



Excelling in Selling - Advertising Sales

Master the Skills of an Advertising Sales Professional

**Ever been frustrated when selling through advertising agencies?
Is your market place overcrowded with competitors selling new media,
and old?
How can you make copy sell? Do you differentiate how your product
generates response?**

Excelling in Advertising Sales is a three day course targeted specifically at the advertising sector. The world of media is constantly evolving, and customers are faced with more options to advertise than ever before. Whether you sell more traditional advertising mediums, such as publishing, or new technology digital products, we will ensure the material is bespoke to your business. The programme that will show you how to put into practice effective field sales techniques used by the world's top companies. It is based on our highly successful Excelling in Selling Programme, and is specifically designed to meet the needs of the advertising professional.

In the Excelling in Advertising Sales programme you will:

- Complement your natural selling style with a tried and tested sales structure used by the world's top media companies
- Understand media/campaign plans
- Be able to design copy so that response is maximised, and be able to use this technique to upsell your programmes
- Differentiate your product, establishing why a customer should buy your advertising medium
- Know how to manage your time effectively to achieve the highest return possible
- Understand the decision-making process and know how to sell through advertising agencies
- Explore ways of introducing yourself to a customer that creates interest and grabs their attention
- Develop your current sales presentations and make them more dynamic
- Be able to use sales collateral more effectively, using statistics (e.g. reach) more effectively
- Become more structured in how you handle customer objections

Who are our training consultants?

Our specialist advertising training team has extensive experience in the advertising field. We have held senior management and sales positions with FTSE 250 media companies, and have sold at every level, including telesales, field sales and account manager.

Here are just a few comments from our delighted clients:

YELL “..produced the best ever set of results in the history of Yell.”

NHS “Lammore met the specification and programme outcomes perfectly. Absolutely brilliant!”

GOOGLE “..an outstanding training experience.”

OPODO “..training content very relevant and focused for delivering benefits in my role.”



Who have we trained?

Lammore's advertising clients include:

Yellow Pages: extensively worked with both managers and sales people at all levels over a 4 year period

Google: trained Ad words team

AutoTrader: trained both on-line and publishing teams on a retained basis over 3 years. We also developed and rolled a Sales Accreditation Process across the business.

Opodo: worked with advertising and key account management teams

Adviva (online advertising): developed account management and buying teams

Vibrant Media (online in-text advertising): Key account management programme

Archant Group: Trained both telesales and field sales teams. Developed sales strategy for launch of new products

Dodds Publishing (publishers of House of Commons Magazine): telesales workshops

Todays Magazines: telesales workshops

Who should attend?

All salespeople, account managers, sales managers and customer service representatives who work for new media & publishing companies

Here are three great reasons for attending the Advertising Sales programme:

At Lammore Consulting, our mission is to provide training events that entertain, inspire and make a difference.

Inspire: Our delegates come away from our programmes feeling inspired and ready to meet their challenges head on. The material has been researched and written to meet key business needs in the real world.

Entertain: We promise to deliver our training events in an upbeat and fun way. Our speakers are professionally trained and experienced in the world of business and entertainment, and know how to engage an audience.

Make a Difference: A training workshop is only effective if the learning is implemented. All delegates attending a Lammore development programme are followed up through regular online contact to ensure that their personal development plans are being put into action. In addition we encourage 'Action Learning' events to take place within one month of the training being undertaken to re-enforce the key messages of the programme.

MASTERFOODS “..more original and energising than any management book..”

AUTOTRADER “..fun style of training..coupled with in depth knowledge..”

CALL US NOW 0800 043 6599