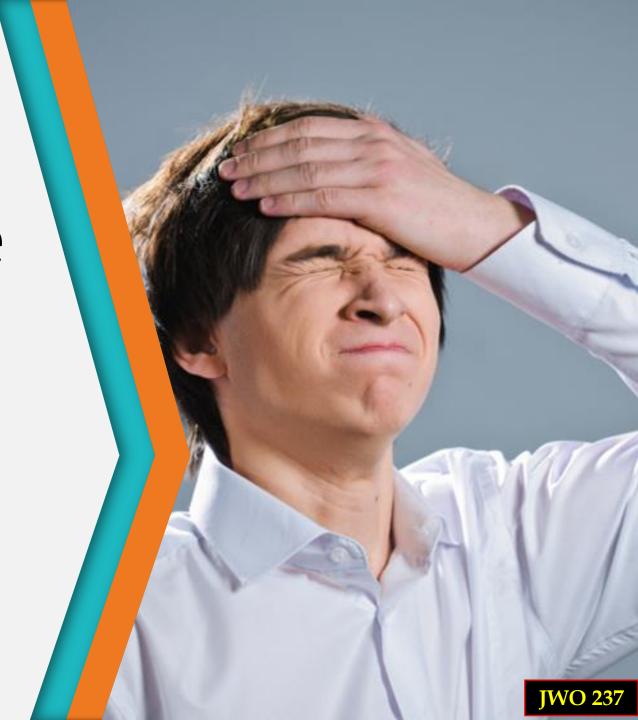
Presented by J.W. Owens



A Perspective 101 Series



A Speculative Advertisement —

Spec Ad for short — is a powerful tool for selling media space.

If you're not employing this tool —

or often enough — you're probably not making as much money as you could.

REASON # 5:

- A Spec Ad will "break-the-ice" with a new advertiser. Think about it this way:
- What is the sweetest sound in the universe? Your name, of course!
- Seeing it in print makes you feel famous, if only for a moment. It works the same way with a company name and it's owners.
- When you show up for an appointment with a finished ad, your prospective client is not only flattered, but immediately
 begins visualizing his prospective customers seeing it.

REASON #4:

- A Spec Ad will help you teach a new advertiser how to buy advertising.
- Some potential advertisers remain in that "potential" stage because of fear and ignorance.
- Many want to advertise, but don't know how to start. It is usually the salesperson who understands this fear, and helps the advertiser get over it that wins the account.
- Your Spec Ad helps begin the learning process for new advertisers.

REASON#3:

- A Spec Ad will eliminate advertiser confusion and inexperience when it comes to what message to run.
- Your Spec Ad will help your advertiser visualize a new marketing strategy. This is especially important if you're trying to help them re-position a particular product or service to meet today's changing economy.
- Your Spec Ad is a showcase for your marketing expertise. It establishes you as the expert and enables you to direct the advertiser into a creative platform that is most likely to generate business.

REASON #2:

- A Spec Ad will enhance the customer service you provide.
- It encourages you to develop empathy for the advertiser's business and goals, and sets the stage for building a long-term sales relationship.

REASON #1:

- A Spec Ad will help you close more sales.
- When you present a well-designed ad with a clear benefit message that targets a specific audience, the advertiser is going to get excited and anxious for the ad to run.
- Have your sales agreement and a pen close at hand.



This is a series of Training for your Management, Sales & Office TEAM

Good Selling!

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