

Michelle Parisi

Description

Sales Coach and Consultant

Michelle.Parisi@BusinessDevelopmentU.com



Michelle started her career in sales in 1990, selling advertising. She has sold newspaper retail display space, cable television commercial time and radio commercial time. Michelle primarily spent her career in radio sales, first as an Account Executive at WWDB, 96.5FM and WRKO 680AM. Michelle became a Sales Manager at the Greater Philadelphia Radio Group, as Managing Director of Greater Media Marketing and Local Sales Manager at WMGK, 102.9FM. She oversaw and developed sponsorship opportunities, marketing events and customized campaigns for regional clients.

Michelle is adept at strategic planning, prospecting, managing objections, negotiating, proposal writing and closing deals. As a manager, she trained and worked with many sales professionals, helping them develop their skills. Her results oriented approach helped guide her team to both develop new business and grow market share with existing clients.

Michelle also has many years experience with non-profit fundraising and internal management. She has held various non-profit board positions and has done freelance work as a media buyer.

Michelle graduated from Pennsylvania State University with a BA in Advertising.

Michelle lives in Berwyn, PA with her husband and 3 children.

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Author

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