

## Featured Articles from our Partners

### New classes:

**Watch With Your Staff Immediately**

*Customer Service Basics*

**Under Administration**

*Telephone Techniques Part 1, 2 and*

**Television Campus**

*Internet Terms  
Research the Competition*

**Radio and Television: New classes on Social Media**

*Instant Messenger  
My Space  
Twitter*

### **New Partners:**

Virginia Association of Broadcasters.

WFLX Fox 29  
West Palm Beach, FL

Max Media  
Poplar Bluff, MO

Jim Pattison Broadcasting  
Kelowna, B.C.

Lakes Media  
Danville, VA

**Remember,** We offer a free additional month of training to those who recommend their colleagues once they subscribe to P1 Selling.

**In our next issue:** We will introduce our newest tool designed to set you apart from the competition, **The P1 Sales Pro.** For a sneak peak, log on to [P1salespro.com](http://P1salespro.com).

*Laurie Kahn, President/Founder, Media Staffing Network*

**Spring is here, flowers and trees are blooming – so should your sales!** The economy *is* picking up and it is evident with the amount of hiring that is going on now. We are seeing much more activity with job postings on our job board than last year at this time.

Today, broadcast managers have a huge challenge in hiring and retaining quality sellers. With consolidation and a down economy, many media managers are spread so thin that they can't adequately take the time to recruit new staff.

To be competitive in today's hiring, a manager must have a proactive game plan for recruiting and shouldn't wait until their star seller walks in and resigns. Reactive managers often find that it takes 12-18 months to replace and ramp up a new seller to replace the one who left.

The first step in developing a top-notch sales team is to have a strategic recruitment plan. High turnover is very costly both in money and in reputation, which will hurt a company's bottom line. Every station should have a person to oversee recruitment, ramp up, train and retain. That includes having a budget, as there may be a need to advertise in other markets, to relocate someone or to offer a more competitive compensation packages. And of course, for training.

Media Staffing Network has grown into a hands-on source to help media companies grow. Through a variety of products and services we have successfully worked with stations in large and small markets. Often small markets have a harder time finding that ideal seller; we have worked with them to research and build a plan on how and where to find new sellers in their market. We encourage our clients to "court" potential sellers just as a seller would court a new prospect. Often it takes time to "close them" so having a game plan and a full pipeline at all times is crucial.

We do offer full-service placement programs which are usually used to hire managers or key sellers, especially in digital. However, we also provide management training sessions; consult on how to be more successful in recruiting, hiring and retaining staff; and offer job postings. We have a job board that is targeted at reaching sellers across all industries with a target on reaching minority job seekers.

Our team works with all types of media and is actively involved with hiring challenges on a daily basis. We think outside of the box to help companies become more creative in their hiring, while keeping it all legal. Much of it has to do with helping a management team redress their attitude and commitment to hiring. Questions? Contact Laurie Kahn [laurie@mediastaffingnetwork.com](mailto:laurie@mediastaffingnetwork.com) or call 480 306 8930.

**Laurie Kahn is a guest instructor with P1 Selling. Managers, you owe it to yourself to take a few moments to view her classes under Supervision:**

*Making the Right Hire  
Retaining Your Key Players  
Annual Recruiting Plans*