



CAREER BOOSTER

Advertising sales manager salary

The advertising sales manager salary has a national average of \$67,000 a year this figure does not have benefits figured in. the advertising sales manager may work on a salary or salary plus commission.

Advertising Sales managers organize and lead a team of advertising sales representatives, they must develop strategies for the sales team to use these strategies to maximize sales. For advertising sales to grow you must have customer loyalty while growing a new customer base to ensure you're not losing customers while you're trying to add new ones. Sales managers are responsible for sales in a specific geographical area. Advertising sales manager duties include recruiting and training a team of sales representatives, devising a marketing plan and setting sales goals for each individual sales representative so that the entire team meets the target

sales together. They divide representatives into teams and assign them a territory to represent. The advertising sales manager must manage their team of advertising sales representatives and encourage them to meet their goals. Advertising sales managers may take on large clients for the company if they feel the advertising sales representative don't have enough experience.

In order to obtain advertising sales managers position a qualified candidate must be organized, be able to allocate and prioritize work as well as their sales teams. One must possess excellent communication skills written and verbally, they must possess

knowledge of their company and product. Advertising sales managers must be very enthusiastic, self motivated, ambitious and very outgoing. As for education there are no set qualifications, and many sales managers are promoted into the job after three or four years' experience in sales, and with a strong record of achievement. An advertising sales manager must have an amazing track record for sales and must have met many previous sales goals. To move up from the advertising sales manager position, successful sales managers may be able to progress into senior management positions, such as sales director, or take responsibility for larger sales territories.

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