

Winning Ad Sales Strategies

Unlock the door to unlimited ad sales success

GET THE INSERTION ORDER NOW

CLOSING STRATEGIES that turn prospects into advertisers

- How much do you get paid for finding and meeting with a new prospect?
- How much do you earn for making a persuasive presentation that shows the prospect the benefits of advertising in your magazine?
- What do you get for offering solutions to your prospect's marketing challenges?
- How much of a bonus do you receive for answering your prospect's questions and overcoming their objections?
- So far you haven't earned a cent because only in the little league do you get credit and praise for effort; in ad sales you only get paid for results.

WEBINAR: For webinar dates visit www.SellingMagazineAds.com

► Making a presentation is a waste of time

Making a strong presentation that justifies your CPM and shows the prospect the benefits of advertising in your publication is a complete waste of time unless you follow through with the final, all important step and close the sales. **Prospects don't give insertion orders to the account executive that sold them** - they run ads with the salesperson who closes them. Attend this power webinar and discover the easy to use closing techniques that turn prospects into advertisers

Here' just a small sample of what you'll learn

- How to close the sale without asking the prospect to place an ad
- Learn to recognizing hidden closing opportunities
- What you must never do after closing the prospect. (This common mistake is costing you sales.)
- When is the best time to close? (It's not when you think.)
- How to motivate your prospect to write an insertion order now
- How to use objections to close the sales
- A simple technique that will instantly double your closing rate
- Discover the closing Tipping Point (When closing questions turn into sale.)
- Why asking for an insertion order is a costly mistake
- 9 closing strategies you need to know
- How to turn your prospect's questions into closing opportunities
- How to close the prospect that want to think it over
- How to use the Trail Close to eliminate objections
- Get your prospects to commit to a campaign by doing nothing – discover how
- How to land the account when your prospect is having difficulty making a decision
- How to take the pressure out of closing and make it easy for your prospects to buy
- How to test your prospect's buying readiness
- What you must always do before asking a closing question
- Over 10 easy-to-use, yet powerful questions that close the sales

.....**Plus you'll learn**.....



► **How to test the waters before asking a closing question**

Closing at the wrong time can be a deadly mistake. When you ask your prospect for an insertion order and the answer is "No" you have just dug yourself into a hole from which it's difficult to escape. You now have a serious objection to overcome and you're facing a prospect that will vigorously defend his or her reason for not buying now. But you can totally avoid this situation. Attend this powerful webinar and you'll discover how to measure the prospect's buying readiness and accurately predict the outcome to your closing question.

► **How to overcome the stall and move the sale forward**

You'll learn how to close the sales when your prospects say "Let me think it over" or "I want to talk to my partner first" and you'll discover a powerful technique that top incomers use to eliminate procrastination.

► **Make it easy for the prospect to say 'Yes'**

The close is the most critical part of the sale. It is where all your efforts come together and the sale hangs in a balance and all it takes is a wrongly worded question to lead your prospect to say "No" and you walk away with nothing. Attend this webinar and you'll discover the field-tested closing questions that turn prospects into advertisers.

► **Remote closing**

Sometimes a face to face meeting is not possible. Discover how the industry's most successful ad salespeople close the sale by phone.

► **Register today – Limited space Unconditional 100% Full Money Back Guarantee**

Put the skills and strategies that you'll learn at the **Get The Insertion Order Now Webinar** to the test for the next 60 days. If you don't notice a dramatic increase in ad sales, we'll cheerfully give you a full refund. No questions asked.



Learn from the ad sales expert

As author of the best seller **How to Grow Rich Selling Magazine Ads** and **Prospecting Strategies that Drive Ad Sales** Peter Ebner presents over 200 talks, seminars and in-house training programs each year. But, what makes this webinar so effective is his extensive hands-on industry experience. The webinar not only reflect his personal experience as a publisher, selling print and advertising for over 15 years, but rather the experience of the thousands of successful account executives he has trained. As a professional sales trainer and marketing consultant with over 25 years of industry experience, Peter knows the challenges you face and he'll show them how to sell more ads.

GROW
Your Print Sales

