

SELLING CLIENT PAID ADVERTISING - 2 hours

Who should attend: Permanent & Executive consultants who specialise in office support and executive recruitment.

Objectives

Why sell client paid. The benefits for the client & you.

Concepts

What is client paid advertising? Composite vs display vs lineage. Use of client logos - advantages & disadvantages.

Nuts & bolts

Believe it can be done; how to go about selling client paid advertising; handling objections; closing.

Role Plays

Practice makes perfect!

Writing an effective advertisement

Using the AIDA approach; avoiding clichés.