



Selling Local Advertising: The Best Kept Insider Secrets To Create Local Advertising Sales, FAST!

Claude Whitacre

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For Advertising Sales Reps Selling To Local Small Businesses *Only*.

Stop Believing The Lies And Myths That Keep You From Being The Top Advertising Rep In Your City. Stop Listening To Gurus That Never Sold Anything In Their Life.

Do you sell advertising to local small business owners? Selling Local Advertising is written specifically for advertising sales reps and their managers. Whether you sell direct mail, newspaper, radio, TV, or other media, the rules are the same. Why? Because you are talking to the same customers: Small business owners that don't want to give you money.

Know How Your Small Business Advertising Prospect Thinks.

Written by someone who sells advertising, but who has bought hundreds of thousands of dollars in local advertising, and has interviewed hundreds of small business owners...*your customers*.

Does any of this sound familiar?

- Your prospects go into hiding when you call or visit.
- You keep hearing that your ads aren't in the budget.
- Business owners keep putting you off until "business picks up"
- You keep hearing the same excuses as to why "Now" isn't a good time.
- Clients keep complaining about price...price...price...
- You keep hearing that advertising doesn't work anymore.

That All Stops Now.

Would you like to know what your prospects are thinking when you are talking to them?

Written from the advertising buyer's point of view, Selling Local Advertising gives you everything you need to know to go from being a "pest" to a "Welcome business advisor"

Stop Trying To Sell Advertising To Closed Minded Prospects. Concentrate On The Easy Effortless Sales. You Will Never Run Out Of Eager Prospects If You Know Where To Look.

Put These Proven Real World Ideas To Work For You, And ...

- Your advertising clients will be looking forward to your visits.
- Your clients will be bragging to their business friends about what great results you got for them. The best referrals in the world, just waiting for your call. The complete system revealed.
- You can sell advertising to groups of advertising prospects, hanging on your every word. Every step is revealed in complete detail. The complete system that the author is using *right now*.

Everything you read in this book is working, right now, for hundreds of advertising sales reps to multiply their sales. Why is this book not 300 pages? *We took out everything that doesn't work.*

If you have been looking for the real deal. You want real methods that are tested, proven, and will work in any areas of the country. You have just discovered *The Mother Load*.

My suggestion? Read fast, take notes, and hit the ground *running*....

From The Author...

I'm just like you. I sell for a living. Have you ever heard that "selling is a numbers game"? Sure, so have I. But you care about getting *this* sale... *today*. I wrote this book for you.

The vast majority of books on selling are written by people who have never sold anything except books. I sell advertising to small business owners, just like you do. I've also bought lots of advertising for a retail store I own. I'll tell you the inside secrets of how to sell advertising by knowing how advertising buyers *think*. How do you answer objections that you are getting *every day, right now*?

It's all here. Go to the picture of the book and click "Click To Look Inside".

I'll see you on the inside. Claude.

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From reader reviews:

Mary Gines:

In this 21st millennium, people become competitive in each and every way. By being competitive at this point, people have to do something to make themselves survive, being in the middle of the crowded place and notice through surrounding. One thing that occasionally many people have underestimated the item for a while is reading. Sure, by reading a guide your ability to survive rises then having a chance to stay than other is high. For you who want to start reading the book, we give you this kind of *Selling Local Advertising: The Best Kept Insider Secrets To Create Local Advertising Sales, FAST!* book as a starter and daily reading publication. Why, because this book is greater than just a book.

Lillian Robbins:

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Cheryl Alexander:

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George Hyler:

Are you kind of stressful person, only have 10 as well as 15 minute in your moment to upgrading your mind proficiency or thinking skill possibly analytical thinking? Then you are experiencing problem with the book in comparison with can satisfy your limited time to read it because all this time you only find e-book that need more time to be read. *Selling Local Advertising: The Best Kept Insider Secrets To Create Local Advertising Sales, FAST!* can be your answer mainly because it can be read by anyone who have those short spare time problems.

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