



Selling Advertising Space in 90 Minutes

By Brian Neil

Management Books 2000 Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 2nd Revised edition. 210 x 148 mm.

Language: English . Brand New Book. Based on a successful media sales training course which the author has been giving for many years, the book starts with an explanation of how the industry works, and then guides readers through the skills and processes involved in each stage from lead-sourcing through to closure. Areas covered include: * The role of advertising sales in publishing * What the ad sales job involves and where it can lead * How to plan and implement a successful campaign * How to structure your pitch * How to sell cross-media advertising * How to get through to the real decision-makers * How to deal with objections * How to close the sale.



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