



Selling Client Paid Advertising

An interactive 2 hour workshop that is designed to deliver in house or via telephone training.

Who should attend: Consultants who wish to learn the techniques involved in selling client paid advertising regardless of your speciality. .

Outcome expected: Participants will gain confidence and will the skills required to sell advertising.

CONTENT

Objectives

- What is client paid advertising
- Benefits to you and your clients

Concepts

- Definitions of the different types of adverts you can sell
- Client logos and identifies – good idea or bad?

Nuts and Bolts

- Overcoming your negativity
- The theory
- Overcoming Objections
- Closing
- Non verbal body language
- Tips for success

Role Plays to build confidence

Writing an Effective Advertisement

- The AIDA approach

How to contact us:

The Recruitment Training Company

T: 1300 685 838

W: www.trtc.com.au

E: info@trtc.com.au