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Thank you for participating in this ad rep survey.

The purpose of this survey is to help us do a better job helping ad reps more effectively sell advertising while enjoying their job more.

Please answer each question honestly and completely. Be assured your survey will be kept strictly confidential. Be certain to complete both sides of this survey.

AD REP SURVEY

ISSUES FACING AD REPS

1: What are the biggest barriers you face in selling advertising?

Rate each as being more or less a significant barrier to selling advertising, with a ✓ mark.

	No Barrier	1	2	3	4	5	Significant Barrier
Clients have no money		—	—	—	—	—	
Competition for ad dollar		—	—	—	—	—	
Ads not working in my newspaper		—	—	—	—	—	
Not enough time to do my job		—	—	—	—	—	
I need more skills, training		—	—	—	—	—	
Internal Barriers (production, meetings, paperwork, etc.)		—	—	—	—	—	
Inadequate sales tools, resources		—	—	—	—	—	
Management offers no direction / vision		—	—	—	—	—	
Other _____							

MOTIVATION

2: What motivates you on your job?

Please RANK ORDER each below, 1 being MOST significant motivator for you to 7 being LEAST significant motivator for you. Use each number only once, from 1 to 7.

- _____ A place to learn and grow professionally
- _____ The satisfaction of helping people succeed in their business.
- _____ The social aspect of working with other people
- _____ A place to make good money
- _____ The opportunity for advancement to management
- _____ The ability to control my own time and schedule
- _____ The chance to use my own creativity
- _____ The opportunity to do my work outside of an office

3: How happy are you with your job right now?

_____ Very Happy _____ Happy _____ Satisfied _____ Unhappy _____ Very Unhappy

If you are unhappy, what could be changed that would improve your situation? _____

TRAINING

4: How much training have you received in the last year?

_____ Extensive (10 days+) _____ Significant (3-9 days) _____ Some (1-2 days) _____ Little (less than 1 day) _____ None

5: Do you feel you need...

_____ More Training _____ About the Same Training _____ Less Training

6: How often do you feel this training should be provided?

_____ Every week _____ Once a Month _____ Every Other Month _____ 1-3 times year _____ Never

7: What training topics would be most helpful to you?

On a scale of 1 to 5, rate each training topic as being more or less helpful to you. Then, rank your top 5 training needs in order of priority.

Rank Your Top 5 Topics Least Helpful 1 2 3 4 5 Most Helpful

_____ Designing More Effective Ads	—	—	—	—	—
_____ Overcoming Objections	—	—	—	—	—
_____ Interviewing the Advertiser	—	—	—	—	—
_____ Cold Calling	—	—	—	—	—
_____ Making Presentations	—	—	—	—	—
_____ Selling to Ad Agencies	—	—	—	—	—
_____ Time Management	—	—	—	—	—
_____ Selling Ad Campaigns	—	—	—	—	—
_____ Ways to Prove the Ad Worked	—	—	—	—	—
_____ Selling Against Competition	—	—	—	—	—
_____ Selling Clients Who Never Have Any Money	—	—	—	—	—
_____ Telephone Selling	—	—	—	—	—
_____ Creating and Selling Small Space Ads	—	—	—	—	—
_____ Selling the Internet	—	—	—	—	—
_____ Selling Special Sections	—	—	—	—	—
_____ Other _____					

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AD REP SURVEY

ATTITUDES

8: Please indicate how strongly you agree or disagree with the following statements about your attitudes regarding your job, your company, and yourself.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A: I have the opportunity to grow in this job.	A: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B: I am well paid for the job I do.	B: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C: I enjoy doing this job.	C: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D: I feel highly motivated to do a good job.	D: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E: I have a clearly defined sales goals and objectives.	E: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F: I have control of my job and my ability to achieve my goals.	F: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G: I have the sales and advertising skills to do a good job for my advertisers.	G: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H: I feel very confident in my abilities in this job.	H: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I: My company cares about me and my needs.	I: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J: My manager clearly communicates how I'm doing on my job.	J: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K: My company sincerely cares about the needs of the advertisers.	K: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L: My company offers enough sales and advertising training.	L: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M: My company offers enough sales tools and support.	M: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N: My company has a clear marketing vision and goals and communicates these with the ad reps.	N: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O: This company is a great place to work.	O: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P: I see myself working here 3 years from now.	P: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q: If a slightly better offer came, I'd easily leave this job.	Q: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OPINIONS

9: If you could offer one piece of advice on how publishers and ad managers could help their ad staff more effectively sell advertising, what would it be? _____

ABOUT YOU

Are you? ☐ Male ☐ Female

Rate YOUR sales performance at your newspaper? ☐ I'm Top Sales ☐ High Sales ☐ Average ☐ Low Sales ☐ I'm Weakest

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