

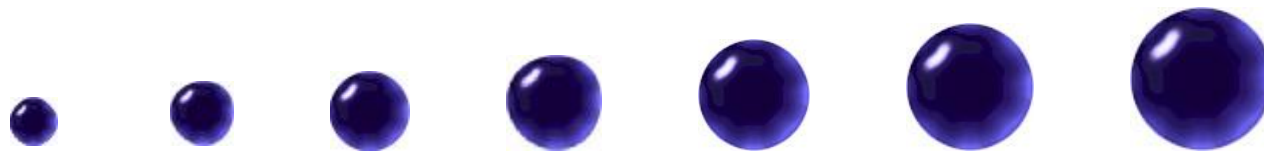


Helping Stations Move Forward



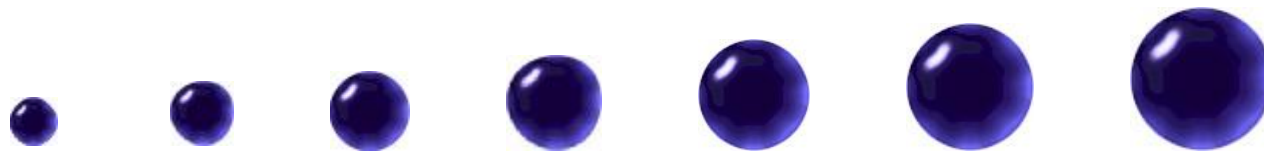
Today's Dichotomy

- In today's world of post-consolidation reshuffling and often over leveraged buy outs, station operators are continually faced with the daily pressure of hitting the revenue goals directly in front of them. The key to living tomorrow is to live through today. Long term is sacrificed for the task at hand.
- However, sales organizations that can make branding, or long term selling part of their culture, are the organizations that will ultimately win in the long run. The sellers are happier, have the greater longevity in the market and viewed by the business community as problem solvers not spot peddlers.



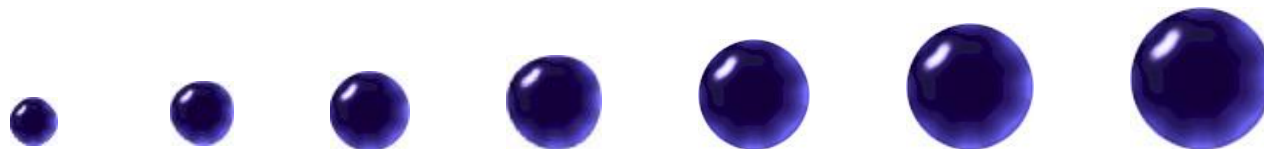
Our Goal

- Our programs are designed to allow you to continue to focus on the marks directly in front of you, while Frontier works on the marks further down the road that enables your sales staff to become:
 - Better educated
 - More engaging and approachable with potential clients
 - More confident in their medium, station(s) and themselves
 - Viewed by clients as a resource and problem solvers
 - Team players
 - Productive and accountable
 - Happier and retained employees



Our Strategy

- To take a holistic approach to selling the medium and your station or stations.
- To get sellers to see and buy into:
 - How their medium fits into today's media picture
 - How their stations fit into their specific marketplace
 - How their effort fits into each of their client's marketing plans
 - How they can become a sustaining resource to each client
 - How they fit into the station or stations they sell
 - What's expected of them
 - How their performance will be measured
 - What resources are at hand to fulfill their roll



Our Tactics

- Staff Audit
- Sales Training
- PartnersProgram™
- Recruiting System
- Annual Sales Templates
- Sports Marketing
- Internet & Digital Platforms
- Sales Management
- Accountability Systems
- Station Due Diligence
- Frontier has various programs to fit the strategic need of each station or cluster.
- These programs can be implemented separately or together but they are all designed to work in unison for the sellers and sales management to achieve one common goal.

Lets keep talking!

- Tom Pierce, founder of Frontier Marketing & Management in 1997.
- Tom's experience includes being a station owner, market manager, director of sales, local sales manager, national sales manager and local seller.
- Give us a call and so we can discus what we can do together to improve your sales operation.
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