

# POWER SELLING TOOLS

## For The Advertising Sales Consultant



**BOB BERTING**

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# The Real World Of Advertising Sales

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In spite of all the current trends about sales training programs that feature behavior modification techniques, enhanced communication skills, progressive questioning with high impact interviewing, there remains some basic truths about the real world of advertising sales.

First let's talk about customer realities. There are three things that customers want before they will commit to a long range advertising program:

1. To trust and believe the advertising salesperson. There are 3 questions that the customer has : Will they always follow up on every statement that promises action? Is he or she knowledgeable? Is he or she creative?
2. To have a well planned and executed advertising campaign or program. If your publication is to be the major player in their media mix, they must have a realistic and comprehensive plan for them.
3. To have complete confidence in the publication. If they are to have an on-going campaign or program, they can't have lingering doubts about the professionalism of the salesperson, the paper's penetration in the market, and readership/response factors. They must have continual reassurance and updates on these critical points.

## 4 Requirements For Advertising Salespeople

1. The salesperson has to be a trusted advisor and counselor. They must do more research (internet) before every new prospect appointment and not get in the habit of saying “tell me all about your business.”
2. Know competitive media. How can a contract for a campaign or long range program be sold if a prospect doesn't think the paper will be a key player in their media mix? Every newspaper advertising salesperson has to be able to show decisively why their paper should be the “lead singer” in any media mix singing group.
3. Know layout and copy backwards and forwards. The salesperson must be able to explain typefaces, selection of headings, overall ad design, copy outlines, and above all, how the flow of ads will make an extremely effective ad campaign or program.
4. Sell long range programs. Ask the customer for all the reasons people buy from them.



# Thanks For Reading!



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