



Sales Associates Needed – *Do you have what it takes to be told “No?”*

We are Marion’s #1 community radio station, and we’re undertaking a massive expansion which requires the addition of 2-3 salespeople. TruBlues97.5 is WDIF-LP 97.5 FM in Marion, Ohio. We are the only all blues music radio station in the entire state of Ohio! We are licensed by Marion Makes Music, Inc. – a 501c3 public charity – that aims to 1) keep the American cultural heritage of blues music alive and 2) to use proceeds to provide free music lessons to children in Marion County. Learn more about us and what we do at www.trublues975.com.

SOME CAVEATS FIRST

Sales is hard work. Sales, and radio in particular, is affectionately referred to as “the business of NO.” You will be told “no” a lot. That’s just the nature of the beast. Sales is not just sitting at a desk waiting for the phone to ring. We need people who are self-starters, go-getters, and not afraid to knock on doors and shake hands to get that sale.

However, sales is very rewarding! If you like talking to people, have a mature demeanor, and can work without constant supervision, then you’re already ahead of the game. Once you’ve got it down, you can dictate your own schedule and earn residual income with minimal effort. But that’s only if you’re willing to put in the initial legwork.

We are a 21st century radio station. We don’t just sell radio spots, and we don’t operate out of someone’s basement. We are a professional downtown business that has cultivated important partnerships in our Marion community. We run large events, special promotions, innovative shows, and engage in cross-platform advertising. This is more than “just radio!”

We’re looking for people who are responsible, who are driven by goals, and who are eager to build quality relationships with people in our community. We will train the right people and walk you through all of our exciting programs and boring procedures. **We also want your ideas!** You won’t just be a soldier. You’ll be part of our family, and we treat our family members with dignity. We do not terminate people if they underperform. If you’re honest, friendly, trustworthy, and giving your best effort, we want you on our team! Just one thing: no fake radio names, please. That’s so 1977. :P

REQUIREMENTS

- High school diploma or GED
- Professional appearance and respectful of other people’s time
- Pleasant/friendly demeanor and an outgoing personality
- Able to achieve goals with limited direct supervision – ***We need self-starters!***
- Devote a minimum of twenty (20) hours per week (*schedule flexible around other commitments*)
- Basic computer and internet skills
- Driver’s license w/ reliable transportation

RESPONSIBILITIES

- Meet, call, and follow up with new and existing clients to present promotions and ideas
- Develop new business partnerships and new targeted campaigns/events
- Attend sales meetings and participate in station events
- Maintain organized sales records
- Other sales-related activities as needed

We pay 20% commission on all sales for the first 6 months, then 25% after a 6-month evaluation.

We will provide all necessary sales materials and office supplies. Certain expenses will be reimbursed.

BONUS: Through the Public Service Loan Forgiveness (PSLF) program, it is possible to have your student loan debt forgiven by working for a 501c3 charity (like ours). Check out www.studentaid.ed.gov for more info.

E-mail your resume to info@trublues975.com if interested. EOE
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