



Oklahoma Association of Broadcasters

Chuck Mefford Returns to OAB



*One of the recognized
Masters of Sales Training
will be conducting
Sales Training Seminars in
Oklahoma City and Tulsa.*

Get inside your client's head. Learn "How to Brand Your Owner-Operated Business"

Instead of your clients **working** their business, Chuck's dynamic seminar will help them **market** their business in a revolutionary way. It's a comprehensive look at how a small business can "brand" its products and services to be "top-of-mind."

***For Radio and Television Sales People
Who Want to Be Successful.***

Oklahoma City Tuesday, November 9

MetroTech Economic Development Cntr.
Room 123
1700 Springlake Drive
Oklahoma City
9:00 A.M. - 3:00 P.M.

Tulsa Wednesday, November 10

OSU/Tulsa Conference Center
North Hall, Room 150
700 N. Greenwood Avenue
Tulsa
9:00 A.M. - 3:00 P.M.

Chuck Mefford Sales Training Seminar: How to Brand Your Owner-Operated Business

Branding—*How to make your business the one that everyone thinks of first (and feels best about).*

- The two biggest money-wasting advertising mistakes.
- The big secret that skyrocketed Nike and Starbucks to the top.
- What's the one thing your business is known for? Learn how to become "top of mind" when people need what you have.
- Why most businesses are not happy with ROI on their advertising.
- What is branding, really? How do you brand local business?
- How a jewelry store grew sales from \$350,000 to \$14 million in ten years.
- Learn why most advertisers "chicken out" and stop short of success.

Marketing Bridge—*From the Harvard School of Business*

- Learn the five key elements of business success.
- Why advertising is only 1/5 of your success.
- Rate your business against the best.
- Increase your sales and share of the market by discovering the three things you need to do today.

The Brain Map—*From the Wizard Academy*

- How new discoveries about the brain can make you money.
- What it takes to get your customers to remember something.
- How to persuade people to buy from you.

Learn How National Chains are not just coming to compete—they're coming to squash you!

Chuck Mefford is truly one of the "masters" of sales training. Roy Williams, the "Wizard of Ads," recently deemed Chuck "the best sales trainer in America" and gave him a position at his Wizard Academy. Chuck Mefford is good, and that's why his clients include **Budweiser, Pizza Hut, Domino's, Emmis Communications, Greater Detroit Radio Group,** and **Clear Channel,** just to name a few.

***Don't Miss This Opportunity for a Great Learning Experience.
Register Now!***

Chuck Mefford Sales Training Seminar

Station or Group: _____ City: _____

- Oklahoma City: Tuesday, November 9, 2004
- Tulsa: Wednesday, November 10, 2004

Registration: 8:30-9:00 a.m. Seminar: 9:00 a.m.-3:00 p.m.

Registration Fee: \$35 per person

(Includes Lunch and Refreshments)

The following will attend from our station(s):

_____	_____
_____	_____
_____	_____
_____	_____

_____ attending @ \$35 ea. = \$ _____

- Check Enclosed
- MC or Visa *(Receipt will be mailed with registration confirmation)*

Visa or MasterCard Number _____ **Expiration Date** _____

Name on Credit Card _____ **Authorized Signature** _____

Fax registration to (405) 848-0772 or mail to:

Oklahoma Association of Broadcasters
6520 N. Western #104
Oklahoma City, OK 73116

Confirmations and driving directions will be mailed to registrants.

Registration Deadline: Thursday, November 4
Cancellation Deadline: Monday, November 8
(No refunds after cancellation deadline)

***Need More Information? Call OAB at (405) 848-0771 or
e-mail info@oabok.org.***