



# Growing Market Share with Great Sales Reps, *Hot 89.9 FM Radio*

## Ottawa Region

### **National Media Company, NewCap Radio**

**Hot 89.9 (Ottawa Station)** is a leader in radio media. A member of the Newcap Radio group . They are also quickly becoming an innovator in hiring. Scott Broderick, General Manager has introduced Predictive Analytics to hire top notch sales people with dramatic success.

Newcap Radio is one of Canada's leading radio broadcasters with 96 licenses across Canada. The Company reaches millions of listeners each week through a variety of formats and is a recognized Industry leader in radio programming, sales and networking.

### **The Challenge**

#### *Hiring Great Talent In A Tight Labour Market*

**89.9 FM Ottawa** has used the **Predictive Index®** for hiring and keeping great sales people. The challenge in the Ottawa market is that Ottawa is a very small market with over 10 radio stations and is fiercely competitive. Scott knew he needed a tool that would very quickly find great sales hunters for acquisition of new accounts. He also needed a tool to find sales reps with a sense of urgency, empathy, persuasive skills and flexibility with clients. For all of these reasons he selected the Predictive Index ® from Certified Partner, Predictive Success.

*“The **Predictive Index®** has dramatically helped Newcap identify top talent and reduce turnover for key positions within the company.”*

*Scott Broderick , General Manager  
89.9FM Ottawa*

