

P1 Plus Course Curriculum



Weekly	Week One	Course Completion
Monday	<i>Welcome to The Industry</i>	<input type="checkbox"/>
Monday	<i>What We Do For a Living</i>	<input type="checkbox"/>
Monday	<i>What Will Your Boss Want From You? (Part 1)</i>	<input type="checkbox"/>
Monday	<i>What Will Your Boss Want From You? (Part 2)</i>	<input type="checkbox"/>
Tuesday	Prep For Homework - Setup Meeting With Your Boss	<input type="checkbox"/>
Wednesday	<i>The Word Of Mouth Business</i>	<input type="checkbox"/>
Wednesday	<i>The Branding Process</i>	<input type="checkbox"/>
Thursday	<i>The Sales Cycle</i>	<input type="checkbox"/>
Thursday	<i>Station Tour - Television</i>	<input type="checkbox"/>
Thursday	<i>Station Tour - Radio</i>	<input type="checkbox"/>
Friday	Meet With Trainers - Course & Assignment Review	<input type="checkbox"/>

Weekly	Week Two	Course Completion
Monday	<i>Goal Management</i>	<input type="checkbox"/>
Monday	<i>Time Management</i>	<input type="checkbox"/>
Monday	<i>Cold Calling</i>	<input type="checkbox"/>
Tuesday	<i>Dress For Success</i>	<input type="checkbox"/>
Tuesday	<i>Email Etiquette: To Email or Not To Email?</i>	<input type="checkbox"/>
Wednesday	<i>Broadcast History</i>	<input type="checkbox"/>
Wednesday	<i>TMA: Too Many Acronyms - Television Parts 1 & 2</i>	<input type="checkbox"/>
Wednesday	<i>TMA: Too Many Acronyms - Radio</i>	<input type="checkbox"/>
Thursday	<i>Understanding Radio Formats</i>	<input type="checkbox"/>
Tuesday	<i>Understanding Television Formats</i>	<input type="checkbox"/>
Thursday	Assignment One Due	<input type="checkbox"/>
Friday	Meet With Trainers - Course & Assignment Review	<input type="checkbox"/>

Weekly	Week Three	Course Completion
Monday	<i>Know Your Competition Parts 1 & 2</i>	<input type="checkbox"/>
Monday	<i>Programming and Sales</i>	<input type="checkbox"/>
Tuesday	<i>Promotions</i>	<input type="checkbox"/>
Tuesday	<i>Sales and Production</i>	<input type="checkbox"/>
Tuesday	<i>Remotes</i>	<input type="checkbox"/>
Wednesday	<i>Traffic</i>	<input type="checkbox"/>
Thursday	<i>Collections</i>	<input type="checkbox"/>
Thursday	<i>Scavenger Hunt</i>	<input type="checkbox"/>
Friday	Meet With Trainers - Course & Assignment Review	<input type="checkbox"/>

Weekly	Week Four	Course Completion
Monday	<i>Account Management</i>	<input type="checkbox"/>
Monday	<i>6x6 - Different Buyers, Different Needs</i>	<input type="checkbox"/>
Tuesday	<i>Seven Stage Business Outlook Index</i>	<input type="checkbox"/>
Tuesday	<i>The Advertising Message: What do we say? How do we say it?</i>	<input type="checkbox"/>
Wednesday	<i>Introduction to Copywriting</i>	<input type="checkbox"/>
Wednesday	<i>Copywriting for Television</i>	<input type="checkbox"/>
Wednesday	<i>Copywriting for Radio</i>	<input type="checkbox"/>
Wednesday	<i>Copywriting for Internet</i>	<input type="checkbox"/>
Thursday	<i>Without A Need You Can't Proceed</i>	<input type="checkbox"/>

Thursday	<i>Prospecting</i> - Assignment Three	<input type="checkbox"/>
Thursday	Assignment Two Due	<input type="checkbox"/>
Friday	Meet With Trainers - Course & Assignment Review	<input type="checkbox"/>

Weekly	Week Five	Course Completion
Monday	<i>Setting the Appointment</i>	<input type="checkbox"/>
Monday	<i>Preparing for the First Appointment</i>	<input type="checkbox"/>
Monday	<i>Conducting the Needs Assessment</i> - Intro To Assignment Four	<input type="checkbox"/>
Tuesday	<i>The Presentation</i> - Intro To Assignment Five	<input type="checkbox"/>
Tuesday	<i>Presentation Skills</i>	<input type="checkbox"/>
Tuesday	<i>Introduction to Objections</i>	<input type="checkbox"/>
Tuesday	<i>Ask for the Order</i>	<input type="checkbox"/>
Wednesday	<i>Service and Renewal</i>	<input type="checkbox"/>
Wednesday	<i>10 Tips To Get The Renewal</i>	<input type="checkbox"/>
Thursday	<i>Broadcast Media in a Digital World: Part 1</i>	<input type="checkbox"/>
Thursday	<i>Broadcast Media in a Digital World: Part 2</i>	<input type="checkbox"/>
Thursday	<i>Broadcast Media in a Digital World: Part 3</i>	<input type="checkbox"/>
Thursday	<i>Managing Expectations and Emotions</i>	<input type="checkbox"/>
Thursday	<i>The Assignment</i>	<input type="checkbox"/>
Thursday	Assignment Three Due	<input type="checkbox"/>
Friday	Meet With Trainers - Course & Assignment Review - Discuss Final Project	<input type="checkbox"/>

Weekly	Week Six - Review	Course Completion
Monday	<i>Setting the Appointment</i>	<input type="checkbox"/>
Monday	<i>Preparing for the First Appointment</i>	<input type="checkbox"/>
Monday	<i>Conducting the Needs Assessment</i>	<input type="checkbox"/>
Tuesday	<i>The Presentation</i>	<input type="checkbox"/>
Tuesday	<i>Presentation Skills</i>	<input type="checkbox"/>
Tuesday	<i>Introduction to Objections</i>	<input type="checkbox"/>
Tuesday	<i>Ask for the Order</i>	<input type="checkbox"/>
Wednesday	<i>10 Tips To Get The Renewal</i>	<input type="checkbox"/>
Wednesday	<i>Service and Renewal</i>	<input type="checkbox"/>
Thursday	<i>Broadcast Media in a Digital World: Part 1</i>	<input type="checkbox"/>
Thursday	<i>Broadcast Media in a Digital World: Part 2</i>	<input type="checkbox"/>
Thursday	<i>Broadcast Media in a Digital World: Part 3</i>	<input type="checkbox"/>
Thursday	<i>Managing Expectations and Emotions</i>	<input type="checkbox"/>
Thursday	<i>The Assignment</i>	<input type="checkbox"/>
Friday	Meet With Trainers - Course Review - Discuss Final Project	<input type="checkbox"/>

Weekly	Week Seven	Course Completion
TBD	Assignment Four (C.N.A.) and Five (Written Proposal) Due	

Weekly	Course Completion
TBD	Meet With One-On-One With Trainers - Final Review

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For program questions, please reachout to one of our trainers...

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