

Attachment B EEO Outreach/Training 4/1/20 - 3/31/21

1. Training and Professional Development:

- a. Our Sales Representatives are provided with weekly group sales meetings with the Leadership Team. These meetings provide training, guidance, sales tips, understanding of goals, support and coaching.
- b. Weekly 1-on-1 meetings with the Leadership Team.
 - Happen every Monday or Tuesday morning
 - Meet with all reps individually via video conference or in person
 - Discuss current, planned, and continuance proposals to clients
 - Discuss goals, needs, and clients who may need contact
 - Training topics for each rep individually based on perceived need or from their asking for certain clients. situations, or policy as a company

- c. We also provide additional sales training using RUMPLE, a media driven sales tool. Rumble training tools help our Sales Representatives to connect today's social world in a way that helps them stay a step ahead of the competition. An online tool that has various video training sessions that all sales representatives are required to complete.

- d. We offer RAB Professional Development Foundations Courses to our Marketing Consultants but any department (promotions, production) can participate. There are 17 online classes with the final exam, resulting in certification as a Radio Marketing Professional.