

## Selling Speed Newsletter Log

<u>Vol./Issue</u>	<u>Date</u>	<u>Title</u>
<b><u>Online List of All Issues:</u></b> <a href="https://us11.campaign-">https://us11.campaign-</a>		
1/1	2015 September	Short Form Shows, Long Term Clients
1/2	2015 November	Rearview Review
2/1	2016 January	New Year, New business
2/2	2016 March	Rubbin's Racin'
2/3	2016 May	Traction Control
2/4	2016 July	Live from Daytona, It's Saturday Night!
2/5	2016 September	Pit Strategy
2/6	2016 October	Primary Sponsor = Premium Pricing
2/7	2016 November	Horsepower
2/8	2016 December	The Spotter
3/1	2017 January	Final Lap
3/2	2017 March	Pole Position
3/3	2017 April	Bite
3/4	2017 May	"I'd like to thank my sponsors..."
3/5	2017 June	Pulling Away
3/6	2017 July	NASCAR Rules (!)
3/7	2017 August	Letters, We Get Letters
3/8	2017 October	10 Seconds Or Less
3/9	2017 November	At Your Service
3/10	2017 December	One Stop Shopping
4/1	2018 January	White Flag
4/2	2018 February	Green Flag
4/3	2018 March	Fish Where the Fish Are
4/4	2018 April	Branded Content
4/5	2018 June	Preception is Reality
4/6	2018 July	All's Fair or All Fairs?
4/7	2018 August	Connecting The Dots

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4/8	2018 October	No Brainer
4/9	2018 November	Shaking The Trees
5/1	2019 January	Odds & Ends
5/2	2019 February	February is (Lug)Nuts
5/3	2019 March	Show Me The Money!: Part 1
5/4	2019 May	Pieces & Parts
5/5	2019 June	Show Me The Money!: Part 2
5/6	2019 July	Something for Everyone
5/7	2019 August	Have you heard us lately?
5/8	2019 September	Show Me The Money!: Part 3
5/9	2019 November	May The Good News Be Yours
5/10	2019 December	Shift
6/1	2020 February	It's Daytona Baby!
6/2	2020 February	BONUS: Local Sales Webinar Recording
6/3	2020 March	Early Season Indicators
6/4	2020 April	When Sales Doesn't Matter
6/5	2020 June	Re-Start
6/6	2020 July	New Normal, New Clients
6/7	2020 August	Playoffs?
6/8	2020 September	New Money
6/9	2020 October	2021 Planning
6/10	2020 December	Ch...ch...ch...changes
7/1	2021 February	BONUS: Local Sales Webinar Recording
7/2	2021 March	New Business
7/3	2021 May	B2B
7/4	2021 June	Execution
7/5	2021 July	Great Idea
7/6	2021 August	Playoffs Redux
7/7	2021 September	It's the Same 'Ol Song and Dance
7/8	2021 October	Audio = Radio
7/9	2021 December	Twass the Night Before Daytona

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8/1	2022 January	2022 NASCAR Local Sales Webinar
8/2	2022 March	Loyd Ford: Radio Consultant
8/3	2022 May	Tony Garcia: Selling Syndication
8/4	2022 June	Recession-proof Sales
8/5	2022 August	Chris Fleming: Selling Digital
N/A	2022 September	BONUS: NASCAR Race to Revenues in 2023
8/6	2022 November	Momentum
8/7	2022 December	The "R" Word
9/1	2023 February	Back to the Future
	2023 March	Flushed with Success
	2023 April	Marc Greenspan: Selling Loyalty
	2023 May	SPECIAL PODCAST Episode
	2023 June	BONUS EPISODE

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### Topic

### Featured Team Member

[.archive.com/home/?u=85f799f946a3291ed378c47c4&id=0415a77ac9](https://archive.com/home/?u=85f799f946a3291ed378c47c4&id=0415a77ac9)

Selling Ancillary programs  
Annual review of your Annual Package

Rusty Wallace  
Eli Gold

Prospecting for New Business  
Client Objections  
Know your audience  
Cousin Ed NTR on location  
WDFN 360 marketing  
Making more money by asking for more  
The right mix of digital with traditional  
Unique NTR promotional opportunities

Joe Moore  
Jeff Striegler  
Winston Kelley  
Kim Coon  
Mike Bagley  
Steve Post  
Dave Moody  
Alex Hayden

2016 article review  
Who's listening and how do they listen  
NASCAR package power words  
Endorsements  
NASCAR fan sponsor loyalty  
Dealing with the popularity question  
Top 3 most asked questions  
6 second ads  
Prospecting the Service Industry  
Selling against TV

Kyle Rickey  
Kurt Becker  
Brian Nelson  
Suzy Armstrong  
Rob Tanner  
Ryan Horn  
Kid Cruz  
Woody Cain  
Buddy Long  
Pete Pistone

2017 article review  
NASCAR Local Sale Webinar recording  
Boomers love NASCAR & Radio  
Expanding your brand  
Why advertising fails  
Creating Events / Event Marketing  
Mid-Season Renewal & Upsell

Marty Hough  
Tyler Burnett  
Rich Culbreth  
Eric Morse  
Cheryl Knight  
Lisa Holman  
Valerie Gladden

## Selling Speed Newsletter Log

Defeating Objections - Auto	Bob Quick
Replacing a Major Sponsor	Nicole Clark
MRN Sales Tools Review	Stephanie Ellis
MRN Lunch & Learn Recording/Video	Doug Watson
Case Study: Financial Advisors	Craig Moore
Article Archive	Hannah Newhouse
Case Study: RV Dealers	Brian Yesowitch
Matching product to client	Kenny Lee
Using MRN audio for sizzle	Darrell Smith
Case Study: QSRs	Wendy Arnold
2019 Fan Growth stories	Dillon Welch
New NASCAR Cup Sponsorship Model	Dan Cressman
When was the last time you listened to MRN	Alexa Henrion
NASCAR Growth continues in 2020	Steve Fridley
What we do when we aren't selling can lead to sales	Our Families
NASCAR continues to grow in a pandemic	None
Challenge your way of thinking to sell	None
Leveraging the playoffs for NASCAR sales	Jeff Wackerlin
NASCAR has ben busy signing new sponsor deals	Frank Beers
New offerings from MRN for next year	NASCAR
Highlighting the 2021 schedule changes	None
Highliging the new ad categories in NASCAR	Julian Council
NASCAR (and Radio) works for Business to Business	Chris Schwartz
Save time, make money	Jason Toy
NTR Idea that also promotes	Dan Hubbard
Using the playoffs to spur next season sales	Hannah Newhouse
Defeating Objections	None
Niche Audio Show on Clubhouse/Podcast	None
Preparation for the the new season of sales	Rusty Wallace

## Selling Speed Newsletter Log

Recording from January 24th, 2022	None
We talk selling NASCAR & challenges for radio in 2022	Alex Hayden
We talk about the similarities between selling fans of NASCAR and Bob & Sheri	None
Revisiting the service industry	Chris Wilner
We talk selling digital even if you haven't already begun selling digital	None
Collaboration with Loyd Ford from Rainmaker Pathways Consulting Works	None
Massive Momentum for NASCAR Heading into their 75th Season	None
4 Recession Proof categories spending Billions in 2023	None
Sometimes "Old School" Just Makes Sense	Todd Gordon
How Cottonelle went to victory lane	D500 Activation
NASCAR Fans and Radio Listeners Are a Loyal Bunch	Pat Jagers
The Next Gen NASCAR Fan Study	None
2023 NASCAR Next Gen Fan Affiliate Webinar Recording	None