

Grade: B

Boost Digital Sales Performance and Revenue Growth

Your sales team has a solid foundation in digital ad selling. You can reach the top tier of high performers with a few adjustments and improvements. Check out these recommendations from our experts.

Increase training opportunities and types.

A best practice is to have a training session weekly and provide sellers with on-demand resources. Training should be relevant and up to date, as things quickly change in the digital advertising ecosystem. Topics should include tactics, prospecting, building omnichannel proposals and overcoming objections.

Ensure the majority of proposals follow the 3-6-5 principle.

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. The tactic mix depends on the advertiser's goal, but encourage them to think beyond display by including fast-growing tactics like OTT/CTV and niche social media sites.

Reassess budgets and compensation.

It's critical to set a specific digital ad budget to meet your goals. It should be separate from linear and O&O. Digital sales commission rates should also stand alone. By doing this, you can incentivize sellers and grow revenue.

Lean on digital experts for ideas on prospecting and proposing.

Prospecting is one of the most challenging parts of sales. Sellers need to gather intel in this step to make sure the target is viable. Once there's a connection, proposing the right ad mix is crucial to demonstrating that sellers understand the needs of their customers. Having digital experts to guide sellers saves time and improves win rates.



Recommended Reading List

- [The Ultimate Guide to Digital Sales Compensation for Media Companies](#)
- [4 Reasons You're Missing Out on Digital Advertising Revenue and How to Overcome Them](#)
- [Defining the Value of OTT and Video to Your Advertisers](#)
- [Create the Ideal Digital Ad Mix for Your Advertisers](#)



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