

WORKSHEET FOR SALESPeOPLE

E-LESSON #4

EXPLAINING MARKETING TO A DIRECT CLIENT

Name: _____ Date: _____



Advertising is one third of the importance of a successful business. Ask your client, "What does your business triangle look like?"

1. As a broadcast account executive, what percentage of the businesses in your signal coverage area even have a clue of who you are, what you do and how to get in touch with you? Draw your own business triangle. Be honest.
2. Briefly discuss the way you routinely discuss marketing with your clients. If you don't usually discuss the topic, just jot down "I don't."
3. If you suspected that your local direct client had a marketing problem, would you bring it up with that client or would you be inclined to ignore it?
4. Name at least two new local direct clients you will prospect this week.
5. Describe any progress you have made in the past two weeks on two new local direct clients. Did you ask these clients for long-term contracts? Use the back of this sheet if you need additional room.

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