

# Advertising Sales Agents

SOC: 41-3011 • Career Profile Report

## ■ Key Facts

<b>\$61,460</b> Median Salary	<b>6,600</b> Employment	<b>-6.0%</b> Growth Rate
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## ■ Requirements & Salary Range

**Education:** High school diploma

## ■ Automation Risk Assessment

**Medium Risk** - 38.0% probability of being automated in the next 10-20 years.  
This job has some routine elements but still requires human judgment and interaction.

## ■ Work-Life Balance

**7.5/10** - Good work-life balance

## ■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

<b>Realistic</b>	4.4/10	<b>Investigative</b>	5.0/10
<b>Artistic</b>	5.4/10	<b>Social</b>	8.0/10
<b>Enterprising</b>	9.0/10	<b>Conventional</b>	5.8/10

## ■ Top Skills Required

Communication skills, Customer-service skills, Initiative, Interpersonal skills, Organizational skills, Self-confidence

### ✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

### ■ Challenges

- Burnout Risk
- Rapid Technological Change

## ■ What They Do

Advertising Sales Agents typically perform the following tasks:

- Prepare and deliver sales presentations to new and existing customers to sell new advertising programs and to protect and increase existing advertising.
- Maintain assigned account bases while developing new accounts.
- Provide clients with estimates of the costs of advertising products or services.
- Locate and contact potential clients to offer advertising services.
- Explain to customers how specific types of advertising will help promote their products or services in the most effective way possible.
- Obtain and study information about clients' products, needs, problems, advertising history, and business practices to offer effective sales presentations and appropriate product assistance.
- Prepare promotional plans, sales literature, media kits, and sales contracts, using computer.
- Process all correspondence and paperwork related to accounts.
- Draw up contracts for advertising work, and collect payments due.
- Deliver advertising or illustration proofs to customers for approval.
- Inform customers of available options for advertisement artwork, and provide samples.
- Recommend appropriate sizes and formats for advertising, depending on medium used.
- Write copy as part of layout.
- Determine advertising medium to be used, and prepare sample advertisements within the selected medium for presentation to customers.
- Gather all relevant material for bid processes, and coordinate bidding and contract approval.
- Consult with company officials, sales departments, and advertising agencies to develop promotional plans.
- Identify new advertising markets, and propose products to serve them.
- Arrange for commercial taping sessions, and accompany clients to sessions.
- Attend sales meetings, industry trade shows, and training seminars to gather information, promote products, expand network of contacts, and increase knowledge.
- Write sales outlines for use by staff.

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Source: <https://www.bls.gov/ooh/sales/advertising-sales-agents.htm>