

Career Profile

A weekly series devoted to providing information on career exploration

Do You Like

- Giving full attention to what other people are saying, taking time to understand the points being made, and asking questions as appropriate?
- Persuading others to change their minds or behavior?
- Being aware of others' reactions and understanding why they react as they do?
- Talking to others to convey information effectively?
- Bringing others together and trying to reconcile differences?
- Managing one's own time and the time of others?

Then This Could Be The Career For You!

The Type of Work

- Maintain assigned account bases while developing new accounts.
- Explain to customers how specific types of advertising will help promote their products or services in the most effective way possible.
- Provide clients with estimates of the costs of advertising products or services.
- Locate and contact potential clients to offer advertising services.
- Process all correspondence and paperwork related to accounts.
- Prepare and deliver sales presentations to new and existing customers to sell new advertising programs, and to protect and increase existing advertising.
- Inform customers of available options for advertisement artwork, and provide samples.
- Deliver advertising or illustration proofs to customers for approval.
- Prepare promotional plans, sales literature, media kits, and sales contracts, using computer.
- Recommend appropriate sizes and formats for advertising, depending on medium being used.

Pathways to Success

Although a high school diploma may be sufficient for an entry-level advertising sales position, some employers prefer applicants with a college degree, particularly for sales positions that require meeting clients. Courses in marketing, leadership, communication, business, and advertising are helpful. For those who have a proven record of successfully selling other products, educational requirements are not likely to be strict. Most training, however, takes place on the job, and can be formal or informal in nature. In most cases, an experienced sales manager instructs a newly hired advertising sales agent who lacks sales experience. In this one-on-one environment, supervisors typically coach new hires and observe them as they make sales calls and contact clients. Supervisors then advise the new hires on ways to improve their interaction with clients. Employers may bring in consultants to lead formal training sessions when agents sell to a specialized market segment, such as automotive dealers or real estate professionals.

What Employers Look For

Individuals who possess knowledge of:

- Sales and Marketing - principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Customer and Personal Service - principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- English Language - structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Communications and Media - media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Clerical - administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
- Computers and Electronics - circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

Job Outlook

In 2008, there were approximately 166,800 individuals employed as Advertising Sales Agents in the United States, with approximately 5,700 in the State of Ohio. Employment of advertising sales agents is expected to increase by 7 percent from 2008 to 2018, about as fast as the average for all occupations. Fast growth in the number of cable channels, online advertisers, and other advertising media will create many new opportunities for advertisers. This growth will be partially offset by the decline in print media, which will decrease the demand for advertising sales agents in these industries. Advertising as an industry is expected to grow over the 2008 - 18 period. Changes in technology will create new and more efficient ways for advertisers to reach customers, which will increase the need for advertising sales agents. Growth should be particularly high in online advertising sales, in cable television, and for consolidated media firms.

ADVERTISING SALES AGENTS



DEFINITION: Sell or solicit advertising, including graphic art, advertising space in publications, custom made signs, or TV and radio advertising time. May obtain leases for outdoor advertising sites or persuade retailer to use sales promotion display items.

NAME: J.R. Lesniok
JOB TITLE: Media Sales
COMPANY: Clear Channel Radio
LOCATION: Cleveland

Q. How did you become interested in your particular field?

A. I always wanted to be involved in media/entertainment. In college, I wasn't sure what career path to take and wasn't sure what I wanted to do exactly. Someone suggested a media sales class. I took the class and liked the idea of selling radio advertising.

Q. Who or what influenced your decision the most and why?

A. You aren't confined to a desk all day, can make good money and get clients involved with some of the best stations and media personalities in Cleveland. Essentially, it is your own business but someone else pays the phone bills.

Q. What is your educational background?

A. Graduated from Eastlake North High School and Kent State University. I also completed a college program at Walt Disney World.

Q. How did you get to where you are today? What path did your employment journey take?

A. I needed to complete an internship before graduation so I worked in promotions for 3 months at a radio station. The marketing director at the time told me that there was an assistant marketing position open at Belkin Productions (Now Live Nation). I interviewed and got the job. I worked there for 4 years and then moved to Chicago where I started selling radio advertising for Clear Channel. After a couple years I decided to move back home to Cleveland. I called a friend who was selling for Clear Channel Cleveland and they set me up with an interview. They hired me and I started a few weeks later.

Q. What skills or certifications do you think are needed to be successful in this field?

A. You need to be a good communicator and have great people skills. Sometimes it takes a patient persistence to convince someone to advertise with you. Advertisers have so many options today that you must find a way to stay in their ear without being too pushy.

Q. What is the best part of your job?

A. The freedom it allows and the money you can make.

Q. Do you have any words of advice for someone considering a career in your field?

A. Don't think that you can get a sales job and go out and buy a new Mercedes the following week. It's hard work and takes time to establish yourself. Be prepared for highs and lows. If you stay focused and have patience - the rewards will follow.



Earnings Potential

Location	Year	Pay Period	Low	Median	High
United States	2009	Yearly	\$22,600	\$43,400	\$94,100
Ohio	2009	Yearly	\$21,300	\$38,500	\$77,200
Cleveland Elyria-Mentor, OH MSA	2009	Yearly	\$24,000	\$38,000	\$77,600

0*Net Online, <http://online.onetcenter.org>.

Sources: Occupational Information Network, O*Net Online, <http://online.onetcenter.org>; ** U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, <http://stats.bls.gov/oco>