

Advertising Sales Representative

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The advertising field isn't all about HB pencils and presentations. On the ground independent foot soldiers match companies looking to advertise and suitable publications looking for advertisers. Sales hungry individuals, this could be your place in the world of advertising.

Before The Start-Up - Let's Not Get Ahead Of Ourselves

You don't need any qualifications to work as a sales rep but experience in the field is a must. Sales reps generally work on some sort of commission structure and competition is high. You'll need to be able to read the market well and do quick effective research in order to match publications looking for advertisers and companies looking to advertise.

The Start-Up

You'll need a basic office setup including, a work space, a desk and office stationary (business cards, invoice, letter head). Since you're likely to be traveling to your client's places of work a mobile phone, laptop and car are essential assets.

The type of position you are likely to get will depend on your level of experience. If you're new to the industry you probably won't be selling advertising for big time publications just yet, but not to worry the commission structure of the industry ensures you're only bounded by your own motivation. Start out applying for a position with small community publications and gain your experience progressively.

Making It Work

You're sales skills will be your greatest asset, businesses don't enjoy change so convincing the managing director that advertising with you and not the publication he's advertised with for the last five years isn't going to be easy. Sales can't do it all though, you'll need to effectively match a company to a publication, good research and experience will be your greatest assets in this task.

Marketing

Depending on the size of the publications you represent you might have to compete with large firms. Market your services aggressively, get out there and meet with companies in person. Your one on one consultations and personalized service is the differentiator between yourself and a large advertising sales company.

Also consider marketing your services in newspaper classifieds and specific trade journals of the industries you are targeting.

Don't Forget

Your mobile trade will accumulate significant travel expenses, doing plenty of business over the phone will also generate a larger than normal phone bill.