

Corus Radio – 10% of new business sales come from running NRS Media Sales MAX™ programmes



“Using NRS Media is like a burst of energy for our business.”

Michael Cassar, Sales Manager, Corus Radio.

Corus Radio reaches more than seven million Canadian listeners each week. Their influential portfolio includes some of the industry’s best radio brands, such as 95.3 Fresh FM, 102.1 the Edge, Q107, 630 CHED, CKNW AM 980, 680 CJOB and Country 105, along with a roster of the best Canadian on-air talent. Their brand is all about personality - engaging and connecting with listeners and communities across the country, on-air, online and on site.

Using the power of their national network of radio stations, their clients and partners benefit from customised and targeted marketing solutions. As a result, Corus Radio is the go-to single service solutions provider of choice for Canadian advertisers.



THE CHALLENGE

Corus Radio found itself within a market that had been in steady decline for a number of years, and needed to find new and innovative sales solutions that would successfully reverse that trend. The main challenge for its local cluster stations – which serve mostly local audiences - was to find a good supply of new and high quality local, direct business advertisers.

As Michael Cassar, Sales Manager for Corus Radio explains: “The growth of our local direct revenue depends upon the success of our local direct advertisers. As they grow, we grow. We knew that NRS Media would help us achieve our goals.”

At a corporate level, Corus Radio had already started to use the NRS Media programme to achieve success, so made the choice to extend the programme across its networks.

NRS Media were delighted to take on the challenge – their global reputation is built on understanding local markets and supporting partners to win new clients on a local level.

ENTER NRS MEDIA

Corus Radio now runs the NRS Sales MAX™ programmes across its networks. These bespoke programmes allow sales teams to generate short, quick bursts of incremental revenue throughout the year to boost their new business sales.

Sales training is complementary to the programme, and focuses on successfully encouraging a cultural change within the business that motivates and inspires teams and new employees.

New customers, increased revenue and retention weren’t the only benefits. Fairfax also found that team morale really increased and that staff were much more enthusiastic in their roles – which in turn led to even more sales. Fairfax’s management could see a big difference between the staff that had experienced the NRS Media programme, and those that hadn’t.

TODAY

Corus Radio have realised that there is a quick and efficient way to tap into new business that delivers real, incremental revenue – using the NRS Media Sales MAX™ programmes.

And the bespoke training that comes as part of the package has achieved significant positive cultural change; staff are energised, motivated and most importantly, successful as a result.

AND THE FUTURE?

Michael Cassar, Sales Manager for Corus Radio, is delighted with the relationship with NRS Media, and the incremental revenue they’ve achieved through using their programmes.

He said:

“Using NRS Media gives us a burst of energy and revenue at times that can be quieter. Using NRS Media’s formula is like baking a cake, if you follow the recipe you will achieve success!”