

October is Co-Op Awareness month & time for businesses to grab co-op advertising dollars before they expire December 31

AdMall data shows Jewelry, Athletic Footwear and Computers also among big 4th quarter opportunities.

WESTERVILLE, OHIO, UNITED STATES, October 3, 2022 /EINPresswire.com/ -- With the Federal Reserve raising interest rates again and inflation still going up, sales teams need more local [marketing intelligence](#) than ever to make the case for an advertising buy. [AdMall's](#) data and fresh 2022 AudienceSCAN research are revealing some 4th quarter opportunities sales reps should take note of heading into October.



We can help sales reps make sure their prospects and current advertisers don't leave this money on the table."

Denise Gibson

When budgets get tight, AdMall sees the demand for co-op go up and also tries to remind businesses during October,

which is declared Co-op Awareness Month. Many manufacturers help to pay for part or all of a dealer's advertising costs through co-op programs, and many of these programs expire at year-end.

"AdMall has an easy way to pull expiring co-op lists by both "Year-End" timing and business types," says Director of AdMall Sales Denise Gibson. "Businesses will want to use their remaining co-op money to be able to compete and get more out of their ad spend for the 4th quarter versus their competitors. We can help sales reps make sure their prospects and current advertisers don't leave this money on the table."

AdMall's business intelligence and sales intelligence also reveals other important 4th quarter opportunities for 2022. AudienceSCAN data shows:

- Jewelry: 15% of US adults plan on buying new jewelry this year
- Athletic Footwear: 20% of U.S. adults plan to buy athletic footwear
- Computers: 19% of U.S. adults plan to buy a laptop or computer

AdMall research shows other notable Q4 ad opportunity verticals include attorneys and legal

services, consignment stores, and urgent care centers. Our team recommends utilizing AdMall's geo-targeting with consumer spending, Digital Audit, and Local Prospecting Opportunities to help with prospecting and closing the sale.

Finally, for sales teams who experienced churn and have new team members, AdMall's training team is ready to help onboard them.

About [SalesFuel](#)[®]: SalesFuel's SaaS-based portfolio of sales tools, training, and intelligence provides thousands of sales and media sales teams nationwide with the power to Sell Smarter[®]. Our platforms leverage data and critical insights that empower executives, sales managers, recruiters, and their teams to attract a higher level of talent and clientele.



TACTICAL BUSINESS INTELLIGENCE FOR LOCAL MEDIA SALES AND DIGITAL MARKETING

We believe that business today must be data-driven, adaptive, caring, and consultative. It is all about intelligence – the vital information you cannot find in a Google or LinkedIn search. But it is also about knowing how to leverage that intelligence into productivity – and our team of sales, marketing, and management strategists is here to guide you every step of the way.

Our portfolio of sales solutions includes:

AdMall[®] – Providing tactical business intelligence for local marketing and media sales, AdMall makes selling easier, improves marketing results, and quickly generates return-on-investment.

SalesCred App – The SalesCred mobile app helps sales professionals earn the trust of buyers by improving their credibility, mindset, sales skills, and pre-call research. The app is free for download from the Apple App Store and Google Play store.

TeamTrait[™] – Uses psychometric assessments to analyze the behavioral traits and business acumen of candidates, current team members, and sales teams. TeamTrait equips managers with the data to: identify high-potential candidates; evaluate a team's strengths, weaknesses, and job fit; build high-performing teams, pinpoint professional development needs, and retain talent.

Sales Manager Training – In the online sales manager training course, every sales manager needs to immediately increase effectiveness and drive sales growth. Named as one of the Top 10 Sales Enablement Vendors for 2022 by Selling Power Magazine, SalesFuel was founded by C. Lee Smith in Columbus, Ohio in 1989 with a simple objective: Sales are the revenue engine of your company; we provide the fuel. C. Lee Smith is also named for 2022 by Selling Power as a Leading Sales Consultant. Lee is also the author of the Amazon International bestsellers “Hire Smarter, Sell More!” and “SalesCred: How Buyers Qualify Sellers.”

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