



JOB TITLE: ADVERTISING SALES REPRESENTATIVE

JOB DESCRIPTION: Achieve maximum sales profitability by effectively selling the publications advertising placements. Personal selling and secures new business accounts.

REPORTING TO: Publisher

CORE FUNCTIONS:

- Promotes, sells and secures orders from existing and prospective clients through a relationship-based approach.
- Demonstrates products and services to existing and potential clients and assists them in selecting the best advertising package suited for their needs

DETAIL OF FUNCTION:

- Establishes, develops and maintains business relationships with current customers and prospective target markets to generate new business for the publication.
- Makes telephone calls, digital contacts, in- person visits and presentations to existing and prospective advertisers.
- Researches sources for developing prospective customers and for information to determine their potential.
- Develops clear and effective written proposals/quotations for current and prospective customers.
- Analyzes the territory/market's potential and determines the value of existing and prospective customers' value to the organization.
- Creates and manages a customer value plan for existing customers highlighting profile, share and value opportunities.
- Identifies advantages and compares publication to competitors.

Caribbean **I**nsight

M A G A Z I N E

QUALIFICATIONS:

- Must possess at least 2 year experience in sales, preferably advertising sales
- Demonstrate aptitude for problem-solving; ability to determine solutions for clients
- Must be results-oriented and able to work independently
- Must possess excellent verbal and written skills
- Proficiency in using Microsoft Office Suite applications and presentation programmes
- Must own a Laptop, iPad, Tablet or Internet Ready Smartphone