

SELLING ADVERTISING SPACE IN 90 MINUTES BY BRIAN NEIL



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SELLING ADVERTISING SPACE

IN 90 MINUTES

by Brian Neil



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"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.

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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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