



- Get More Advertising Sales Calls with Senior Managers
- Deliver Value in Sales Calls, not Just Propaganda
- Persuade with Logic that Is Difficult to Deny
- Seek and Welcome Objections – and Know How to Handle Objections
- Know What to Ask For: Close on the Possible

5

Secrets of the Masters of Media Selling

**How to Sell Advertising
Like the Best**

By Daniel M. Ambrose

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Ambro.com has been teaching advertising sales training courses with proven sophisticated techniques for 20 years. Our techniques are designed to make you a star, not to sell the easy accounts, but to sell bigger commitments to bigger clients than ever before. You'll win the easy stuff without us. Hire ambro.com to hone your major account advertising sales skills for local or national, consumer or b2b, digital or print or out-of-home.

Introduction

Top media sales people are more successful than others because they get more of the right appointments, are better at selling at the top, are more persuasive, handle objections better and close more frequently. These killer sales people share 5 secrets of how to sell advertising that enable them to outsell the average ad sales person. You can learn them, too.

The 5 secrets are more than a few advertising sales tips. As you read this advertising sales training white paper you'll better understand advertising sales techniques and strategies that you can apply every day with your own ingenuity and personality.

Advertising sales is different than selling other kinds of business-services because agencies are involved, and because the final decision is public; the ads run and all your competitors see you won the business. It is also different because it is more than a one-time sale; successful sales are repeated and the relationship grown year after year. And finally, it's different from selling other business services because everyone thinks they are an expert, meaning the CEO of a company and the media buyer's mother will both think they know where the company should advertise.

These 5 secrets apply to all major account advertising sales, whether you are interested in how to sell print advertising or how to sell Internet ads, or even how to sell magazine advertising or how to sell newspaper advertising.

Why are there 5 secrets? Because there are five conditions of the advertising sales market that aren't well addressed in most advertising sales training.

Ambro.com Strategic Sales Tactics Training teaches the principles of how to sell advertising by starting at the top, covering the whole decision-making group, and keeping the top executives informed while they insist that they delegate the ad decisions. Good executives do delegate. But good employees try to do what the boss wants. Top sales managers know how to both get to the top and how to ask for group meetings where a presentation to all concerned creates and teaches the planners and buyers that they have permission to make a big recommendation of your media.

Secret Number 1

Influence Flows Down From the Top

Traditional sales training tells you how to get appointments, but not with whom to make them.

Clients and agency contacts tell you to call the “buyer” or the “planner.” And buyers and planners will tell you they are the decision makers. But they don’t actually decide. They decide what to recommend. And they tend to decide to recommend what they think their boss or client wants.

Influence flows from the top, and top media sales people know how to get appointments at the top and how to engage top executives successfully and to influence the entire buying team.

Most advertising sales people make their first call to a prospective client at the “buyer” level. That is partly because that is what they think they are supposed to do, and partly because they are more comfortable with a “peer-to-peer” level contact. But in every major account-selling situation there is an important influencer at a higher level whose opinion matters most. Winning them is the key to winning the business. So if you, the sales person, call a lower-level buyer and fail to win the business you’ll be then trying to figure out how to go over their head.

If, on the other hand you, the sales person, make your first call into the senior level “king” of the situation, you may not get the appointment at first, it’s true. They are likely to refer you down to a lower manager. But you’ll be making your first call to that lower manager as a “warm call” using the



5 Secrets of the Masters

“king's” name as a reference. And you'll have established a tenuous relationship you can nurture to keep the king informed of your progress, supply them with industry information, and eventually get them into the room when you make a presentation.

Influence flows down in every organization. Good bosses delegate, but good employees still try to do what they think the boss (or client) wants. This makes selling at the top, however “the top” is defined in your accounts, a critical element of the success of top sales people.

Secret Number 2

Bring Value

Senior executives don't want to see or hear a presentation claiming why your media is better than the competition. That is why they have subordinates filling out comparative spreadsheets. So if you want to engage and persuade senior executives of any stripe you'll need to bring to them something of value.

The importance of bringing value to your sales interactions is illustrated by Lewis & Clark when they embarked on their epic journey through the unknown to reach the Pacific. Meriwether and William knew they'd need the cooperation of the Native Americans to accomplish their mission. First, they'd need permission, as their small band could have easily been slaughtered if the natives felt belligerent. And second, they'd need guidance, especially to find their way over the Rocky Mountains – which they



Ambro.com Strategic Sales Tactics Training teaches ad sales managers where to find the data that will engage the top executives and that will earn the respect and the time of the most important influencers in your advertising purchase decision process.

Secret Number 3

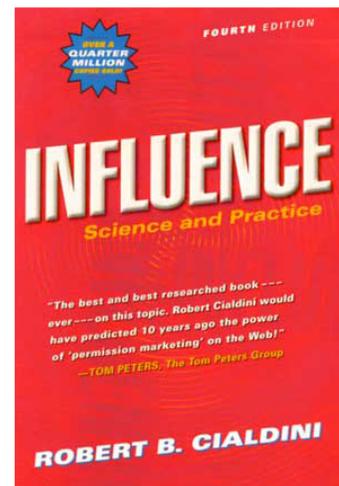
Yes, Logic Matters

It is embarrassing to call it a secret, but since 95 percent of advertising sales people don't know it, perhaps it is justified to say that selling with a *logical persuasion* is a secret. Logic, or as Robert Cialdini, the foremost authority who has written about persuasion, calls it "commitment and consistency," is not generally followed by media sales and marketing staffs.

I've seen hundreds of sales presentations in my 20+ years of consulting and sales training. However I have not seen more than a few that start with easy-to-agree-with facts about the client's market or customers at the beginning (the situation) that clients can agree with. Starting with a review of the client's situation or needs provides an immediate engagement point in which to ask the customer what he has to add. Once the prospect has agreed to your "situation and needs" you have achieved the "commitment" that comes before "consistency." Sales people might say "we're bigger," or "we're lower CPM," but if the client hasn't agreed that size matters, or that lower CPMs are better, then there's no commitment, there's no consistency and there's no persuasion.

In his authoritative book Influence: Science and Practice, Cialdini lists 6 forms of persuasion. Sales people and advertising-marketing staffs should be using them all. Some are commonly used, others not so much: Ad sales people do try to be "liked," and they use "reciprocation" when they bring gifts or entertain. Ad sales managers may quote an "authority" and are likely to use "social proof" when

Ambro.com Strategic Sales Tactics Training teaches advertising sales people how to achieve agreement at the beginning of the sales persuasion. That early and easy agreement, first to the agenda, then to the situation and needs of the prospect, establishes the commitment that sales logic is based upon. The very best advertising sales managers know how to discuss the needs of a prospective advertiser to help the prospect see their needs in the way that puts the best light on the media being sold.



Hidden objections are the bane of advertising sales people. **Ambro.com Strategic Sales Tactics Training** teaches ad sales people how to find, love, and handle objections. Since you, the sales person, represent an important media outlet, your prospect doesn't want to offend you. And prospects think they know your answer to their objections anyway, so they don't voice them. Prospects think you'll only say they are wrong. So advertising sales masters know how to uncover the hidden objections and handle them.

they show other advertisers that buy from them. The most successful advertising sales people find ways to create exclusive opportunities to use the "scarcity" principle. However, it's the logic of "commitment and consistency" that is most powerful when trying to influence the spending of thousands or hundreds of thousands of dollars or even millions of dollars on advertising.

"Liking," and "reciprocation" which sales people try so hard to accomplish, work only temporarily. Further, they aren't portable. A media planner can't tell his client or boss "I recommend this media because I like the rep," nor can he point out that "I owe them a favor" because they gave me the Yankee tickets. But they can communicate the logic of your argument if it starts from an agreed upon set of assumptions.

Secret Number 4

Hidden Objections

Another market situation that requires secret skills is hidden objections. In today's media sales market, most prospects don't tell you what they really think.



Advertising sales people go on calls; clients and prospects may listen politely, nod and smile and say "thank you very much." Sales people are loath to "bring up a negative," so they don't probe for objections and handle them. Sales people come back from calls telling their management "it went well." Then nothing happens. Sales people can't get the prospect back on the phone, or even an answer to an email query. The prospects merely sat through the presentation thinking "I already know what I think about this...so

Strategic Sales Tactics

Training prepares advertising sales people to probe with confidence for the objections that need to be surfaced and handled. Ambro.com training helps sales people feel better about asking questions, with less fear of an objection they can't handle. And ambro.com objection handling techniques help advertising sales people with a formula that buys them time to think, and that qualifies the importance of the objection, and points to the solution.

I'll get these folks out of the office as quickly and politely as possible. If I tell them what I think they'll just argue with me and I'll be delayed getting back to my work."

The courage and ability to invite and handle objections is the fourth secret. Top advertising sales people view objections as an opportunity, not as a problem. Top sales people know that if the prospect isn't voicing questions and concerns about price or functionality or results that their prospect isn't engaged in seriously evaluating the opportunity for purchase. The best advertising sales people teach their prospects that when they voice a question or objection it will be taken seriously and will be handled in a way that makes the prospect feel comfortable, not "wrong" or off-base or dumb.



Secret Number 5

What To Ask For

Many sales training approaches include some version of ABC or "always be closing." Sales managers will say they want "closers." But in the real world of major account media selling, advertising purchase decisions are made in committees, at some point after the sales calls have occurred, maybe after RFPs have been issued and answered. Closing

Why do so many sales people tell their managers the “call went well” or “it was a good call” when nothing good happens afterward? The prospect was cordial and listened intently. But after the call, no communication ensues. The sales person can’t get an email or phone call returned. Perhaps the prospect agrees to send an RFP, but the sales person has no idea what a proposal would be required to include to win the business. This is the “epidemic of bad calls” ambro.com hears about all the time from clients. Masters of advertising sales know how to overcome this problem. **Ambro.com Strategic Sales Tactics Training** gives sales people the strategies and tactics to win more business.

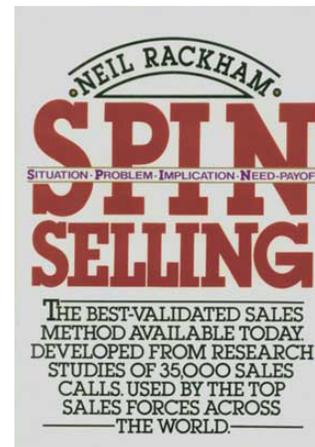
the sale requires a different set of skills. The very best media sales people know that they can’t ask for the business. But they know what they CAN ask for.

Knowing what to ask for to advance the sale is the final secret of the best sales people. They can’t ask for the business, but they can ask for action.

The authors of the famous series of SPIN SELLING sales books are known for break-through understanding of what is required for selling success in a multi-step sales process. Like selling advertising, selling large scale technology solutions or business services involves selling first to a point person, perhaps even a gatekeeper, then to others in the organization, and possibly to a committee. The SPIN

SELLING team found it was necessary to distinguish between “good calls” where the prospect agrees to keep talking, to “stay in touch,” or invites the sales person to “check back,” which merely put the seller in the same boat as all the other competitors, and a genuinely effective call that results in an actual advancement toward the sale.

Superstar ad sales managers know to “close on” a commitment from their contact that is achievable and that represents an advancement toward a sale. They know they must achieve a promise from their contact to commit to something that is within their power, not to ask for a commitment the prospect can’t give. To assure an advancement towards a sale a prospect-contact must either provide some valuable information, not shared with other competitors, or set up another meeting that will offer the sales star an opportunity to keep selling at a higher level or to the entire decision-committee, or get the contact to tell him exactly what needs to be in the RFP response to assure winning the business.



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Summary

Millions of advertising sales people do as they are told and call on the media buyer: They make presentations about their media, they formulate ad sales proposals and they try to close the business. But the very best make more calls on the influencers in the account, not simply the buyers. They are more persuasive, handle objections more effectively and close more business.

The very best advertising sales people know how to:

- Sell at the top
- Engage with information and deliver value
- Persuade with logic by starting with easy agreement
- Love the objections, teaching their prospect to be honest about what they think
- Close on the possible, NOT on the impossible

Training and Seminars

Ambro.com provides two ways to get training for your team. Custom sessions are designed in consultation with you to address the sales issues you have, with examples specifically selected from your industry. Ambro.com methods can be applied to all sorts of advertising-media sales, from local to national, and from in-person to telemarketing. Ambro.com sales techniques are especially valuable for major account advertising sales to grow sales to big accounts and to break through on major opportunity accounts.

Strategic Sales Tactics Make more and bigger sales by getting more appointments, by calling on higher-level buying executives, being more persuasive, handling objections better and closing more deals.

Integrated 'Hybrid' Media Sales Advertisers know they need more than one media to be successful. We train your team to sell a complete solution: Internet, print, events, sponsorships, television or video, outdoor, whatever you media you sell to create advertiser success.

Online 'Digital' Media Advertising Sales Advertising sales training programs to train your team to sell all the latest forms of digitally delivered advertising for web sites and mobile; including social media, native advertising and all else.

Marketing and Promotion Training for Media Marketing Staffs The most successful advertising sales plans and processes require proper marketing support. This training shows how, exactly, to maximize sales productivity with effective marketing.

Webinars for Advertising Sales Training Ambro.com conducts public, free and paid, and private webinars to teach the most sophisticated advertising sales skills available.

Contact 541-431-4500 or danielmambrose@ambro.com for more training information.

About the Author

Daniel M. Ambrose launched ambro.com, corp. in 1994 to provide sophisticated strategy consulting and advertising sales training to advertising-driven media clients in the U.S. and abroad. Ambrose has worked with hundreds of clients to create successful plans and help accelerate advertising revenue growth.

Ambrose is especially known among clients for being able earn the respect of even the most hard-bitten experienced sales staffs, helping them to learn new approaches to increase success.