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Tips That Helps You to Become a Successful Advertising Sales Representative by [Shane Merley](#)

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Advertising sales representatives are a lot of enthusiastic people who go through the pressure of achieving sales target on a monthly basis. Apart from the regular pressure they also need to update themselves on the new sales techniques to keep them upto date. The below tips will help media sales representatives to effectively make a sale.

The major mistake the publishers representatives make is they behave very pushy while trying to make a sale. The foremost thing they need to do is to develop rapport towards the customer. First the customer needs to believe that you are not going to sell him an useless product or service. Before you start speaking about the product or services you need listen to you customer and should understand his requirement. A sale is easily made when you listen and try to sell the customer what he wants. Don't ever try to sell a product what a customer never wants. If you try to do that you will be losing that customer forever.

Also you need to be true to your customer. You should completely explain about the product and service, when a particular product has a known flaw then it is better to explain it to the customer and be honest with what the product may give him. Never over promise and deliver less.

Why the advertising sales representatives should not be aggressive? Imagine you yourself have met an aggressive media sales representative and got annoyed to the core. Will you ever recommend that kind of sales representative to the persons you know? On the other hand if you meet a sales executive who is very friendly, who listens to you first and just try to sell you what you need then you will be definitely recommending the sales guy to the persons you know. This kind of sales men will get repeated business through word of mouth.

A sales person who is friendly will make repeated sales from the first sale he makes. The clients of these sales men will bring him more business from their friends and relatives. Now imagine instead of you explain and convincing a customer, your existing customer will himself explain and convince his friends and relatives to make a purchase. Here the job of the sales man is just to complete the sale formally.

A successful sales person is one who speaks less and listens patiently to their customers. And even when they speak they speak meaningfully. Following the above tips will help you to be a successful advertising sales representatives.

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Bock and Associates are specialized publishing firm that has a [bock and associates](#) who are very much experienced in sales. Their [advertising sales representatives](#) will help clients to maximum possible extent to improve the business.

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