

FLYTEDESK'S

LOCAL AD SALES TRAINING MODULES



Local Ad Sales 201 Syllabus

[Workbook link](#)

Date	Topic	Homework <i>(follow the workbook)</i>	Resources
Week 1	Lesson 1	☐ Workbook exercise 1.1 - 1.2	Explainer: Value propositions
Week 2	Lesson 2	☐ Workbook exercise 1.3 - 1.4	How-To Guide: Client visits
Week 3	Lesson 2	☐ Workbook homework 1 ○ Gather your own audience insights ○ Conduct a client meeting using the strategies from this lesson ○ Write a short reflection	More resources to come!
Week 4	Lesson 3	☐ Workbook exercise 2.1 - 2.3	More resources to come!
Week 5	Lesson 3	☐ Workbook homework 2 ○ Pitching to a local client activity	More resources to come!

***For any questions during the training, please reach out to your account manager.**