

SALES MATE

AN ADVERTISING SALES TRAINING COURSE

[SOF011]

Aligned to SAQA Unit Standard: Not Aligned

Duration: ½ day

Course Participant:

Everybody else in the organisation must understand how the sales process works, and must play a part, however small, in that process.

This course will suit business practitioner who wants a broader and deeper understanding importance of the sales process and how it affects organisations.

OVERVIEW:

This course will afford participants valuable insight into selling media space through focusing on the following:

- What makes a professional media salesperson?
- The necessary attitudes, knowledge and skill required to deal with advertising buyers.
- The vital first two or three minutes of the sales call.
- Getting in to see the advertising buyer.
- Planning to make the sales call.
- Identifying the buyer's requirements to advertise.
- The benefits of including your medium in the buyer's sales plan.
- Using visual aids in the selling of advertising space.
- Listening to the buyers reasons why not to advertise.
- Dealing with and overcoming these objections.
- Looking for signals to close the deal and sell the advertising.
- The methods used to close this deal.
- Closing the deal and getting the buyer to commit to advertising with your medium.