***Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com***

**The New New Business**

*The creative industry wouldn’t be able to create without the people bringing in business and closing sales. As the industry evolves, so too is new business and sales. We want to speak to the people making the gears of the industry turn, whether they’re at agency, production, post, tech or media platform, to share their insights with those struggling to close the deal.*

*Please answer the questions below and share a photo of yourself.*

What was your first sale or new business win? (Was it a big or small job? How difficult or scary was it? What do you remember about how you felt? What lessons did you learn?)

What was the best piece of advice you got early on?

And the worst?

How has the business of ‘selling’ in the creative industry changed since you started?

Can anyone be taught to sell or do new business or do you think it suits a certain kind of personality?

What are your thoughts about the process of pitching that the industry largely runs on? (e.g. How can it be improved - or does it need done away with completely? Should businesses be paid to pitch? What are your thoughts about businesses completely refusing to engage in pitching? How can businesses perform well without ‘giving ideas away for free?)

How do you go about tailoring your selling approach according to the kind of person or business you’re approaching?

New business and sales can often mean hearing ‘no’ a lot and quite a bit of rejection - how do you keep motivated?

The advertising and marketing industry often blurs the line between personal and professional friendships and relationships… does this make selling easier or more difficult and delicate?

In your view what’s the key to closing a deal?

How important is cultural understanding when it comes to selling internationally? (And if you have particular experience on this front, what advice do you have?)

How is technology and new platforms (from platforms like Salesforce and Hubspot to video calls to social media) changing sales and new business?

There’s a lot of training for a lot of parts of the industry, but what’s your thoughts about the training and skills development when it comes to selling and new business?

What’s your advice for anyone who’s not necessarily come up as a salesperson who’s now expected to sell or win new business as part of their role?