREERS.com)  
For Assistance!

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## YOUR SOURCE FOR CAREER ENHANCEMENT

Need help writing a resume or cover letter?

Contact our sister company All About Careers!

**Can a resume get you a job?** Not likely. A resume is merely an important and necessary tool for getting your foot in the door - gaining an interview! You can then decide if the opportunity, company and career are a fit.



It is crucial to have a concise, attention - grabbing resume. Most screeners spend 5 to 7 seconds reading the resume and deciding if they want to pursue the candidate. A resume is like a table of contents, a book jacket, a CD cover - it gives the highlights and creates an impression...not the entire story.

Do you wonder what type of resume is right for you? Does education go to the top, middle or bottom? Should GPAs and classes be included? How many years back should be included? Should a job that was held for a short time be included?

Contact ACC about resumes and cover letters!



## 'TIS THE SEASON TO INTERVIEW AND HIRE INTERNS FOR SUMMER!

- College students and recent grads are actively looking for summer internships, so if you are in need of one, now is the time as it is becoming very competitive to land one
- Expect to offer some type of pay package - consider either an hourly rate or a flat fee for the summer
- Lay out expectations and make sure they understand their responsibility
- Plan a program where the student will really learn - don't just have them file or input

## DID YOU CATCH OUR LAST NEWSLETTER?

We have some excellent articles on what is happening with the current workforce.

Hot Job: Selling Web Ads

*Why the huge demand? For one thing, even as the outlook for the broader economy appears shaky, web companies are aggressively expanding their ad operations...*

**Multiple columns from Radio Ink Magazine: with contributions from our very own Laurie Kahn!**

*Topics include: addressing changes in hiring radio sellers, why it is becoming an issue, trends in compensation, and changes in the interviewing process.*

You can always find past newsletters in our Archive -  
[www.mediastaffingnetwork.com](http://www.mediastaffingnetwork.com)

