

Advanced Media Sales

Duration:

One day

Objective

Advertising Sales can often suffer from relying too heavily on long-standing clients and either an inability or reluctance to explore and drive new business opportunities. New impetus never fails to re-focus a salesperson's belief, confidence and enthusiasm for selling their product and their advertising services. This course examines different techniques and methods for dealing with client objections and demonstrates ways to reinforce the features and persuasively sell the benefits of their product. Strategies for targeting new business opportunities and developing new lead sources are explored and delegates will leave the course with a vision of how they will be able to drive their advertising sales in new, creative directions.

Contents

Delegates who attend this course will discover;

Identify and maximise new sales opportunities

Re-focus on your products key and unique selling points

- Establish and effectively communicate the benefits of your product in relation to the competition

- Turn the conversational spotlight from price to essential value creation

Take control of your negotiations in a wealth of respectful and irresistible ways

Unearth client's interests on all the vital levels

- Succinct and clear verbal communication

- Building effortless rapport

- Gain flexibility in responding to all customer objections

- Learn how to create empowering responses to the toughest objections

Learn how beliefs are formed and how to transform beliefs with sophistication

Identifying new business opportunities

Developing a strategy to implement new business sales

Driving the new business opportunity forward

Who should attend

All experienced telephone and field executive media sales-people will benefit from attending this enjoyable and enlightening sales programme.

Course benefits

Delegates will benefit greatly from the opportunity to discuss current objections and identify new methods of overcoming these barriers to sale for both existing and new business opportunities. It is very easy in media sales to allow price to become the focus of the sale. The trainer will help individuals examine methods in how to divert the conversation from price to creating essential value.

Additional information

This course is ideal for all media sales people who would benefit from a fresh impetus and perspective in their job function. It is designed to re-instil belief, and generate greater levels of confidence in themselves and ultimately their clients by developing sales arguments that work - both for the small local advertiser and the national agency Account Exec's.

Certificates

All delegates who successfully complete this course will receive a certificate of attendance.

Trainers background

The trainer for this course has worked with National and Local press for over 12 years and has extensive experience of selling to both regional and national advertising agencies and clients.