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## Knowing your completion?

*Part of selling is knowing why your media may be a better match for a client than a competing media. - 2 hrs.*

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### ***Participant's profile:***

- Media sales people
- Students in Media Advertising Studies
- Entry-level Media sales people.
- Sales Managers

### ***Learning Objectives:***

- Know your competition. That is the key to selling. All media have their strengths and weaknesses, and some media work well together in an integrated marketing campaign, and some don't. Understanding which media are complimentary to Community Newspapers can be helpful in presenting your sales rationale for community newspapers.

### ***Participant's Value Received:***

- As a sales person, realistically you can't expect to get 100% of a prospect's media budget, but by understanding the competitive media that prospects may be using, you often can become the medium of choice and get a larger share of that budget.

### ***Outline:***

- Breaking down Advertising Myths.
- Media Options, understanding the pros and cons of traditional media.
  - Print, Radio, TV, Outdoor, Yellow Pages, Web sites
- Helping prospect define their advertising budgets.
- Summary

