

Advertising Sales Executive Job Description

Duties and Responsibilities:

- Scout and identify prospective customers with advertising needs
- Conduct client survey and background checks to ascertain advertising history, preference and needs
- Contact clients via telephone calls, arranged meetings and emails to discuss the capability of their service in satisfying customer needs
- Prepare and offer job proposals to clients indicating their interest in providing advertising services
- Plan and deliver sales pitches to potential customers convincing them to purchase an ad space
- Explain service features, estimate of cost and terms of service
- Direct the activities of advertising sales team and representatives to ensure optimal performance
- Set and implement advertising standards to maintain quality of service and ensure company revenue
- Maintain good working relationship with new and existing customers to establish client base
- Proffer expert recommendation and advice to customers on suitable advertising service
- Conduct price negotiations with clients on behalf of an advertising agency
- Close sales deals, secure contract approval, and ensure the processing of all essential paperwork
- Attend advertising seminars and workshop to stay up-to-date with current developments in advertising sales
- Review advertising sales services to ensure they meet client requirements.

Advertising Sales Executive Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** The advertising sales executive job often requires a Bachelor's degree in any field of study but most preferably in media studies or journalism. Employers are more inclined to recruiting individuals with record success in sales as opposed to those with academic qualifications. Having professional certifications from a recognized body such as the Institute of Sales and Markets Management (ISMM) is also essential for the role. Most advertising organizations run a graduate training program to expose new employees to job fundamentals
- **Aptitude for sales:** Advertising sales executives are passionate and well-versed in carrying out advertising sales to achieve maximum profit
- **Communication Skills:** They are able to effectively offer services to clients orally and in writing
- **Relationship Skills:** As one of their key qualities, advertising sales executives are able to build and maintain cordial client relationship suitable for business.