

"TOPLINE IS ABOVE THE STANDARD."

Why Eric Jewell of Gillen Broadcasting considers TopLine his sales team's secret weapon.



Spotlight on Eric Jewell, CRMC

- VP/Market Manager, Gillen Broadcasting Gainesville.
- 15 years of media sales experience.
- Prior companies include Clear Channel/iHeart, Cumulus Media, and Entercom/Audacy.



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Eric Jewell
Gillen Broadcasting

Eric Jewell has been a high-performing sales executive for well over a decade. When he stepped into the VP/General Manager role at Gillen Broadcasting Gainesville, he brought a wealth of experience and a CRMC certification in radio and integrated marketing consulting from the Radio Advertising Bureau. He also brought the knowledge that empowering his sales team with TopLine, the sales enablement system from Futuri that has helped its partners secure hundreds of millions of dollars in advertising and sponsorship revenue over the years, would deliver a significant ROI for his new company.

"I'd used TopLine at a prior company and was completely blown away by it. Like most markets, we were struggling with differentiating ourselves from the competition. TopLine immediately helped us stand out," said Jewell in a recent conversation about his experience with TopLine.

Jewell brought TopLine on at Gillen Broadcasting Gainesville and hasn't looked back. "TopLine has worked consistently well in every market where I've used it," he said. "Bottom line, we made a lot of money."

BREAKING THROUGH TO THE CLIENT

"When I used TopLine [in past roles], it was pre-Zoom. Everything was in person," said Jewell, reflecting on how the state of closing the appointment has changed. "Today, TopLine might even be more valuable to us now that it's harder to get a client's attention."

TopLine's Business Acumen content, Instant Insights, and Appointment Prep tools not only help close the appointment, but they ensure the appointments you close are home runs. "When we email TopLine materials to a client, you get those folks on the phone more often than not. That's because of what we do with TopLine," said Jewell.

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"We'll see an article about a trend in Business Acumen and forward that along to a client, and that really gets their attention."

TopLine's AI-driven Personality Prep reports, which give sellers invaluable insight into how best to communicate with a prospect, have been a game-changer for Gillen and his teams over the years. "TopLine Appointment Prep has been huge for us in each market I've worked in," said Jewell. "Specifically, there are some big agencies where it's helped us so much. Sometimes, you just don't know how to approach some clients. TopLine Personality Prep gives you the information you need to tailor your approach and make a great impression."

MAXIMIZING DIGITAL OPPORTUNITIES

When asked how the sales process has changed in the time he's been in the business, Jewell laughed and said, "You have an hour? To summarize, the integration of digital has become crucial. Literally everything we do is attached to the digital frame." TopLine's digital tools, including Digital Prep Reports, which deliver insights into your prospects' digital marketing efforts and where you can fill in the gaps, give sales teams instant digital credibility, and help uncover new revenue streams for broadcasters. "Digital is part of every proposal we send out. Of course, we're using TopLine digital intelligence," Jewell said. "There are so many different outlets we have to contend with. If we don't offer digital, we don't complete the package."

STANDING OUT FROM THE COMPETITION

Speaking of contending with other outlets, Jewell's team relies heavily on TopLine's fully designed presentations, which use data, visuals, and compelling copy to articulate the value of a station's audience and its match for an advertiser's dollars, to set themselves apart from the competition.

"When we see proposals from other big players in radio and TV, they just don't compare to the presentations created by TopLine," Jewell said. "They're typical — a lot of text, and so old-school. Having TopLine be able to create powerful and great-looking presentations quickly gets sales teams out of the habit of putting together a cookie-cutter presentation that looks awful by comparison. When we can get that appointment, either in-person or by Zoom, and we get to pitch our proposal, I know that we have an advantage."

TOPLINE AS A TRUE PARTNER IN SALES EFFORTS

TopLine prides itself on being a true partner to its clients and being invested in their success, something that has not gone unnoticed by Jewell. "There's no question about it — there are people behind the product. The onboarding and training with TopLine have been so good," Jewell said. "Our TopLine contact will send me information on things we might not be thinking about, like Valentine's Day opportunities. That makes it easy to call on categories of businesses we might not have gone after." That personal touch extends to the day-to-day details as well. "There have been times when I've needed something special or very last-minute. I reach out to my contact, and it's handled," Jewell said.