

Selling Local Radio, the U-Rock Way

A complete field guide for the U-Rock® sales representative —
from the first cold call to a signed, paid, on-air advertiser.

Prepared for: Paula Guerrieri — Founding Sales Representative

Starting territory: WPHL-DB · U-Rock® Philadelphia (Delaware County)

Path: WPHL local → Regional support → National Sales Lead

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01 Welcome, Paula

You are not selling ads. You are helping a local business owner get their name in front of their own neighbors, on a real radio station, for less than they spend on napkins in a month.

U-Rock® Network is an independent broadcast network. **WPHL-DB — U-Rock® Philadelphia** is our Delaware County station: real streaming, real local programming, a public station page, a community directory, and a growing local audience. Your job is to connect the businesses of Delco to that audience.

You are starting as our **founding sales representative**. That word “founding” matters — it means you get the best commission rate we will ever offer, and it means we are grooming you. Prove you can sell WPHL, and the plan is to move you up: first helping the region, then running national sales for the whole network. Start local. Win local. The rest follows.

The one rule that never changes: everything we sell is real. Real station, real spots that actually air, real proof of delivery. We never promise what we can't put on the air. An honest rep with a real product outsells a smooth talker every single time.

02 What You're Actually Selling

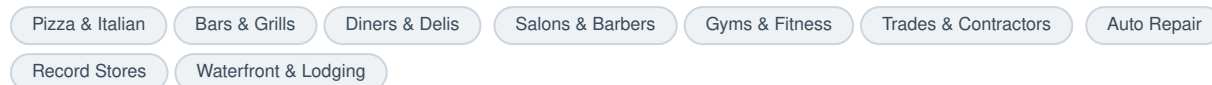
When you walk into Cocco's Pizza or the barber shop in Boothwyn, here is the product in plain English:

- **Airtime** — :30-second spots that play in rotation on WPHL-DB, the U-Rock® Philadelphia stream.
- **A place on the station's website** — a listing, a banner, or a full write-up on the WPHL public page and the local business directory.
- **A story** — for the bigger packages, a real featured article about their business, with photos, that we publish and promote.
- **Local credibility** — “As heard on U-Rock® Philadelphia” is something a corner pizza shop can put in their window.

You are the cheaper, friendlier, *local* alternative to a Facebook ad they don't understand and a radio conglomerate that won't return their call. We answer the phone. We know their town. That is the whole pitch.

Who buys (your categories)

Our WPHL lead book is already sorted into the categories that buy local radio. Lead with these:



Delco is pizza country — a quarter of the whole book is pizza shops and Italian restaurants. They compete hard on the same three blocks, they already believe in local, and they buy fast. Start there.

03 The Packages & Prices

Know these cold. When an owner asks “what’s it cost,” you never say “let me check” — you say a number and you say it with a straight face.

Starter packages — your bread and butter

PACKAGE	PRICE	WHAT THEY GET
Local Special	\$200	The combo starter — entry point for a first-time advertiser who wants to test the water.
Local Starter	\$249	20 × :30 broadcast spots + a business directory listing. Your go-to first sale.
Local Plus	\$499	40 × :30 spots + homepage placement + directory listing.
Community Partner	\$995	80 × :30 spots + homepage banner + a featured write-up.

Itemized — build-your-own or add-ons

ITEM	PRICE	NOTES
Morning :30 Audio Spot	\$40	Per placement. Scheduled log proof + monthly report.
Afternoon :30 Audio Spot	\$35	Per placement.
Hero Banner	\$150/mo	Top-of-page banner, correct artwork + link + impression report.
Article Sponsor	\$75	Per month or per feature. Sponsor label + link.
Show Sponsor	\$200/mo	Opening/closing IDs + page placement.

Bigger game (for when you grow into region + national)

PACKAGE	PRICE	SCOPE
Regional Sponsor	\$2,500	200+ spots across 3 cities + regional banner.
Network Sponsor	\$5,000	500+ spots across all affiliates + national placement.

Anchor high, sell the middle. Mention the \$995 Community Partner first so the \$249 Local Starter sounds like the easy yes. Most first sales land at \$249–\$499. That is a perfect first sale.

04 How You Get Paid

You are on a **60% founding commission rate** — the highest rate in the entire U-Rock® ladder. Nobody hired after the founding group gets this. It is yours because you got here first and you’re helping us build the machine.

Every dollar a business pays is split automatically by the system the moment payment clears:

WHERE IT GOES	STANDARD	YOUR FOUNDING DEAL
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Network (the house)	30%	30%
Production (making the spot/art)	5%	5%
Rep commission (you)	20%	60% of the rep share (founding)

The splits are enforced in the system per seat — your seat is stamped at the 60% founding rate. You don't calculate anything; the ledger does it and it's all visible in your Deals tab.

What that looks like in real money

- Sell a **\$249 Local Starter** → you're earning the founding rep share on it — a meaningful cut of every single deal, not a token.
- Sell **five** Local Starters in a week — that's \$1,245 in business written, and you stack commission on all five.
- Payouts run through **PayPal** to your payout email on file (guerrieripaula983@gmail.com). When a deal is marked paid, your commission is ledgered and paid out to that address.

Owner & manager-sold deals carry no rep cut — that's normal and it protects the math. Your deals, that you source and close, are where your commission lives. Go source deals.

05 The Sales Dashboard — Step by Step

Everything happens in one place: **sales.urock.network**. You log in with your seat email — guerrieripaula983@gmail.com. No password to remember; the seat email is your key. If it ever won't let you in, that means the seat was paused — call HQ.

The flow, start to finish

- 1 Find a lead.** Open your Leads list. It's already loaded with Delco businesses, sorted by category. Filter to a category (start with Pizza), pick one with a phone number, and click in.
- 2 Work it.** Call or walk in. Log what happened right there — set a follow-up (+1 day, +3 days, +7 days, or pick a date) and drop a note. The board remembers so you don't have to.
- 3 Create the proposal.** When they're interested, hit **Create Proposal** at the top of the Propose tab. Pick the package (Local Starter \$249 is your default). Because your seat is active, the proposal **auto-approves** — you don't wait on anyone.
- 4 Send the PayPal link.** The deal shows up in your **Deals** tab with a **Take Payment** button that generates a PayPal link. Text or email it to the owner. They pay from their phone.
- 5 It goes live.** Payment clears → the ad goes on the air and on the page automatically, the revenue split fires, and **your commission lands in the ledger**. Done.
- 6 Ad Studio (optional).** You can publish an ad straight to the station yourself — it's stamped with your name as the seller. Use this when an owner hands you their logo and says "just make it happen."

The dashboard's motto: "You are the approval." As an active seat you don't wait for HQ to bless a proposal — you create it, it approves, you collect. That's the founding-rep privilege. Use it responsibly.

The tabs at a glance

TAB	WHAT IT'S FOR
Leads	Your prospect list. Filter by category, sort, click to work.
Propose	Build and send proposals. Create-proposal button is at the top.
Deals	Live deals, PayPal links, Take Payment, and your commission ledger.
Ad Studio	Publish an ad straight to the station, stamped as yours.

06 Your Daily Rhythm

Sales is a numbers game played on a calendar. The reps who win aren't the smoothest — they're the ones who show up and make the calls every single day.

Daily minimums (WPHL local)

- ☐ **10 contacts** — calls or walk-ins to businesses on the board.
- ☐ **3 proposals** sent to warm prospects.
- ☐ **Every conversation logged** the moment it ends — note + follow-up date.
- ☐ **Clear yesterday's follow-ups** first thing — the board shows you what's due.

☐ **Write tomorrow's top 3** before you close the laptop.

Why walk-ins beat cold calls in Delco: these are corner shops. The owner is usually behind the counter. A friendly face at 2pm on a slow Tuesday — between the lunch and dinner rush — beats a phone call every time. Bring a one-page sheet, leave it behind, follow up in two days.

07 The Pitch — Word for Word

Memorize the shape, not the script. Sound like Paula, not a robot. But have these in your back pocket.

Walk-in opener

YOU SAY

"Hi — are you the owner? I'm Paula with U-Rock® Philadelphia, the local radio station right here in Delco. I'll be quick — I help spots like yours get on the air and in front of the neighborhood for about the price of a couple large pizzas a month. Can I show you a one-pager and leave it with you?"

The value in three sentences

YOU SAY

"We're the local station — real spots on the air, plus your name on our website and business directory. A starter runs \$249 for twenty spots and a listing, and it's live the same day you say yes. Your competition down the street isn't on it yet — you could be first."

Objection handling

"I don't have the budget."

"Totally fair — that's why we start at \$249, not \$2,000. It's a one-time test, not a contract. If it doesn't bring you a single customer, you never have to do it again. But you'll hear yourself on the air."

"Does anybody actually listen?"

"It's a growing local stream, and you're also getting the website listing and directory spot that everybody who checks us out sees. You're not just buying ears — you're buying your name in three places for one price."

"Let me think about it."

"Of course — here's the one-pager. Tell you what: I'll check back Thursday. If you want, I can hold the founding starter rate for you until then. Sound fair?" (Then actually set the Thursday follow-up in the dashboard before you leave.)

"I already advertise on Facebook."

"Perfect — this stacks on top of that. Facebook is you chasing them; radio is you being everywhere while they cook dinner. And your listing lives on our site whether or not they're scrolling that day."

Always close for the next step, not the whole deal. The goal of a first visit is a follow-up date or a proposal sent — not always a signature on the spot. A booked Thursday call-back is a win. Log it.

08 Your First Week — The Callable List

*We just verified the WPHL book. Right now **14 leads have a working phone number** — these are your Week One. Start at the top; they're the fastest yeses.*

BUSINESS	CATEGORY	TOWN	PHONE
Cocco's Pizza	Pizza	Aston PA	610-494-4797
Pappone's Pizzeria	Pizza	Aston PA	610-492-1090
Swarthmore Pizza & Family Rest.	Pizza	Swarthmore PA	610-543-3474
Claymont Steak Shop	Deli / Steaks	Claymont DE	302-798-0013
Charlie's Pizza	Pizza	Claymont DE	302-798-6244
Linwood Pizza	Pizza	Marcus Hook PA	610-485-4900
Little Anthony's	Restaurant	Media PA	610-565-1117
The Country Deli	Diner / Deli	Gradyville PA	610-558-3354
320 Market Café	Café / Deli	Swarthmore PA	610-328-7211
Copley's Cafe & Tavern	Bar & Grill	Boothwyn PA	610-859-9222
Springfield Ale House	Bar & Grill	Springfield PA	484-472-6742
SqueezeBox Records	Record Store	Wilmington DE	302-510-9429
Goodies Disc Exchange	Record Store	Holmes PA	610-532-3472
Greatest Hits Records & Books	Record Store	Media PA	610-242-9600

The record stores are a special play. U-Rock® is a music network with its own record label. SqueezeBox, Goodies, and Greatest Hits aren't just advertisers — they're natural partners. Lead with "we're the local music station and label, and we should be working together." That's a warm door, not a cold one.

The other ~56 businesses in the book still need phone numbers pulled — HQ is enriching them in batches. As numbers land, they'll appear on your board. Don't wait on them; Week One is right here.

09 The Territory: WPHL — U-Rock® Philadelphia

Your station covers **Delaware County, PA and the Claymont/Wilmington DE line** — anchored around the 19061 corridor and about 20 miles out. The towns in your book: Aston, Boothwyn, Brookhaven, Claymont, Marcus Hook, Swarthmore, Media, Springfield, Ridley, Glen Mills, Prospect Park.

This is dense, blue-collar, fiercely local territory. People here root for their town. Pizza shops, taverns, barber shops, auto shops, trades — owner-operated businesses that live and die on being known in the neighborhood. That is exactly who local radio was built for.

The path we're grooming you for

- 1 **Own WPHL.** Master the flow. Book consistent local deals. Prove the model in one market.
- 2 **Help the region.** Start supporting nearby stations — multi-seat access, showing new reps the ropes. You become the pattern others copy.
- 3 **Run national.** Lead sales across the whole U-Rock® Network — the Regional and Network Sponsor packages, the affiliate sales teams, the whole machine.

Every step is earned with the step before it. Nobody skips WPHL. Start local, win local.

10 Paula's One-Page Cheat Sheet

Log in

sales.urock.network

Seat email = your key. No password.

Default first sale

Local Starter — **\$249**

20 spots + directory listing. Live same day.

Price ladder

\$200 Special · **\$249 Starter** · \$499 Plus · \$995 Partner

Anchor high, sell the middle.

Daily minimums

10 contacts · 3 proposals · log everything · clear follow-ups first

The 5-step close

Lead → Propose (auto-approves) → PayPal link → Paid → Live + commission

You get paid

60% founding rate

Highest in the network. Paid via PayPal when the deal clears.

Start here

Delco pizza shops + the 3 record stores. Warmest doors in the book.

The rule

Everything real. Never promise what we can't air. Always close for the next step.

When you get stuck: log it, set a follow-up, move to the next lead. Momentum beats perfection. Call HQ when a seat, a payment, or a package question comes up — that's what we're here for. Now go sell some radio.