

Director Of Sales Of The Year (continued)

"Clearly define your long-term goals," Mills says, "and then focus everything on that. Keep your eye on the big picture, and make sure you always keep that in mind when setting strategy and implementing department tactics. Identify the sales strategy you feel will lead to success for your properties, and then make sure all your managers and sellers understand it. If you do this, your training and support of the sellers isn't disjointed among the managers. Everyone needs to be singing from the same hymnal."

MATT MILLS

Hubbard Radio
Washington, DC



ROGER W. MORGAN

Majestic Communications
Roswell, NM

and clients, I can develop them into highly successful account executives." He also believes in the power of communication. "Communicate with your salespeople, with their clients, and with management. Become friends with the program directors at your company and communicate with them. The greatest plus in developing sales is a healthy and supportive working relationship between programming and sales."

On the topic of finding good people, Morgan says, "If I can find people who will listen to me, then listen to their prospects

Norman says she fell into radio 22 years ago, right after college.; she says, "I developed a passion for what radio can do to grow customers' businesses. I was offered the opportunity to become a GSM at 27, after only five years in the business."

ANN MARIE NORMAN

Crista Broadcasting
Seattle and Bellingham, WA; Austin, TX



Who makes it on Norman's sales team? People with integrity. "Do what you say you're going to do," she says. "Admit when you are wrong and say you're sorry. Then fix it. Don't fake it. People respect authenticity and those willing to be vulnerable by admitting they don't know it all. Tell the truth, even when it hurts, but with love. All people, clients and employees, want to be treated with kindness, respect, and honesty."



Matt BURGOYNE

Radio Wayne Award finalist
General Manager Category

Matt,

Your dedication, leadership, and passion are the driving forces behind our success.

It's an honor to be on your team.

—Your Canyon Media Family

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