

Grade: D

Restart Your Digital Ad Sales Strategy by Building a Strong Foundation

Success in digital ad sales has many components. Sellers need knowledge and confidence. Leadership needs to support digital goals and budgets, and technology needs to help the process be seamless and optimized. Building the foundation is key, and our experts have these recommendations for you.

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.

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 change quickly in the digital advertising ecosystem. Topics should include tactics, prospecting, building omnichannel proposals and overcoming objections. Start with the basics, and keep learning top of mind.

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.

Recommended Reading List

- [How to Explain Digital Advertising Tactics to Your Advertisers](#)
- [The Ultimate Guide to Digital Sales Compensation for Media Companies](#)
- [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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