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Speed & Swagger Ten Minute Trainer Test Drive



SPEED & SWAGGER

• **TEN-MINUTE TRAINER** •

WATCH HERE

VAB Members - take a test drive of **Speed & Swagger Ten-Minute Trainer**; a weekly sales revenue show featuring Speed Marriott (P1 Learning) & Derron Steenberg (Swagger Institute). They'll feature guest trainers both in and outside of broadcasting and answer user-driven questions while wrapping in tips and motivation! Watch here:

www.p1learning.com/vermont

After watching, please indicate below if you want the VAB to provide this each week:

Yes! it was great!

Select

I don't think I would use it

Select

Free Sales Webinar Tuesday 5/11 @ 12PM: 7 Steps to a Fantastic Recovery



REGISTER

*Presented by: Mark Levy
President of Revenue Development Resources*

Whether you're from the radio, television, or the digital side of things, you'll leave this webinar better prepared to build and enhance your recovery efforts as we'll focus on often overlooked details. Just some of the things we'll be covering include:

1. Competitive money - where is it, and why do people buy competitive media when they could be buying us?
2. Reducing cancellations with just a couple of the right questions
3. 7 "Must Ask" questions in every CNA. - and if you don't ask them, it isn't a CNA. A spreadsheet to show you why? Absolutely!
4. Benefit-oriented presentations (and yes, we'll have a template)
5. Giving clients who don't like to plan farther than a month out a tool to help YOU help them plan further out
6. Customer service tips to share with your clients to help them

Join the VAB Membership Committee

GET INVOLVED!



Next Meeting: Wednesday, May 12 @ 3PM
<https://us02web.zoom.us/j/81146570425>

VAB Membership Committee is meeting
 Wednesday, May 12th from 3-4 PM via ZOOM.

Help us plan the Convention & Production of the
 Year Awards coming back in person this August!

Members from the Northeast Kingdom, Central
 and Southern Vermont are especially invited to
 join as we have plenty of representation from the
 Champlain Valley. Not sure if you're a member? If
 the station you work for is, so are you!

To volunteer on this committee,
 email vab@vab.org

"This Week at the FCC" Summary



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](#) in
 Washington D.C. provide a summary of the regulatory and legal actions
 of significance to broadcasters within the FCC. They also provide links to
 information about how these actions may affect your operations. Read
 this week's summary as well as summaries from past weeks at:

<https://vab.org/this-week-at-the-fcc>

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