

Thursday, November 8

2018 GRANITE MIKES

Executive Court
Banquet Facility
1199 So. Mammoth Rd.
Manchester

Seminars 1:30-5:00 p.m.



Jim Mathis The Reinvention Pro

What is "Kindling" Your Sales?

They can beat you on price but not on value!

Steve Goldstein Podcasting & Smart Speakers – New Platforms, New Strategies

What can broadcasters do to stay relevant?



Sales and marketing have changed forever. Customers are more savvy and often ask, "What is in the deal for me?" You must take control of the conversation. Customers who argue over the price have not been sold on the value to them. The methods that worked for you just a few years ago are now obsolete. When the buyer focuses on the price, you the seller have lost all leverage (and the sale!).

Both new and experienced account executives can learn to communicate and act proactively! Every sales account executive and manager can adapt to clients and prospects to increase receptibility and closings. How do you communicate with different people to speak their "buying language?" Are you speaking and listening to everyone in their strengths?

Relational Sales Styles | Connect with People to Sell More

A humorous, entertaining and interactive exchange about selling to individuals in their best buying language. Attendees will explore essential tools for contacting, calling, presenting and closing more sales delivered in a "Dr. Phil meets Jeff Foxworthy" style presentation.

Podcasts and smart speakers open up new avenues for radio broadcasters to connect with audiences on new platforms with fresh on-demand content. But the competitive framework is completely different, with over 550,000 podcasts, big streaming services like Pandora and Spotify and 100,000 radio stations just a voice command away on apps and smart speakers.

What content is most effective on these platforms?

Steve Goldstein is CEO of Amplifi Media. He works with top media companies and podcasters advising on digital content strategy, activation and development for on-demand audio (podcasting). Goldstein has created and developed successful radio brands around the country, as well as nurtured and advanced local and national broadcast talent.

His experience includes executive positions at the NBC Radio Network & ABC Radio. He was a founding partner of Saga Communications, serving as Executive Vice President and Group Program Director.

**Social Hour, Buffet Dinner,
Granite Mikes Awards,
Station of the Year & Broadcaster of the Year
5:00-8:30 p.m.**



With multiple performances on *The Tonight Show*, *Comedy Central* specials and consistently selling out theaters, Juston's at the top of his game. He grew up on the border of New Hampshire and Maine but in the late 1990's moved to NYC to pursue a career in stand-up comedy. He quickly worked his way into the weekend line-up at Comic Strip Live, Stand-Up New York, Dangerfield's, Gotham, Carolines on Broadway and the New York Times described him as "destined for stardom."

He lives in New Hampshire with his wife, kids and dogs.

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