

Outreach Activities 2021-2022

1. Career Fairs:

2. Community Outreach:

3. Training and Development:

Our Sales/Marketing Consultants are provided with weekly group sales meetings with the Leadership Team. These meetings provide training, guidance, sales tips, understanding of goals, support and coaching.

Our Sales/Marketing Consultants are provided with weekly 1 on 1 sales training. These meetings provide tools and skills to better guide and assist our staff professionally and personally.

November 12, 2021 Multi Market Sales Training. Corporate leadership presented and had discussions on all aspects of opportunities for the Selinsgrove and Stroudsburg staffs, providing support, additional training, and mentoring when and where needed.

We also provide additional sales training using RUMPLE, a media driven sales tool. Rumble training tools help our Sales/Marketing Consultants 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/Marketing Consultants are required to complete.

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