



## Job Description for Crunk For Christ Radio, LLC **Region Sales Representative**

### **Job Summary**

Interviews clients at length to discover their goals and desired image. Becomes familiar with their products and services in order to promote features and benefits to best advantage. Suggests several possible themes for the advertising campaign and decides with client the most promising idea to pursue in greater detail. Assists advertising manager in devising special promotions or offers to increase use of classified ads and increase department's revenue. Provides service as required to regular advertisers and explains the advantages of making a commitment for commercial ad usage in return for favorable contract rates. Responsible for handling orders quickly, efficiently, politely, and accurately and to calculate charges for customers.

Develops sales plans and strategies for review and approval of immediate supervisor.

Recommends pricing strategies and promotional programs for key customers in assigned territory. Maintains personal contact with key customers in assigned markets.

Develops and evaluates all advertising and promotional programs. Prepare and deliver sales presentations to new and existing customers to sell new advertising programs, and to protect and increase existing advertising.

Explain to customers how specific types of advertising will help promote their products or services in the most effective way possible. Maintain assigned account bases while developing new accounts. Process all correspondence and paperwork related to accounts.

Deliver advertising or illustration proofs to customers for approval. Draw up contracts for advertising work. Locate and contact potential clients to offer advertising services. Provide clients with estimates of the costs of advertising products or services. Recommend appropriate sizes and formats for advertising, depending on medium being used.

Inform customers of available options for advertisement artwork, and provide samples. Obtain and study information about clients' products, needs, problems, advertising history, and business practices to offer effective sales presentations and appropriate product assistance. Determine advertising medium to be used, and prepare sample advertisements within the selected medium for presentation to customers.

Consult with company officials, sales departments, and advertising agencies to develop promotional plans. Prepare promotional plans, sales literature, media kits, and sales contracts, using computer. Identify new advertising markets, and propose products to serve them. Write copy as part of layout.

Attend sales meetings, industry trade shows, and training seminars to gather information, promote products, expand network of contacts, and increase knowledge. Gather all relevant material for bid processes, and coordinate bidding and contract approval. Arrange for commercial taping sessions, and accompany clients to sessions.