

Grade: A

Keep Winning Deals and Hitting Revenue Goals

Your sales team is crushing digital ad sales, which means you have many best practices in place. The goal now is to take that momentum and turn it into more revenue. Here are some recommendations from our digital sales experts.

Ensure sellers receive relevant weekly training that considers new trends or changes in the digital advertising ecosystem.

Things are constantly changing across the tactics, and you want to ensure sellers know about them and can explain them to advertisers. Relevancy matters, too, in terms of looking at trends and projections at the local level in your market.

Introduce 3-6-5 sales proposals to customers.

You can expand revenue opportunities by including at least three tactics for a six-month campaign with a minimum budget of \$5,000. More tactics and a longer run time deliver better results.

Encourage sellers to diversify their client industry list.

If there are industries salespeople have been avoiding for any reason, work through what those are and if they are still valid. An example would be restricted categories (e.g., cannabis, CBD, alcohol, gambling, political). You can sell digital ads to these advertisers in regions where it's legal and if the DSP (demand-side platform) allows these.

Get strategic about how to win business from competitors.

Competition for digital ad dollars is immense. As a result, you have to be more creative in approaching advertisers. You've got a lot going for you — local market expertise, a portfolio of digital and linear tactics, and experience. Create sales plays for teams on how to outsmart the competition.



Recommended Reading List

- [4 Ways to Use Geofencing in Digital Advertising](#)
- [CTV Ad Options: Blends and Improved Targeting](#)
- [Prospecting for Restricted Categories: Strategies and Tips for Local Media Digital Sellers](#)
- [5 Tips for Winning New Business in Highly Competitive Markets](#)



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