

Debbie Bowman
CONSULTANT

Selling to Advertising Agencies

Course content

- How the Advertising Agency business works. The ever increasing power of the media
- What does a planner/buyer do every day, what pressures do they face and what motivates them?
- How can we make more appointments with agencies
- Present effectively to get your message across
- At what stage in the media planning process should media owners try to pitch?
- Maintaining relationships through an integrated strategy.
- How to combat the 'Price' argument and negotiate effectively.

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