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Keyword: Michael Delich

5-60 Word Biographies

1. **Michael Delich: Billboards as Marketing Tools**

Michael Delich of Waitt Outdoor, LLC, knows that billboards and other forms of outdoor advertising are not outdated and are more than able to compete with internet sales methods. Marketers can use the billboard and other types of outdoor marketing to promote their products in a manner that can prove to be quite profitable and just as effective today as digital forms of advertising.

2. **Michael Delich: Sales and Marketing**

Michael Delich, president of Waitt Outdoors LLC, has perfected the skills needed to be prolific and profitable in the world of sales. Having a vision for the future and creating a proactive plan that uses technology are key components of success in today's world of sales. Sales practices need to be constantly and consistently reviewed, assessed, and updated to reflect the times and audience demographics.

3. **Michael Delich: Strength Based Management**

Michael Delich, president of Waitt Outdoors LLC, has often employed strength based management practices to create successful interpersonal relationships with employees of all kinds. Realistic expectations and continuously developing leadership skills are areas the executive himself must strengthen to better serve his staff and company. By presenting clear career paths that cater to employees' strengths, an executive will find himself operating a much more successful company.



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4. Michael Delich: Effective Hiring Practices

Michael Delich, president of Waitt Outdoors LLC, became successful in his position because of his ability to hire the right staff and create teams of employees who made their companies profitable. The most accurate predictor of future performance involves asking candidates to provide specific examples of their skills during the interview process. This behavior-based interview style is a valuable tool to help an executive find the best staff possible.

5. Michael Delich: Managing Employees

Michael Delich, president and partner of Waitt Outdoors LLC, has learned the art of managing people and their talents for the benefit of the company. Experienced executives know that management is difficult, and they must work with a myriad of personality quirks and strengths and weaknesses. Efficient executives keep this truth in mind while positively approaching employee issues and concerns.

12-250 Word Blog Posts

1. Michael Delich: Billboards for Marketing

Savvy sales and marketing professionals, like Michael Delich, president and partner of Waitt Outdoor, LLC, know the attention that billboards still garner as sales and marketing tools. Marketers can use the billboard and other types of outdoor marketing to promote their products in a manner that can prove to be quite profitable.

Specificity of message and careful choice of location are two of three key components to have a successful sales campaign through the use of billboards. A concise and visually attractive message is imperative, especially in billboard locations that are glanced at quickly via some mode of transportation. Location is equally as vital, as smart marketers will know their key audience and select a location that will expose their sales campaign to the right people in the place that provides the highest traffic of the stated demographics. The third important component is making sure that the above two items are tied in with a clear, measurable call-to-action and a simple, easily remembered URL address (digital trail).



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Michael Delich of Waitt Outdoor, LLC, and other highly professional and successful company presidents, understand that it is unwise to dismiss billboards and other forms of outdoor advertising as outdated or unable to compete with internet sales methods. Nearly 58% of people learned about an event they were interested in from billboard advertising, 32% visited a retailer within a week of seeing a billboard ad for that company, and 58% learned about a restaurant they eventually visited. Billboards and other outdoor advertising platforms are as or even more effective today as digital forms of advertising.

Source: <https://www.marketingtechblog.com/outdoor-advertising-stats/>

2. Michael Delich: Music Business

Michael Delich, president of Waitt Outdoors LLC, and former director of American Gramophone Records, and other music business associates are all too aware of the difficulty that the music industry faces in modern times. The largest difficulty facing the industry is the listeners' continuing trend toward streaming music, which leaves many companies battling each other over pennies as opposed to dollars.

While the resurgence in vinyl has continued to increase over the last few years, music businesses have alternately had to face the advent in the popularity of streaming music. Streaming services like Spotify, Pandora, and YouTube, now make up about 34.3% of music sales, more than the revenue brought in by digital downloads. In 2015, paid music streaming services brought in \$1.2 billion in sales in the United States alone. Record companies have made streaming subscriptions a priority in their sales platforms, but music artists are highly suspicious of what profits they may receive from this process.

Record business directors, like Michael Delich, know that the biggest issue the music industry has faced, and one of the main reasons it is in dire straits now is the decline of CD sales, which have dropped 84% in the last ten years. That loss of profit is unlikely to ever be recovered, and certainly won't be made up for by digital or streaming sales. Some music directors and executives believe that more fairness is needed in the industry so that all parties in the music community receive the compensation they deserve for their time and talent.

Source: http://www.nytimes.com/2016/03/25/business/media/music-sales-remain-steady-but-lucrative-cd-sales-decline.html?_r=0



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3. Michael Delich: Sales and Marketing

Successful sales and marketing professionals, such as Michael Delich, president of Waitt Outdoors LLC, have perfected the skills needed to be prolific and profitable in the world of sales. A key part of being successful in modern sales is having foresight and developing a proactive plan that comfortably uses technology to advance its success.

Sales and marketing executives who want to remain prosperous and at the top of their field are aware that sales practices need to be constantly and consistently updated to reflect the times and the customer base. Professionals must be familiar with the world their target audience lives in and **craft** their pitch to give the buyer what he wants: an expert working with his current and future productivity and benefits in mind. Sales managers also need to accept and willingly cater to the digital customer, one who can have information about the sales company, both positive and negative, pulled up via Google in mere seconds.

Michael Delich and other prominent and experienced sales executives also focus on identifying the customer's needs and concerns, rather than just trying to pitch a product blindly to the consumer. Many people don't care to hear the traditional sales pitch anymore, but are more receptive to the marketing company representative that can help the customer's business expand and become more profitable. Focusing on future results is integral to a successful relationship between salesman and client. Finally, a perceptive sales executive will know that he must keep his sales techniques updated, especially in a digitized world where sales methods and practices can rapidly change.

Source: <http://bookboon.com/blog/2013/03/the-key-sales-skills-of-the-modern-sales-professional/>

4. Michael Delich: Strength Based Management

Michael Delich, president of Waitt Outdoors LLC, and other prominent company executives have long employed strength based management practices to create successful interpersonal relationships with employees of all kinds and to maintain a profitable company. Much of this comes down to realistic expectations and honing leadership skills on the part of the executive himself.



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One of the most important strength based management techniques is to focus on what a company's employees are capable of doing, rather than dwelling on what they cannot accomplish. As all employees have differing strengths and weaknesses, the manager can build better relationships and employee morale by emphasizing the positive. Instead of trying to change the impossible, a good manager should consider changing the responsibilities or roles of his employees to better reflect and play to their strengths. By creating specific career paths that are catered to employees' talents, a sales executive will find himself operating a much more successful company.

Prudent and profitable sales and marketing executives, like Michael Delich, have headed successful companies because they spending more time focused on the employees with the strongest skills rather than dedicating lost time trying to get underperforming employees to do what they are not talented enough to do. The strongest employees will do the most for a business, and so those are the people executives need to spend more time working with. Finally, sales managers and executives should treat their employees as they do the company's clients, as valuable individuals on whom the fate of the company rests.

Source: <http://www.ignitiongroup.com/guide/how-to-take-a-strengths-based-approach-to-managing-people/>

5. Michael Delich: Hiring Practices

Prolific and prominent sales and marketing executives, like Michael Delich, president and partner of Waitt Outdoors LLC, became successful in their positions because of their ability to hire the right people and create teams of employees who made their companies profitable. There are key components to the hiring process that executives should consider before offering a job to a candidate.

Effective hiring practices should be considered from four different approaches: automated resume searches and screenings, judging a candidate's job skills and abilities via simulations, asking candidates to give specific examples of their stated skills and talents, and producing tests to determine if a candidate best fits with the company's overall goals and mission. Automated resume searches and screening can make the hiring process far more efficient by streamlining the candidates who apply for a position and saving time determining who is qualified for the job. Many companies have shied away



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from testing or simulated scenarios in job interviews, but more companies have indicated that this method is one they will use in the future to more accurately gauge a candidate's fit for an open position.

Michael Delich and other successful sales executives have used one of the most accurate predictors of future performance, asking candidates to provide specific examples of their skills during the interview process. This style of interviewing ("behavior-based") is one that 94% of companies already use, and that many have indicated they will utilize even more in the next year. These hiring practices are valuable tools that can help executives and managers find the best people for the job.

Source: <http://www.inc.com/articles/2002/01/23815.html>

6. Michael Delich: Negotiation in Sales

Shrewd, confident, and successful sales and marketing professionals, like Michael Delich, president of Waitt Outdoors LLC, are experts at the methods of negotiation. Mastering this skill is integral to operating a profitable sales campaign. Negotiation techniques can come in handy in virtually any sales or marketing scenario, and experienced executives, such as Delich, are aware and ready for any opportunity to use these skills to their advantage.

Efficacious sales managers will use numerous negotiating methods to make a sale. Negotiation should be done using conversation and language that is light and friendly so as to avoid harshness or negativity. Sales executives also need to be sure that they are negotiating with the right person: the decision maker. Otherwise, the sales executive may end up on the losing end of profitability in the sale. Savvy negotiators also avoid putting anything in writing until the sales pitch and ensuing conversation has concluded. Because of the volatility of the negotiation process, the executive needs to be sure that the sale is concluded before committing anything written to a binding contract.

Michael Delich and other successful sales and marketing professionals have used other negotiation skills en route to making a sale. Sales managers should clearly define ahead of time the concessions they are able and willing to make during the negotiations. It also pays to let the potential client speak first in the negotiation process; instead of offering a discount up front, the executive should hear what the client has to say or offer first. Additionally, if a customer would like a discount in pricing, the negotiator should avoid giving a range to work with. Be definite in the discounted number offered to the customer.



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Source: <http://blog.hubspot.com/sales/essential-negotiation-skills-for-salespeople#sm.00007agi1zo5kex2u3c2b28i65zsn>

7. Michael Delich: Managing Difficult Employees

Michael Delich, president and partner of Waitt Outdoors LLC, like other successful sales and marketing executives, has mastered the art of managing people to maximize their talents for the benefit of the company. All executives must face the challenge of managing individuals who are difficult to work with at various times in their careers.

Experienced sales and marketing executives know that management in and of itself can be a difficult job. These individuals must learn to work with and manage people of all different personalities and with a diverse range of skills and talents. It's important for these executives to acknowledge the difficulty in managing employees, but even more important for them to keep this truth in mind while approaching employee issues and concerns with positivity.

Another key component in managing people effectively is developing the ability to see situations from other people's perspectives. Attempt to identify environmental triggers or issues in management style that may be hurting the employee more than helping him. Successful executives are masters at self-reflection and assessment, and will be willing to change their styles if necessary for the good of the worker and the company.

Shrewd, savvy marketing and sales executives, such as Michael Delich, help to give their employees the best shot at success by giving them clear, defined measurable job objectives and goals. This eliminates any mystery, debate, or confusion about an employee's responsibilities and gives the employee clear measurements to meet, which eases uncertainty and stress. Defined goals and responsibilities is a vital component to being a successful manager.

Source: <http://www.forbes.com/sites/victorlipman/2014/06/09/6-tips-for-managing-people-who-are-hard-to-manage/#34d2e877796d>



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8. Michael Delich: Technology in Sales and Marketing

Prominent and profitable sales and marketing professionals, such as Michael Delich, president and partner of Waitt Outdoors LLC, remain cognizant of the new developments in technology and how those changes can benefit their sales profits and company in general. Advancements in technology have helped business streamline their sales processes, giving those companies a better chance to be as profitable as possible.

Pragmatic and far-sighted executives are aware that technology has become a daily aspect of people's lives, therefore it would behoove a company to use the most current technological processes to become more successful. Studies have shown that as of December 2014, 42.3% of the world had access to the internet. Wise sales executives work daily to take advantage of reaching such a vast potential audience. One tech method that companies have begun using more often is the use of analytics. This saves sales teams an immense amount of groundwork and time generating leads for clients who are most likely to be the target audience for the company's products.

Employing sales force automation is another advancement in technology that can be of significant benefit to a company. By using technology to automate previously time-consuming tasks, employees are freed up to focus their skills and talents in areas that will better benefit the company's bottom line.

Experienced sales and marketing executives, like Michael Delich, use technology to their company's advantage. This is vitally important when it comes to the creation of social platforms and the use of mobile technology. Delich and other executives are aware that 78% of sales professionals who use social platforms outsell their competition who don't, and 93% of consumers who use mobile technology to learn about products end up purchasing those products.

Source: <https://www.salesforce.com/blog/2015/08/6-ways-technology-streamlined-sales.html>

9. Michael Delich: Radio Business Sales

Michael Delich, president and partner of Waitt Outdoors LLC, has, like many other successful and profitable executives, a wide range of experience in sales and marketing. One area of particular interest



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in modern times is surviving in the radio business, a significant challenge in the age of the internet. Delich, who headed Waitt Radio for a time, is aware of the daunting prospects facing radio executives today.

Sales and marketing executives in the radio business have had to change and adapt the focus of their style due to the impact of technology on the medium and the changing consumer base. Executives can no longer depend on selling based on volume or ratings; sales executives must meet with potential clients and personally convince them that advertising on radio can still be a beneficial and profitable venue. In order to gain and then keep a client, sales executives must be able to clearly prove that the client will see a return on her investment, and will reassure the client that the sales company will make sure that all approaches it takes are worthwhile, or immediately change the ones that aren't generating profit.

Savvy sales and marketing professionals, like Michael Delich, know that in the radio industry, measureable outcomes are necessary to keep the client. This means identifying the demographics the client is trying to reach, and then seeing the situation from that audience's perspective. If radio is the medium that a company which sells engagement and wedding jewelry uses, the sales executive must visit the company and develop an advertising strategy that will appeal most to the company's targeted audience.

Source: <http://www.markramseymedia.com/2013/01/dave-ramsey-on-the-future-of-radios-business-model/>

10. Michael Delich: Television Business Sales

Many profitable sales and marketing executives, such as Michael Delich, president and partner of Waitt Outdoors LLC, and former executive of Waitt Television, continue to identify the television business as a profitable medium for sales. Despite the rise in internet sales, television has more than held its own in terms of advertising profitability in modern times.

In May 2016, executives from major networks like Time Warner and CBS reported advertising revenue growth, with other networks like Fox and CNN also noting a significant increase in ratings, and thereby, advertising proceeds. This profitability defines the television business as a lucrative one for sales despite



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the competition from streaming services, the internet, and YouTube. One element that television has continually working in its favor is its desirability as a platform for viewers to watch large scale spectacles, like the Olympics or the Super Bowl. Events that have such significant social impact are still viewed on television, making television a medium that, in this instance, can't be beat.

Michael Delich and other television sales executives have also used the internet to their company's advantage. Not only can clients pay for advertising slots on basic cable, but they can also purchase advertising time during full episodes of shows that are streaming on apps, the network's website, or on services like Hulu or Roku. Television does still have a struggle ahead, as more advertising revenue moves to digitized mediums, however, as executives like Delich can attest, television is still a dominant force in society and has already proven itself to be adaptable and capable of survival.

Source: <http://www.wired.com/2016/05/nope-tv-business-isnt-dead-yet-far-really/>

11. Michael Delich: Effective Marketing Techniques in Sales

Michael Delich, president and partner of Waitt Outdoors LLC, and other successful sales and marketing professionals, earned that success based on honing their marketing skills to make their companies profitable. Executives employ proven marketing strategies by acting on behalf of the needs of the company.

Successful marketing executives, like Delich, know that business marketing is a long-term project that is comprised of years of complex marketing strategies and platforms, involving both online and offline techniques. A key component to success as a business marketing executive is familiarity and proper employment of the business-to-business model (B2B). In order for B2B models to be profitable, business executives must be sure that promotion, placement, price, and product are all used to competitively promote the sales product in question. In order to accomplish this task, efficient business marketers will create an integrated marketing communications strategy so that products and the promotional strategies created to promote them efficiently support one another.

The B2B model allows savvy business marketers, like Michael Delich, to employ various methods to promote sales products and campaigns. Some of these methods can include social media (podcasts, blogging, social networking) to drive web traffic to the company's website and online channels. Business



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marketers can still effectively use some of the more tried and true methods of sales promotions, such as corporate websites, trade shows, industry white papers, and webcasts. These mediums can assist the business executive in generating sales leads and building name recognition and brand awareness. Business executives can use customer relationship management (CRM) to evaluate the success of their sales campaigns over the course of many months and sales cycles.

Source: <https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/business-to-business-marketing-5/business-markets-44/defining-business-marketing-220-8383/>

12. Michael Delich: Strategic Planning for Business

Michael Delich, president and partner of Waitt Outdoors LLC, and other successful sales and marketing executives, earned their accolades and experience through employing efficient strategic planning methods to make their companies profitable. There are some key strategic planning methods that can assist a manager and his organization in creating a clear vision for the future and then achieving that goal.

An effective and successful business manager will use engagement to get his employees on board with the vision and end goals of a sales and marketing campaign. Engaging the staff in the process will empower them and lead to lucrative results for the company. In strategic planning, success only comes when all employees of all departments understand the plan and are involved in making the plan a reality. At this point, the marketing executive needs to use innovation to advance the strategic plan to the next level. Creating teams of employees who don't fully understand the strategic plan and expecting them to be innovative is a recipe for failure. It is the business executive's responsibility to clearly deliver the plan and provide appropriate innovative techniques to his employees. Businesses that have a successful track record of excellent strategic planning are Google, BMW, and Apple.

Profitable sales and marketing executives like Michael Delich know that promoting an engaging, vibrant company culture is another vital component of a successful strategic plan. Clear communication from management to staff is key, especially in regards to strategic plans and change **within the company**. Executives need to make sure their staff is on board with changes in plans, and not afraid to see them implemented.

Source: <https://bia.ca/5-key-factors-to-successful-strategic-planning-2/>



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1-400 Word PDF Article

1. Michael Delich: Sales and Marketing Professional

Michael Delich, president and partner of Waitt Outdoors LLC, has, like other successful sales and marketing executives, perfected the skills needed to be profitable in sales. Proficient sales and marketing executives have developed their abilities to gauge future trends and revenues, especially through the adaptation of technology.

Sales practices need to be constantly and consistently current to allow executives and their sales teams to effectively and efficiently reach their clients and the client's audience demographics. Professionals must be familiar with their target audience and focus on providing the client with what he wants: an expert working with his company's current and future productivity and profitability in mind. Sales managers also need to accept and willingly cater to the digital customer who has a wealth of information about the company right at her fingertips via the internet.

Executives also need to fully embrace the concept of the business-to-business model (B2B). This method will only be successful for an executive and his company if approached in the right way. The executive needs to establish online sales channels, explore multiple social selling solutions, adopt sales marketing automation methods, and implement sales enablement solutions. The savvy marketing executive will also be sure that his staff is fully equipped with the best technological tools possible to do their jobs, like mobile phones and tablets. Additionally, a profitable sales executive will know that he must keep his sales techniques updated, especially in a digitized world where sales methods and practices can rapidly change, for both his sake and his employees' morale.

Prominent and experience executives, like Delich, know that they themselves have to stay current in their management field. This means a smart executive will read recent sales books and materials, and use podcasts or DVD programs to learn new sales techniques from other masters of marketing. A marketing and sales executive dedicated to his trade and his company will take personal responsibility



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for his own management growth and development, which will not only reflect well upon him to his staff but also will work to the benefit of the company.

Like other prominent and experienced sales executives, Michael Delich also focuses on identifying the customer's needs and concerns, rather than just trying to pitch a product blindly to a client. Customers are not interested in the traditional sales pitch anymore, but are more receptive to the marketing company representative that can help the customer's business expand and become more profitable. Focusing on future results is integral to a successful relationship between sales executive and client.

Source: <http://bookboon.com/blog/2013/03/the-key-sales-skills-of-the-modern-sales-professional/>

1-350 Word Press Release – Standard

1. Title: Michael Delich: Marketing and Sales Strategist for Waitt Outdoor LLC

Michael Delich, president and partner of Waitt Outdoors LLC, located in Omaha, Nebraska, has established a significantly successful career in marketing and sales. Delich's proficient sales and marketing acumen has allowed him to gauge future trends and revenues for the many companies he has headed, especially through the adaptation of technology.

Delich's forty year career has seen him successfully manage a diverse range of companies and divisions. His time in the Navy and then as a manufacturing representative helped him prepare for a step up in his career, purchasing the Meyerson Distributing company, a wholesale electronics and appliance subsidiary. After the dissolution of the company, Delich took his experience and talents to American Gramophone Records, where he was named director of a company that was generating over \$1 million in sales per year. By employing his experience in sales, marketing, and directing, Delich was able to help American Gramophone Records grow its revenue at a rapid rate. Over his eleven years with the company, Delich employed a unique strategic business plan that led to the sale of 25 million records. This made American Gramophone Records one of the leading independent record companies in the United States.



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After American Gramophone Records, Delich went to work for Waitt Media, in Omaha, Nebraska, and was promptly made president and chief operating officer of a variety of Waitt divisions, including: Waitt Radio, Waitt Television, Waitt Outdoor, Waitt Interactive, Gold Circle Entertainment, and Gold Circle Films. Eventually, the record, radio, television, and film companies were sold, and Delich took a step further by buying into Waitt Outdoor to exclusively manage that entity.

Michael Delich has continued to employ his wealth of sales and marketing skills to make Waitt Outdoor an extremely profitable marketing tool. Outdoor advertising continues to be one of the most effective ways to reach an extensive audience. Delich firmly believes that billboards and other forms of outdoor marketing, when combined with proper location and studies of targeted demographics, can be just as if not more valuable than other, more digitized sales methods. Through Delich's insight, talent, and leadership skills, Waitt Outdoor continues to profit by offering customers speedy proposals, low rates, and prime locations in the Midwest.

Summary: Michael Delich's vast experience in sales and marketing has led Waitt Outdoor LLC to a profitable level.

Location: Omaha, Nebraska

About: Michael Delich is a successful sales and marketing executive with forty years of experience in business sales strategies.

Categories: (sales, marketing, strategies, Michael Delich)

PR Contact: N/A

