

# How To Sell More Ad Pages Than You Ever Dreamed Possible!

*“Become a creative marketing, affinity oriented, client directed, buying time focussed, selling machine.”*



It's never been more important or critical to your success to fully understand the intellectual processes and discipline that separate mere order takers from "killer" salespeople. What if you took the art form of selling/marketing magazine advertising to the absolute outer edge of performance... what if your competition met that challenge? You must become a market-driven, entrepreneurial, non-traditional seller of media... bringing impactful, leveraged opportunities to your advertisers and potential advertisers.

After completing this session, attendees will:

- Understand the difference in media development and merely selling advertising pages.
- Understand the nine critical elements to take ad sales to the absolute outer edge of performance.
- Understand that selling advertising in the new millennium will be radically different than in past years.
- Understand how simple it is to be the most creative advertising sales person in your market.
- Learn the eighteen key questions to sell more magazine advertising than you ever thought possible.
- Learn how your magazine can achieve a marketing advantage.
- Understand the difference in traditional merchandising and creative marketing affinity programs.
- Learn how to write email messages that are read, responded to, and result in ad schedules.
- Learn the twelve key questions to keep ads sold and increase schedules.
- Learn an absolute, undeniable, unquestioned, formula for total success as an advertising sales person.

**Instructor: Spencer H. Longshore, III**, Chairman/CEO Time & Space, Inc.

Spencer started and sold the Longshore Group, the largest independent publisher's rep firm in America. He is considered to be the most effective instructor on the subject of selling magazine advertising. Spencer has taught advanced advertising sales seminars for *Folio*, hundreds of publishers and a host of regional, national, and international advertising organizations over the past 25 years.

**For:** Advertising Sales Executives