

Advertising Sales Agents

SOC: 41-3011 • Career Profile Report

■ Key Facts

\$61,460 Median Salary	6,600 Employment	-6.0% 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.

Realistic	4.4/10	Investigative	5.0/10
Artistic	5.4/10	Social	8.0/10
Enterprising	9.0/10	Conventional	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 sell advertising space or time **to businesses, organizations, and individuals, helping clients promote products or services.** They develop relationships with clients, negotiate contracts, and manage accounts. Their work is critical in media, marketing, and communications.

This career is well suited for individuals who enjoy sales, communication, and marketing strategy.

What Do Advertising Sales Agents Do?

These agents promote and sell advertising opportunities and maintain client accounts.

Common responsibilities include:

- Identifying potential clients and developing sales leads
- Presenting advertising options and strategies to clients
- Negotiating contracts, rates, and placement
- Coordinating with media outlets to ensure ad placement and delivery
- Monitoring campaign performance and client satisfaction
- Maintaining accurate records of sales and client interactions
- Staying informed about industry trends, media platforms, and marketing techniques

Key Areas of Advertising Sales

Advertising agents may specialize in media type or client sector:

- Print and Digital Media: Selling space in newspapers, magazines, or websites
- Broadcast Media: Selling time on radio, television, or streaming platforms
- Social Media and Online Marketing: Promoting digital campaigns and social media ads
- Account Management: Maintaining long-term client relationships
- Market Research and Strategy: Advising clients on target audiences and campaign effectiveness

Skills and Abilities Needed

Advertising sales agents combine persuasive, analytical, and communication skills.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

This role typically requires formal education and sales experience:

- High School Diploma (minimum): Basic business, communication, and computer skills
- Bachelor's Degree (common): Marketing, business, communications, or related fields
- On-the-Job Training: Learning company products, sales techniques, and media offerings
- Continuous Learning: Staying current with advertising trends, media platforms, and sales strategies

Where Do Advertising Sales Agents Work?

They are employed across industries that sell advertising space or services:

- Media Companies
- Advertising and Marketing Firms
- Digital and Social Media Platforms
- Corporate Marketing Departments
- Freelance or Consulting Work

Work environments may include offices, client locations, or remote work settings.

Is This Career Difficult?

This career requires strong interpersonal skills, persistence, and adaptability. Agents must meet sales goals, manage multiple clients, and adjust to changing market conditions.

Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy sales, marketing, and building client relationships
- Are persuasive and confident in communication
- Can work independently and manage multiple accounts
- Are goal-oriented and adaptable to market trends
- Want a career in media, advertising, or marketing

How to Prepare Early

- Take courses in business, marketing, and communications
- Develop sales, negotiation, and presentation skills
- Gain experience through internships or part-time sales roles
- Learn about advertising platforms, media, and digital marketing
- Build networking and client relationship skills

Advertising sales agents connect businesses with audiences, creating opportunities to promote products and services while driving revenue for media and marketing organizations.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

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