

Advertising Sales Agent Job Description

Duties and Responsibilities:

- Contact potential clients through emails and cold calls to offer advertising services
- Prepare and present sales proposals to clients, giving them an overview of their promotional plan, cost requirements, and associated benefits
- Assess the needs of clients to determine suitable service for individual clients
- Deliver sales presentations to clients, highlighting the perks of an advertising strategy
- Conduct negotiations to arrive at a favorable price for both the advertising company and the client
- Process transaction documents to ensure proper accounting records
- Present available services to clients giving concise explanations of service features
- Proffer recommendations to clients on most appropriate advert service to meet their requirements
- Carry out research to identify new advertising techniques necessary to increase customer base
- Prepare sales literature, contracts, and various other documents required for product/service promotion
- Collaborate with sales and PR department to come up with effective advert strategies
- Maintain proper documentation of sales proposal, contract approval, and other essential paperwork
- Participate in workshops and seminars to promote their services and increase their knowledge of advertising trends
- Sell advertising time on radio and T.V programs
- Maintain good working relationship with client contacting them from time to time to discuss new advert service.

Advertising Sales Agent Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** Advertising sales agents are required to obtain at least a high school diploma in order to secure the job position. Some employers often require advertising sales agents to possess a Bachelor's degree
- **Communication Skills:** Advertising sales agents are highly skilled in communicating with potential clients orally and in writing
- **Persuasion:** They are able to convince prospective customers to subscribe to a particular advert service
- **Negotiation Skills:** As one of their key skills, advertising sales agents are given to striking favorable bargains with clients to make profits
- **Observational Skills:** They have an eye for detail, they are able to identify the needs of a potential client as well as shift in industry trend.