



CBS RADIO JOB OPPORTUNITY

DIRECTOR OF SALES • LOS ANGELES

AVAILABILITY: Immediate

REPORTS TO: President of Sales, CBS RADIO

JOB DESCRIPTION

Assist and direct the sales staff in meeting/exceeding the annual revenue budget.

This radio executive must have a strong track record in revenue performance while maintaining and managing their cost of sales. They should have a strong history of recruiting and developing 'A' sales talent for the organization. They need to have a strong background on Strategic Account Management, Inventory Management, Sales training, pricing, and the budgeting process.

SPECIFIC DUTIES

1. Assist/support sales people on sales calls.
2. Teach and instruct sales people on radio sales techniques.
3. Be accessible at all times for consultation with sales people.
4. Develop market positioning statement as ratings change.
5. Develop sales packages and tools including sales promotions (in coordination with other departments).
6. Coordinate and update sales pieces.
7. Inform sales people of market and national trends and new developments.
8. Inform sales people of new selling ideas and techniques.
9. Be a prime source of motivation.
10. Solve client problems as they relate to the market.
11. Manage commercial inventory in coordination with GSMs/Traffic Managers.
12. Coordinate market promotions as they relate to sales.
13. Liaison between sales department and other departments.
14. Keep Market Manager informed of sales activities.
15. Interview and hire capable sales people as required.
16. Price inventory as appropriate.
17. Assist in assignment of accounts to Account Executives; shift accounts when appropriate.
18. Participate in the annual revenue/budget process.
19. Write weekly report detailing market sales activities.

NO PHONE CALLS • MUST APPLY AT:

www.CBSRadio.com KEYWORD: 2786BR

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