

New sales people on staff? Help them get started with the essentials of ad sales!

Ad Basics, the South Carolina Press Association's popular quarterly sales training workshop, is designed for newspaper ad sales employees with less than a year's experience.



Alanna Ritchie, Advertising Director for the South Carolina Newspaper Network, will conduct this full-day workshop. A veteran of weekly and daily newspaper sales,

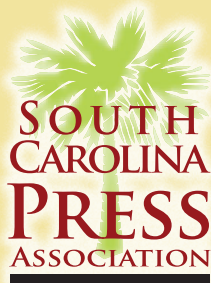
Ritchie will help attendees understand sales basics, including selling against competition, dealing with objections, closing skills, basic design and consultative selling.

Join SCPA as we cover the basics of advertising sales and get your revenue-producing staff off to a great start!

Lunch will be provided. Attendees will also receive the Ad Basics notebook, which contains a wealth of helpful information that Ritchie has collected over the years.

Here's what past attendees have said about Ad Basics:

- Very beneficial! This will help me tremendously.
- Everyone who is new to selling should take this seminar.
- Useful and motivational!
- Can't wait to apply all I learned!
- Alanna is very knowledgeable and enjoyable. Great instructor!



Ad Basics

Jan. 18, 2012
10 a.m. – 3 p.m.
SCPA Offices
Columbia

Register today ...
Space is limited to the first 18 people!

CONTACT

Newspaper: _____

Newspaper Contact: _____

E-mail: _____ Phone: _____

ATTENDEES *(Please list as to appear on name badge)*

PAYMENT (EARLY BIRD FEE: \$45; AFTER JAN. 11: \$55)

Check enclosed Check # _____

Bill my: Visa Mastercard

Name on card: _____

Billing address with city, state & Zip: _____

Credit card #: _____

V-code: _____ Exp. date: _____

Signature: _____

This form should be filled out in Adobe Acrobat and e-mailed to jmadden@scpress.org.
You can also fax (803.551.0903) or mail (P.O. Box 11429, Columbia, SC 29211) it to SCPA.