



Sales Recruitment

Radio Sales Executives Earn Exceptional Compensation! If you like receiving a competitive salary, a commission higher than industry standard then radio sales is a great career to consider. Of course, how much money you make in any sales job is directly related to your productivity. Often sales bonuses are offered for exceeding personal sales goals. The bonuses include cash or days off and recognition on our web sites.

Radio Offers You Professional Growth Opportunity! Consolidation has given sales people in the radio industry more opportunity than ever before. For example, over 70 percent of radio salespeople today sell advertising on more than one station. A Radio Sales Executive now represent a wider variety of formats, radio salespeople now have the opportunity to sell to a wider variety of customers. They can also package the stations they represent to achieve more success for their customers. BAS offers 11 radio stations and 11 Internet stations you can sell plus the latest and greatest digital products.

You'll Be Respected in the Media Community! Today's radio account executives are accustomed to doing business with the top companies and advertising representatives in town! They also get the opportunity to work with the celebrities as well as local and state officials at station promotions and community events. Successful radio salespeople are a valuable resource to the advertisers in the community.

You'll Be a Part of a Diverse and Vibrant Industry! Tune up and down the radio dial and you'll find many different formats, each carefully researched and designed to appeal to a particular segment of listeners. The people you will work with inside those station groups are diverse too. The broadcasting industry is eager to find the best talent, and that talent comes in many different packages!

You'll Receive Valuable Training! If you don't have experience in radio sales, no problem! Today's broadcasters understand the value of properly training their employees. Entering the profession in this new era ensures that you'll get the right training and tools to have a successful career as an account executive. On going RAB training as well as digital through NXT Digital platform., offering targeted digital display, geofencing, OTT, Text To SMS, etc.

You'll Put Your Creativity to Work! Selling advertising for a radio station isn't like selling copiers or cell phones. There's a lot more creativity that goes into marketing your station and the radio "product". You won't simply be selling "air". You'll be helping create the commercial message that fills that airtime. You'll also learn to schedule the commercials effectively, help in the creation of their content, and work with your customers to develop their entire marketing plan. A radio account executive helps turn an intangible product or service into a unique marketing campaign by using his or her own creativity.

It's Fun!

And besides, working in the broadcasting business is hardly like working for a bank or insurance company. Radio is "show biz". Participating in community events, helping design and execute promotions and working with the on-air personalities at our radio stations add extra spice to a job that is unique from any other industry.

Job Description

- Sell advertising air time on the radio stations to current and potential customers
- Sell advertising airtime on Internet stations and other digital product BAS offers
- Learn and understand the radio business and industry
- Prepare and present presentations to customers and prospects
- Be an efficient and organized time manager
- Provide high level of customer service to BAS customers
- Create effective and result-oriented campaigns for BAS Customers

Attitude and Skill! Courage, confidence, empathy, enthusiastic, detail-oriented, professional, integrity, takes initiative, creative,

- organized, flexible, outgoing, personable, passionate
- Familiar with the business community and surrounding area
- Media Sales/Outside Sales experience helpful

JOIN OUR TEAM! SEND YOUR RESUME TODAY! adamklein@basbroadcasting.com

- **BAS takes pride in our employee retention program. WE have little turnover since we train employees continuously to help them grow personally and financially each and every year. BAS thru it's RAB training program offers added award winning personal training that allows an employee to advance and gain knowledge in their career. BAS is considered one of the top employers in the community. BAS is family**
 - **BAS sales members enjoy all nights, weekends and holidays off and at least two weeks vacation to start.Each employee also receives 5 personal days annually to use as they wish.**
 - **Each Salesperson receives a company phone which the company pays for. Each employee is connected to the office remotely in the event the employee has projects they want to work on from home.**
 - **BAS Offers a clean, safe, secure workplace where employees can feel comfortable coming to the office. The workspace includes a computer and printer accessibility for B/W and color print.**
 - **While face to face contact with the clients is the best the company offers Zoom, Facetime and the companies conference phone number can be used to connect with clients.**
 - **WE need to Research affordable childcare options in your vicinity and offer a stipend to cover some of the costs. I think we need to do some research on this to see if some place like the YMCA childcare center would be affordable..maybe not but I think this could be an option..for some.**
 - **Remember every product throughout the world is sold. Even if you have no experience in sales, BAS trains you to excel in a radio sales career. All you need is a positive attitude, the drive to be successful, money motivated and like to meet people. BAS has trained many how to be a successful sellers with long rewarding careers in radio sales.**
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