



Don't Just Make A Sale... Make A Difference: How Top Achievers Approach Advertising Sales

Jim Doyle

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Most salespeople love to sell - love the thrill of the chase and the victory - but really great salespeople understand that true success in the advertising sales business occurs when their clients win. If their clients win, they'll get the chance to work with them for a very long time. In six thought-provoking sections, professional media sales trainer and management consultant, Jim Doyle, provides insight into the secrets of how top achievers approach the advertising business. With topics such as how to make effective sales calls and handle objections, and how to build long-standing business relationships and provide outstanding customer experiences, this book will help advertising sales reps implement strategies that make them stand out from the crowd and have happy clients who renew. If you're an Account Executive who wants to make money selling advertising and have a career filled with incredible opportunities and lots of personal AND financial rewards, let Don't Just Make A Sale... Make A Difference! be the difference-maker for you.

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