

## E-LESSON #5: Advertising Clutter

### MANAGER OR FACILITATOR'S MEETING GUIDE NOT FOR DISTRIBUTION TO SALESPEOPLE

This is the **THIRD** in a series of ten **red presentation ICONS**. The information contained in this ICON learning approach is designed to help salespeople to get local direct clients “on the same page” we are on as quickly as possible.

- The average consumer is now inundated with a **MINIMUM** of 2,500 commercial impressions per day.
- Small businesses are being crushed and eaten by big “BOX-STORE” competitors.
- Local direct clients are also being exposed to a minimum of 2,500 commercial impressions per day. Your salesperson’s call is just one of those impressions. Are your sellers successful at breaking through clutter?

#### ***The purpose of this lesson is twofold***

- To impress upon your local direct prospect that advertising clutter is getting worse all the time. Advertising is ubiquitous. In other words, it’s **EVERYWHERE**. The world is getting more cluttered with advertising and promotion every day. Nowadays if a business isn’t media competitive, it’s likely to get washed away in advertising clutter.
- To convince your staff that their sales call to a new local direct prospect is just one of 2,500 commercial impressions that the **CLIENT** is being exposed to in a single day.

#### ***How to effectively deliver this lesson***

1. Make sure that every salesperson has a copy of the attached General Agenda for E-LESSON #5: **ADVERTISING CLUTTER**.
2. Download and view the corresponding on-line video. Discuss advertising clutter in your sales meeting. Invite salespeople to give examples of some of the advertising and marketing images they are exposed to in the course of their day.
3. Encourage your salespeople to write down the products, services and other commercial impressions they are exposed to in the course of a normal day. Salespeople should be able to rattle off this list to their clients.

4. Distribute the Worksheet for Salespeople for E-LESSON #5:  
***ADVERTISING CLUTTER.***
5. Give salespeople 10 minutes to fill out the sheet.
6. Collect all worksheets.
7. Examine worksheets. Encourage your sales team to become more aware of the advertising, solicitations, logos and packaging that they are being exposed to each day. Make sure that they are aware that their contact with a client is just ONE of the 2,500 commercial impressions that client is being exposed to in a single day. Is your salesperson capable of standing out with his/her client and breaking through the clutter?
8. Look for progress in local direct account development. If you don't see progress with an account you assigned to a salesperson, reassign the account.
9. Distribute more of the local direct accounts you received from the "Wish List" exercise in E-Lesson™ #1, PROSPECTING. Mix up product and service categories so that your sellers are calling on a wide variety of local businesses. If you haven't done the "Wish List" exercise with your staff, start it now. Then in a week or two, you'll have a list of hundreds of local direct accounts in your signal coverage area that no one at your station is calling on. Keep in mind that for most of those businesses, your station's marketing triangle looks like a stick.

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