

Chris Rohrs
 President
 Television Bureau of Advertising

“Last year 92% of our members asked TVB to offer the best sales training to the industry. After an exhaustive inquiry into what was available, our Education Committee voted unanimously to select colearn. We’ve obtained very attractive pricing for TVB members, and I urge all sales departments to avail themselves of the TVB-colearn course. It allows stations to hire people new to TV, as well as to sharpen the skills of veteran salespeople.”

Bill Spell
 VP Sales
 Cox Television

“Television stations must meet the financial challenges we face with better salespeople and a sales strategy that is focused on meeting the needs of our customers. Training is key to meeting the challenges, and colearn makes it accessible for every AE. Because the individual—not the classroom—is at the center of this process, the positive results come faster. Management gets more productive salespeople and almost no down time.”

John Nelson
 VP Human Resources
 Emmis Communications

“With most traditional training, once they leave the classroom you just kind of hope they remember everything, then you put them out in the field and hope revenue goes up. With colearn, we track and measure the progress of each salesperson going through the course. Because they use real accounts—not classroom case studies—we track those accounts, look at the rate, and calculate our yield. It’s real world, real time.”

William S. Hoffman
 Director of Sales
 WFTV & WRDQ Orlando

“With *Customer Focused Selling*, account executives become more like marketers and less like spot jockeys. With the skills, disciplines, and procedures taught by colearn, your people truly differentiate themselves from everyone else who sells any kind of media in your market. Your people become your brand—a whole organization composed of problem solvers. That is stronger medicine than even having a good ratings position.”

How are **You** going to **HIT** your goals next year and the year after? and the year after?

Another jingle package? Another trip promotion? Another Yellow Pages slam?

Or with a PERMANENT new business development system... that creates solid, mutually profitable, long-term, client relationships?

The permanent New Business System

is simply selling others the way you'd like to be sold.
We call it *Customer Focused Selling*.

Wouldn't you like your vendors...

- ◆ to really understand your challenges?
- ◆ to help you do more business more profitably?

The vendors who have already done that have earned your *trust*, your *dollars*, and your *loyalty*.

Your clients and prospects want the same.

The sooner you start approaching them on that basis,

the sooner you'll have a new business program to help you survive...

- the next down book
- the next downturn in the economy
- the next down-and-dirty competitive slam

CoLearn's *Customer Focused Selling* teaches your sellers:

- ◆ How to make warm calls, earn quality appointments, and get the prospect to open up.
- ◆ How to identify a prospect's real marketing challenges—the stuff that leads to big orders.
- ◆ How to partner with their prospects to create marketing solutions that use your station.

CoLearn is a brand new name—
but we're hardly new to the game!

**We're already serving TV stations
in more than 45 markets...**

Cox	Media General
Emmis	ABC
Lin	Gannett
Raycom	Bonneville

CoLearn's roots go back to the early 1980s in radio, where it's clients have been enjoying the benefits of this powerful new business development system for years and years. We now serve Internet, Information Services, and Publishing firms, as well. In fact, *Customer Focused Selling* produces such fine results that few of our clients have ever stopped using it!

**To learn more about the permanent new
business development system for Television**

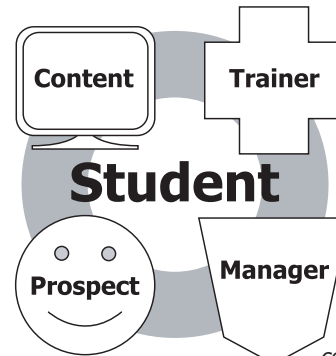
contact Peter McCampbell, VP Television
813.254.2222

www.coLearn.com

The system is delivered through Online Learning

With Online Learning these benefits are yours:

- ✓ The training happens right in your **workplace**, with **no delay** in transferring new skills to the job. *What's trained in the morning is used in the afternoon!*
- ✓ Holds the attention of **novice** and **veteran** alike.
- ✓ *Self-paced, interactive, stimulating, and fun!*
- ✓ Immediately available—anyone, anywhere, anytime.



*Sellers aren't isolated in
coLearn's online learning
system. They're surrounded by the people they need to
interact with in order to learn Customer Focused Selling.*

Manager's role

Since the sales managers don't do the teaching—managers invest minutes a day, not hours. They can track the seller's progress and view the scores on quizzes and exams. They automatically see the seller's projects and assignments, and are looped into the trainer's personalized evaluations.

Online Trainer's role

CoLearn's Online Trainer evaluates projects, provides individual feedback, and answers questions online.

Prospect's role

The sellers' interaction with their prospects reinforces their learning experience, often that same day. *More than half the sellers actually close their course Target Account!*

*No wonder Peter Drucker
has called Online Learning
"the future of education."*

You Provide the Talent. We Provide the Training.

coLearn
The Center for Online Learning