

Grade: C

Propel Digital Advertising Sales with Upskilling and Upselling

You're probably not where you want to be in digital ad sales, but you're committed to it and have an open mindset. It's a good foundation; with a few tweaks, your sales team can hit their goals and grow revenue.

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.

Develop or revisit your local digital advertising sales strategy.

Having a strategy sets sellers up for success. It's the framework for prospecting, proposing and pitching. Ensuring all salespeople have a consistent formula gives them the confidence to recommend the right tactics to reach advertiser goals and stand out among the competition.

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.

Setting a specific digital ad budget to meet your goals is critical. 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](#)
- [What Is a Local Digital Strategy, and How Can Broadcasters Win the Market?](#)
- [The Three Key Components for Third-Party Digital Sales Success](#)
- [Create the Ideal Digital Ad Mix for Your Advertisers](#)



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