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Selling Electronic Media

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Book Review
‘Selling Electronic Media’
By
Tim Hendrick

Having spent 30 years in the advertising industry before coming to Academia and having been on both sides of the fence in both selling and being sold media, it is refreshing to find a book that covers the bases of selling in the media space. For a number of years I have taught an ‘Introduction to Media’ class and also been responsible for the ad sales team for our college newspaper. There have been many books written on selling overall, how to be a good salesman etc. but nothing that I have found directly related to the media world.

‘Selling Electronic Media’ both explains the disciplines of electronic media in a comprehensive manner. Along with this, it incorporates how to be a competent and organized salesperson related directly to the advertising industry, which in itself is unique in it’s overall selling proposition. It is an excellent skills text, relating skills needed in selling and learning skill sets within the respective electronic media. The book is well organized, covers the content extensively and is up to date with its inclusion of the Internet or as it is sometimes referred to in the industry as ‘new media’. It describes what an individual must do to be successful and make money, and throughout the various chapters relates all the examples directly to the media industry. There are intelligent teaching exercises throughout for students learning the craft. The descriptors in Chapter 2 – ‘Who Should Sell’ - really help the reader determine if they are made out for this business. At the end of each chapter are review guides that are comprehensive with discussion points for cementing the material together. The glossaries of both business and media terms are quite extensive and the student will not lack definition.

Since I believe the book is an overall training guide for those students embarking on a career in selling media, which by the way is 50% of the industry, I do not believe that any additions are really needed. Many books these days do not address co-op yet ‘Selling Electronic Media’ does in a very comprehensive manner. The one area that is not covered is of course print. These extensive training materials are widely available from the various national and local newspaper and magazine organizations. Putting these together with this book will create a very comprehensive media-selling course. One additional area of growth not covered is the inclusion of advertising in video games, which in itself is another form of electronic media. The areas that I especially liked were comparing and contrasting the differences in the client vs. and agency sides of advertising. The sell is relatively the same but approached differently and a very important dissemination for upcoming salespeople.

Of course, with all that is changing in the Internet space, with search and mobile and video games, it is hard to keep things up to date but I am sure subsequent editions or supplemental teaching aids can address these issues.

Who should buy this book? Any one who is interested in becoming successful in the media sales side of advertising! A very important segment of the industry!

I have looked for a number of years for a 'selling media' tome directed to the advertising industry so that in fact I could create a class for those wanting to enter the profession from that side. Many individuals have an innate ability to sell but want to specialize in a given industry. This is the only book that I have found that covers media and only media and to boot, electronic media. It has been a long-term initiative of mine and I am in the process of fulfilling the procedures on campus to accomplish just that. Many business schools have courses in selling but not specific to the advertising industry. Being that we offer a degree in advertising, this book and its contents and a future class fit right into our curriculum and I believe will be unique in its offering and structure. A class of 25 –30 students each semester could easily be formed even recruiting some from the business school. Many of the business students obtain a minor in advertising. More and more of my media students are migrating to this side of the business and the industry as a whole has stepped up its recruitment of graduating students for sales positions across the country.

I have only found a couple of books that might compete to some degree. Peter Lang Publishing has a number of media guides specific to each media segment, Radio, TV etc. but is not comprehensive enough in their offerings. There is a book 'Make the Sale' by Mary Alice Shaver, but again not comprehensive enough in being specific to the media industry and is more on marketing media overall.

Media sales have been around since the late 1800's and as the advertising industry becomes more and more competitive with the addition of the Internet and other forms of electronic media it is an ever-expanding area of growth. A book such as 'Selling Electronic Media' can and will take the student to the next level and make them ready to "hit the ground running".