**ELEMENTS OF A RADIO SALES PROPOSAL**

1. List your client’s marketing needs.
2. List reasons why WPPB can help your client accomplish those needs and objectives (what you offer and why you are a good advertising choice).
3. Specific reasons why the client should advertise on WPPB (why you and the client are a perfect match).
4. Proofs you can deliver on your promises.
5. Provide three budget options (i.e. – gold, silver, bronze)
6. Provide other innovative, value-added promotional packages (i.e. – contests, promotional items, website, sponsorships, etc.)
7. Put your complete sales package/proposal together attractively on one sheet of paper.