

# NEWS SELLING IN THE 'NINETIES.



Ms. Mary A. Carlson

**W**hen you think of news selling, you probably think of a man in a suit and tie, standing in front of a newsstand, shouting "The News! The News!"



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But in the '90s, news selling is changing. It's becoming more professional, more organized, and more focused on the customer.

One of the biggest changes is the use of technology. News sellers are now using computers to track sales, manage inventory, and even to create personalized newsletters for their customers.

Another change is the way news is being sold. Instead of just standing in front of a newsstand, news sellers are now going door-to-door, or even selling news online.



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