

# How to Nail the Sale When You're New to Digital Advertising

**It happens to the best of us: You're in a meeting. You prepared diligently. You've got your act together. Then your client or prospect asks a question and... you don't know the answer.**

Whether you are brand new to digital advertising or you are trained and experienced, but get caught off guard (or somewhere in between), this is a common scenario. Today's technology, including digital advertising, changes fast, so there is always something new to learn. It's nothing to worry about, and nothing you can't prepare for if and when that moment comes.

## 3 "dos" when you're new to digital

Keep these best practices in mind before and during a pitch while you're getting familiar with the digital landscape – and keep them in your back pocket for the inevitable surprises down the road.

- 1. Brush up on the basics before you go.** Good news: you have a tremendous number of resources at your disposal. Browse the available training materials before your sales call as a quick refresher on digital advertising topics and terminology. Start with the "Digital Advertising Glossary of Terms" as an overview. Familiarize yourself with the language and notice if any terms seem fuzzy. If so, watch the overview video on that topic to get up to speed fast. "How to Overcome Common Objections to Digital Advertising" and our list of additional resources ("Additional Resources You Can Use to Grow Your Digital Marketing Knowledge") can be helpful as well to ensure that you are ready to ask and answer questions with confidence. You can also flip through our ebook, which has a breakdown of the basics for many of the digital products you'll encounter.
- 2. Focus on your client's goals – not your products.** Let's say that you are meeting with a client and he or she mentions that they read an article about something called geofencing. They are wondering what geofencing is all about and whether it would be a good fit for their business. You know that geofencing is a form of digital advertising that you offer... but you can't quite come up with the details or assess its value to them and their business on-the-spot.  
Not a problem. When in doubt, go back to the fundamentals of sales. Every sales pitch is a needs analysis, right? Turn the conversation away from products and back to his needs. Ask about your client's goals, gather details on the company's audience, timeframe, KPIs and budget. If it's an existing client, ask about future projections, how the market is changing and how they plan to keep up. Listen, take notes and promise to come back in a couple days with a custom product list that you think will deliver on the objectives.



What does that sound like in practice? Try something like this: “That’s a great question. Geofencing is just one of multiple ways that digital advertising can be successful. Before we get into products, let’s talk about what you’re hoping to accomplish, so I can recommend the right fit for your organization.”

Done well, this is a classic two-birds-with-one-stone outcome: you get a happy client who feels heard and catered to, and you buy some time to learn more about the ins and outs of specific digital advertising tactics.

3. **Be honest.** Focusing on goals instead of products is always a good approach – but it doesn’t always deter a client from the topic at hand. Your client may be particularly knowledgeable about digital advertising, or perhaps they just met with a different sales rep who educated them on a new product or capability. If he or she really wants to talk geofencing, to extend the example, it’s okay to be honest.

Digital advertising is relatively new. It’s complex. It’s constantly changing and evolving. You can share that some digital products are new to your portfolio without appearing unprepared or uneducated. Admitting that you need to double-check on some details and get back to them will get you much further than faking it.

For instance: “Thanks for asking about that, geofencing is a really exciting capability. It’s relatively new to us so I’m still learning all the details. Would it be alright if I double-check on the details of our geofencing product at the office and get back to you tomorrow? I want to make sure I’m giving you the most current information.”

No one wants to waste time on outdated or incomplete information. Everyone appreciates real honesty. Follow up promptly and thoughtfully and you will strengthen the trust between you and your client, not damage it.

### 3 “don’ts” for staying on top of the sale

If you’re still learning about your stations’ digital offerings, there are also a few things that you shouldn’t do on a sales call.

1. **Don’t promise anything.** Unless you are 100% sure that your station offers a particular product and/or specific capability, don’t commit to it. This sounds obvious, but can be tempting in the moment. If the client is “**just so excited**” about geofencing and you’re pretty sure it’s something that you provide, it’s easy to say, “of course we can do that!” Similarly, if a client shares that one of your competitors can deliver a certain capability, it’s only natural to want to reassure them that you can, too.

Resist the urge. It’s far easier to go back to the office and confirm a product’s availability than promise it and go back on your word. Although product names are the same or similar across the industry, different providers offer different capabilities and sometimes features even vary by contract. That means that the competition’s geofencing offering may sound identical to your company’s offering, but you may provide features that they don’t and vice versa. So again, if you’re not certain, always check before you commit.



**2. Don't make it up.** The client wants geofencing. They don't really know what it is, but they want it. You think that product is part of your digital platform. You're 85% sure. You have a general idea of how it works. They are showing that they know less than you, so why not bluster a bit to make the sale? Here too: resist the urge. You don't want to overpromise and under-deliver, or worse, be proven flat-out wrong and appear misguided or arrogant. Even if it works in the short-term, the long-term implications of going off script on digital products are rarely worth the trade-off.

**3. Don't forget that you're a killer salesperson.** Getting up to speed on new products always takes time, especially with something as complicated as digital advertising. Sometimes a sale waits for no man or woman and the meeting gets scheduled before you feel ready. This happens, and it's okay. It's important to become an expert in the products that you sell, but no one expects you to do it all at once – including your client.

Don't get flustered by new offerings that feel overwhelming. Don't lose your confidence. Don't forget that you know how to sell advertising and digital is just a different flavor of the same ice cream. Your client isn't just buying a product; they are "buying" trust in you and relying on you as a dependable resource. That doesn't mean that you have to be an expert in all the things all the time, but that you will research, analyze, find accurate answers and communicate them thoughtfully.

How can you nail the sale when you're new to digital advertising? If you approach your client with confidence and transparency, no matter how schooled you are on the intricacies of the products, you're set up for success.

