



## Classified Call Center Creating Successful Classified Ads

**Creating Successful Classified Ads** is a workshop designed to comfortably transition “order-takers” into top sales performers. Participants learn an efficient inbound telephone sales process, the ingredients of powerful classified advertising, and how to apply these techniques for greater impact. They learn the value of controlling the sales discussion, as opposed to letting the client steer the conversation, and how to develop effective advertising copy and schedules, as opposed to simply taking the ad as directed by the client.

**Creating Successful Classified Ads** teaches skills to successfully sell advertising that produces results, not simply lines or words. Participants learn to successfully upsell classified lines, ad frequency, bold headlines, borders and attention-getters, as well as ample white space. In addition, they learn the assumptive sales technique and methods of effectively packaging options to achieve greater results for their customers.

**Creating Successful Classified Ads** introduces a three-step proven strategy for addressing the most common classified objections to lower customer resistance, and methods to comfortably advance the sales discussion.

### Key Topics

- ★ **Turning Order-Takers into Sales Performers**
- ★ **How Classified Advertising Works, When it Works**
- ★ **Successful Classified Upselling**
- ★ **Selling Packages & Special Programs with Ease**
- ★ **3 Steps to Addressing Client Objections to Advance the Sale**
- ★ **Methods to Reducing Credits**

**Creating Successful Classified Ads** is a hands-on, interactive program. Participants engage in a number of exercises to verbally practice newly learned techniques. These practice activities help participants to master the new skills so they can immediately apply, and reap the benefits of these techniques when they return to the office. In addition, sales presentations are audio taped for participant review.

**Creating Successful Classified Ads** sets the stage for the next level of classified productivity ~ successful callbacks, and outbound sales. See Classified Sales Strategies for more information.

### Program Benefits

- ★ Sets the stage for creating a high-performance sales team.
- ★ Improve performance on every call.
- ★ Easy methods that deliver immediate results.
- ★ Follow an efficient and effective sales process that increases revenue and results ~ for the client and company!