

**Chapter 12 Selling Overview
Career Chatroom Career Profile**

Lori Blinder

Beauty & Fashion Director, *Fitness Magazine*

Q What do you do at work?

A My main responsibility is to grow revenue for the beauty and fashion category for *Fitness* magazine. I sell programs including digital, retail, event sponsorships, and most importantly, print. I work to increase *Fitness*' visibility and awareness with the client and agency side of the beauty and fashion community, and create opportunities to open doors through custom research. I attend high profile industry events and work with my marketing team to create partnerships that leverage beauty advertising. Finally, I leverage existing relationships with clients through entertaining, and I initiate and develop new relationships with clients. I have a revenue-generating role, so my magazine's success depends on my ability to bring in money/profit.

Q What was your first job in marketing?

A I started out in the advertising agency side of the business, but made a switch to ad sales for a local society publication called *Avenue* magazine. I pounded the pavement selling door-to-door to exclusive restaurants, jewelers, and fashion designers.

Q What skills are most important to you?

A It is important to be able to multitask. You need to have an entrepreneurial spirit and be able to manage your time. You also need to be aggressive and persistent without being overbearing and annoying. The goal is to build trust among your clients and build your business. Listen to your clients and understand their goals and objectives. Finally, you must have a tough skin and be able to roll with the punches. Clients can be demanding and harsh. You need to deal with whatever challenges come your way *and* keep a smile on your face.

Q What is your key to success?

A I come to work every day with a positive attitude. I love what I do and feel that my passion and integrity are key to developing trust among both my clients and my coworkers.