

ENS MEDIA TESTIMONIALS

SEMINARS / WORKSHOPS

"We have been working with Rick Fink and ENS Media for several years now. I have been impressed with his enthusiasm, preparation and "STREET SENSE" for our industry and the current state of the market. Every presentation I've seen has reflected this. Always relevant and intended to address situational problems with real-time solutions. Rick is one of the few people I trust with our sales staff when I leave the room. He is an industry veteran that loves it and gets it. I would heartily endorse and recommend Rick for your next program or conference. I am certain that everyone in attendance will leave with new and valuable ideas to make more money, today. No smoke and mirrors presentation to simply entertain, but career lessons that reveal the essence of our industry. He will bring his competitive winning attitude to your event with the enthusiasm that will make your attendees want to jump to their feet and begin immediately.

I've been doing this for 37 years and I recommend Rick highly and without any hesitations. He is one of a few in that category."

-Dave Beck, GM/GSM, MBC Grand Broadcasting Inc.

"Ingstad Broadcasting in Minnesota is enjoying our partnership with ENS Media, and their help in teaching, training, and assisting our Sales Teams. Rick Fink personally conducted our KNUJ radio TOMA seminar 'Winning in the New Media', in New Ulm, MN. He interacted well with our 60 participants and delivered information that grabbed their attention from start to finish.

With my Sales Team, Rick works hard to be a part of our 'Overall Sales Team', and my reps feel very comfortable with him."

- Jim Bartels, GM, KNUJ AM 860-SAM 107.3 FM, New Ulm MN

"Rick, It's a consensus! You hit a 'home run'! "I would recommend ENS Media to anyone out there trying to build a solid sales staff, rejuvenate an existing sales staff, or redesign and rebrand your marketing image. Rick Fink is a solid, energetic and extremely creative trainer/motivator. I've worked with numerous sales consultants over many years in my career and I can tell you that you won't go wrong calling ENS Media. They're really good!"

-Jeffrey Parke, General Manager, KOLA-FM/KCAL-FM, Redlands, CA

"We hosted our first ever TOMA Seminar in partnership with ENS Media. Several positives resulted in the aftermath of this workshop; we even had more one-on-one meeting requests than what time could allow.

Each attendee took away several new ideas to help with their business, adding credibility to KCHK Sales Team. Ens Media not only equipped the Sales Team with added training materials but shined an improved light on the validity of our ideas.

I feel that our Sales Team is better educated to ask questions and offer "outside of the box ideas", and most importantly, becoming the preferred choice in our market for advertising planning and execution.

Thank you to Rick and his staff for improving the motivation and development of the sales reps of the Ingstad Minnesota Radio Network."

-Matt Reak, KCHK Sales Manager



"The TOMA seminar was tremendous for our clients. Where ENS Media succeeds is really connecting all the dots, instead of overwhelming with information and stats, there are jokes, case studies and more that connect it all together and it left a lasting impression with our clients."

As for the sales staff, it put the TOMA tool in our sales arsenal. Not only did you train us in TOMA, but you retrained us and continue to drive the points home to a spot where reps are establishing confidence talking about it. This will lead to better presentations and closing bigger orders."

-Jeremy Riesenbergs, CRMC CDMC CRSM, Sales Manager/Promotions, Storm Lake Radio

"Rick Fink was a GREAT 'in the trenches' Sales Manager. He wasn't a ratings-driven revenue builder or behind the desk leader. He went out with seasoned and new sellers and worked with them developing NEW Local Direct Business and growing existing business. Rick is one of the BEST Sales Manager/Leaders in the Country".

-Don Jacobs, Market President, Results Radio-Townsquare Media, Sioux Falls

"Rick writes many great articles that pertain to radio advertising and general tips to help radio sellers! He has a great handle on presentations, proposals, ROI, closing, and follow up. it is a pleasure to get his articles which I share with our sales team, with much positive feedback! Thank you, Rick! Great job!"

-Anita Dixon, WMEV FM94 Radio

SOUNDADVICE

"The Power of Sound Advice - As a brand-new client of the Sound ADvice newsletter, I want to share with you the early results. Six weeks in starting with SoundADvice and I set up my first meeting with an agency that would spend about \$1500 every couple of years on my station with one of their clients."

The media buyer opened the SoundADvice newsletter and called to discuss options for another client. At the meeting, we agreed on a \$2000 per month ANNUAL campaign to start, with options for growth as their busy season kicks in. Thank you for the opportunity to offer the personalized Sound ADvice newsletter and all the support materials. I see a long and prosperous relationship ahead!"

-Scott Howard – WOWO, Ft Wayne, IN

"I had been sending Sound Advice to my client for over 4 years. When I first met with them, they were not in a position to market yet and told me when they were ready, they would think of us. I asked if he would be open to receiving a weekly gift from me (SoundADvice) to help him with marketing tips in the meantime."

I stayed in touch with him over the years, but his main contact with me was my weekly SoundADvice email. One day out of the blue he called me up and said, "Ok, I am ready to get my marketing going and because you continued to send me the Sound Advice and stay in touch with me, I want to work with you".

Today this client is dominating three of our eight radio stations and has been consistently marketing with us for three years now! They are very happy with the results that Radio has brought them and thankful for the way we continue to educate them."

- Maggie La Hue, Marketing and Media Advisor, MGC Grand Broadcasting, Inc, Grand Junction, CO



SOUNDADVICE (Con't)

"Not to swell your head but your SoundADvice has been invaluable to us over the past 2 and ½ years. To end that relationship would be a letdown to our reps".

-Bill Morton, President, Quinte Broadcasting

"It was the "bridge" I needed to get him to see I was there to HELP and not SELL.

The Sound ADvice was a great conversation piece and Segway into getting Brad on the radio! Brad purchased a significant dollar value in marketing after 4 years of being an idle account. In addition, the next day I had another grand and he was thrilled to be part of that promotion too.

Sound ADvice doesn't sell radio, newsprint, TV or any other marketing medium but it does provide a positive conversational element that works to create a new dialog with your client. AND THAT helps their business find new success and marketing professionals see results! Thanks, ENS Media for providing Sound ADvice!"

- Michelle M Molden Ascheman, Marketing Advisor

"Exciting news! A client of mine requested your last SoundADvice "How to Leverage Your Suppliers" and I visited with her today. I geared my proposal towards the issue and sold her a SIX-MONTH contract in January! I had been working with her in small doses (selling one month at a time) and could not get an appointment long enough to discuss her overall marketing plan.

Not only will she benefit from getting more repetition that vendor support affords but the long-term agreement allows her to push listeners through the buying cycle. In addition, I can write better ads for her because the dialogue this SoundADvice opened me to learn more about what she is trying to accomplish."

-Rachael King, Marketing Specialist