

Educational Training Plan

Job Title: Advertising Sales Agents

Task 1 - Attend sales meetings, industry trade shows, and training seminars to gather information, promote products, expand network of contacts, and increase knowledge.

Task 2 - Consult with company officials, sales departments, and advertising agencies to develop promotional plans.

Task 3 - Deliver advertising or illustration proofs to customers for approval.

Task 4 - Determine advertising medium to be used, and prepare sample advertisements within the selected medium for presentation to customers.

Task 5 - Draw up contracts for advertising work, and collect payments due.

Task 6 - Explain to customers how specific types of advertising will help promote their products or services in the most effective way possible.

Task 7 - Identify new advertising markets, and propose products to serve them.

Task 8 - Inform customers of available options for advertisement artwork, and provide samples.

Task 9 - Locate and contact potential clients to offer advertising services.

Task 10 - Maintain assigned account bases while developing new accounts.

Task 11 - Obtain and study information about clients' products, needs, problems, advertising history, and business practices to offer effective sales presentations and appropriate product assistance.

Task 12 - Prepare and deliver sales presentations to new and existing customers to sell new advertising programs, and to protect and increase existing advertising.

Task 13 - Prepare promotional plans, sales literature, media kits, and sales contracts, using computer.

Task 14 - Process all correspondence and paperwork related to accounts.

Task 15 - Provide clients with estimates of the costs of advertising products or services.

Task 16 - Recommend appropriate sizes and formats for advertising, depending on medium being used.

Task 17 - Write copy as part of layout.

Task 18 - Arrange for commercial taping sessions, and accompany clients to sessions.

Task 19 - Gather all relevant material for bid processes, and coordinate bidding and contract approval.

Task 20 - Write sales outlines for use by staff.