

OUR ACCELERATE PROGRAM

Helping you achieve Accelerated Success with on-going monthly consultation.

- ▶ Achieve greater impact and connection with listeners and stakeholders
- ▶ Achieve clarity of vision, goals and KPI's
- ▶ Achieve increased financial stability and capacity
- ▶ Achieve a highly effective and engaged team
- ▶ Achieve significant marketplace profile

Planning

Detailed SWOT analysis
Establish key strategic documentation
Three year plan with clear responsibility and time frames
Align budget to strategic plan

People

Our extensive experience in training leaders and staff combined with an excellent range of proven training products will generate outstanding results.

Profit

Revenue raising strategies
Increased advertising sales
Donations
Membership
Grants

Product

Development of formats
Clocks structure
Music selection
Playlist structure and selection
News and community info
Promotion systems
Coaching of on-air talent
Development and coordination of qualitative and quantitative research

Profile

We will help develop a progressive plan that will see a diverse selection of tactics that will raise the stations profile and market share.



TESTIMONIALS

Mike Brewer | CEO Rhema Media New Zealand

Working with Phil Gray has been a pleasure, and his wealth of experience across media platforms gave insight into the [sales] presentations which added significant value to our current and potential clients. Phil is a skilled presenter, able to engage the audience and convey a valuable point within a great story. The results met our expectations so much so that we are now planning an additional series of presentations later in the year. [April 2016]

Nathaniel Garvin | General Manager ultra 106five Hobart Tasmania

We have just completed our first Sales Push with Phil Gray Consulting and I'm pleased to be able to report that it was a great success. Phil showed great flexibility in how he worked with my team and I, and we are more than satisfied with the highest number of contracts sold. A sales push like this has the ability to create momentum for your sales team and change your financial outlook through a single initiative. I highly recommend Phil. [May 2015]

Robbie Parkin | Sales Manager 96five Family FM Brisbane Queensland

We have conducted two sales pushes with PGC with much success both in immediate sales revenue and great relational building with both existing clients and the greater business community. A side benefit is the drawing together of the sales team on one project. He really knows his stuff and is extremely good at keeping the whole team on track.

We have recently started his Accelerate Program and look forward to his input in other areas of the station, drawing on his vast experience right across all areas of broadcast media. Phil is a delight to work with and has the ability to come along side existing teams with precision, patience and passion. I recommend him to you without hesitation. [Dec 2015]

 www.philgrayconsulting.com
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