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Brian Neil

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Brian Neil : Selling Advertising Space in 90 Minutes before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling Advertising Space in 90 Minutes:

Selling Advertising space in 90 Minutes is a complete guide to planning and implementing advertisement sales, in a

format which can be applied to any publishing context from print to online sales. 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

"Should be compulsory reading... I'd buy a copy for every media sales manager I know and every salesperson." Annie Swift, CEO, Institute of Sales Promotion
About the Author Brian Neil has over twenty-five years experience in the magazine publishing industry. In 2000, he joined Centaur Media plc as Head of Learning and Development. He is a professional trainer, a member of the British Psychological Society and the Chartered Institute of Personnel and Development and regularly writes and delivers sales and management training modules.