

**DYNAMIC
ADVERTISING
SALES
AND IMAGE POWER**

For Entry Level to Experienced
Publication Salespeople

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Chapter 1

Universal principles of contemporary selling

"If you don't know your core value, you will be unable to translate it to your prospect." Don't overlook this thought in your sales meetings. You are telling people that you are the best newspaper in town, you have the best services in town, and so on. But what is your core value?

What is the value that you bring to the marketplace that no one else can bring? What impact does that value have on the prospect. . . not intellectually, but emotionally? What value do you bring which will compel your prospect to ask you to fix their problem?

Stop selling and start making money

The act of "selling" in the traditional sense of the word weakens your place in the buyer-seller negotiation. Stop this old selling technique and begin using psychology and philosophy to translate your value. When you stop selling, your prospect will suddenly feel prone to open up and give you all the reasons why he or she needs you to fix his or her problems. Isn't that what you want anyway? People who sell hard and relentlessly do not understand the first thing about human nature.. and it costs them.

You still do your dog and pony show to sleepy eyes. Stop the show and tell, and start asking questions about their problems and existing conditions. "What conditions exist at your company that caused you to invite me in?" Let them talk. You're working too hard. Let them work a little.

Never underestimate the propensity to purchase

You have seen this happen. A prospective advertiser will balk at spending \$300, then turn around and spend \$1000. Why? Because the belief was there. The energy was there. The money is always there. Money is conceptual. Many times, the danger is that salespeople will begin to make decisions for the prospect before they do. **Never make the decision for the prospect about anything, especially money.** Marketing experts say that sometimes the more one pays for anything, the more value someone attaches to it. If the prospect says he has \$15,000 in the budget for a yearly advertising plan, take it in, but don't let that stand in the way of a \$25,000 sale. Remember, \$15,000 is only a belief form. It is only a form of energy. At this point, the prospect believes he can part with \$15,000 (energy/money). It's your role to help him to a new belief. The world is full of buyers who have bought half a solution only because of the salesman's fear to talk in larger terms that would have solved the entire problem.

Never let your fears affect your selling

Often, we won't ask the question because we're petrified of the answer, Here is an example-the prospect is telling you about the severe problem he has...you must learn to ask "Why haven't you learned to solve this before?" By asking, you will be finding out an important part of his values-his own fear. From that, you can determine the corrective action to take.

Keep your prospect psychologically OK

How to make the prospect OK? Calm down. Relax. Take the pressure off. Tell him it's OK if he doesn't want to talk about a subject. Tell him it's OK if he doesn't want to continue. It doesn't hurt to say "You seem to have a lot on your mind today, would it be better if we talked at another time?"

Don't overwhelm the prospect

You have a tremendous amount of knowledge about your newspaper type styles, your printing press capability, your demographics, etc. You feel good about what you know and you want to start spouting all this information to the prospect. Many times, the reaction to this overwhelming rhetoric is actually wearing the prospect out. So you know everything there is to know about newspaper advertising... but many times you don't know his compelling reasons... and you need to know them.