



CAREER BOOSTER

How to get a job as an Advertising Solicitor

The advertising solicitor is the same as the advertising sales representatives, they typically give the term as solicitor to those who barter, and they may barter advertising positioning or radio spots for products used in promotions.

The advertising solicitor must also maintain and exceed monthly sales goals, build and maintain a customer list, prospect and increase new business. An advertising solicitor must have excellent listening and conversational skills. They must also possess the ability to work as a team player with all departments within the agency. Advertising solicitors develop and coordinate advertising campaigns. Duties and tasks an advertising solicitor may perform include helping clients determine which products to be advertised and obtain relevant information from clients such as, product and company details, meeting budget goals and marketing

research. Advertising solicitor's present sketch campaign suggestions to clients along with a summary of the cost involved, they negotiate and arrange changes within the advertising campaign, they supervise and coordinate the work of the creative production departments, makes sure the advertising campaign meets deadlines and budget requirements and keep in contact with the client throughout the project. Advertising solicitors are the middle men between clients and the sellers of advertising space to make sure that the advertising campaign reaches the target market.

To become an advertising solicitor it is not important to have a bachelors degree, but previous sales experience as well as knowing about the advertising business is. It is a good idea to take some courses so you understand the workings of the advertising industry. The advertising solicitor salary will not have raises, but when working on commission the more you sell the more money you make. So to you the solicitor and the company it is important to push yourself to meet sales goals and possibly exceed them. Prepare yourself for a fast paced career that requires allot of sales, negotiating and communication skills.

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