

Top Five Reasons To Use Spec Ads

Presented by J.W. Owens



A Perspective 101 Series



Top Five Reasons To Use Spec Ads

A Speculative Advertisement —

Spec Ad for short — is a powerful tool for selling media space.

If you're not employing this tool —

or often enough — **you're probably not making as much money as you could.**

Top Five Reasons To Use Spec Ads

REASON # 5:

- A Spec Ad will “*break-the-ice*” with a new advertiser. Think about it this way:
- What is the sweetest sound in the universe? **Your name, of course!**
- Seeing it in print makes you feel famous, if only for a moment. **It works the same way** with a company name and it’s owners.
- When you show up for an appointment with a finished ad, your prospective client is **not only flattered, but immediately begins visualizing his prospective customers seeing it.**

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REASON #4:

- A Spec Ad **will help you teach** a new advertiser how to buy advertising.
- Some potential advertisers remain in that “**potential**” stage because of fear and ignorance.
- Many want to advertise, **but don't know how to start**. It is usually the salesperson who understands this fear, and helps the advertiser get over it that wins the account.
- Your Spec Ad **helps begin the learning process** for new advertisers.

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REASON#3:

- A Spec Ad will eliminate advertiser **confusion and inexperience** when it comes to what message to run.
- Your Spec Ad will help your advertiser **visualize** a new marketing strategy. This is especially important if you're trying to help them re-position a particular product or service to meet today's changing economy.
- Your Spec Ad is a **showcase** for your marketing expertise. It establishes you as the expert and enables you to direct the advertiser into a creative platform that is most likely to generate business.

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REASON #2:

- A Spec Ad will **enhance** the customer service you provide.
- It encourages you to **develop empathy for the advertiser's business and goals**, and sets the stage for building a **long-term sales relationship**.

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REASON #1:

- A Spec Ad will help you close more sales.
- When you present a well-designed ad with a clear benefit message that targets a specific audience, **the advertiser is going to get excited and anxious** for the ad to run.
- Have your sales agreement and a pen close at hand.

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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