


Always Be. . .Listening


Like many of us, I learned a lot from Jim Williams. But like many of our mentors in life, some of what I learned was what *not* to do.

I have a feeling the foregoing statement will be regarded as sacrilege to many of the prominent broadcasters who owe much of their success to the consistent application of The Williams Method. In fact, some time ago there was an exchange among Jim’s fans on the Radio Sales Café website (www.radiosalescafe.com); some excerpts:




Williams

 **THIRTY-ONE YEARS AGO** WIZM Radio in La Crosse, WI sent me and several other sales reps down to the week long training. My sales went up when I got back to La Crosse to WIZM and my clients. He was terrific. *(Al Arneson)*

 **I FIRST ATTENDED A SESSION WITH JIM** when I graduated the University of Oklahoma and spent a week with Jim, learning how to do local news. Went to work for Dr. Jeryl “Jay” Smith at KBTC in Houston, MO. Moved to sales in 1974 and went a number of times to Tulsa for Jim’s Sales and Sales Manager sessions.

I just met Larry Bauer again; he was the man who was on the High Control Plan testimonial for that furniture store you might remember. Larry continues to use most of the system Jim created. *(David G. Stern)*

 **MY FIRST JIM WILLIAMS BOOT CAMP** was in Casper, WY in November 1975—a watershed

SMRN BUSINESS AND PROFESSIONAL CARDS

