

WORKSHEET FOR SALESPeOPLE

E-LESSON #5

ADVERTISING CLUTTER

Name: _____ Date: _____

The purpose of this worksheet is twofold:

1. To help make you aware that the average person is exposed to a MINIMUM of 2,500 commercial impressions per day.
2. Your sales call is just ONE of 2,500 commercial impressions that your CLIENT is being exposed to in a single day.

Please fill out the following questionnaire and turn in to your sales manager.

1. Advertising clutter is getting worse, not better. Think about your normal daily routine and write a list of the products and services that you are exposed to in the course of a normal day. Use the back of this sheet if you need more room. Make a copy of your list and start memorizing it so you can give your clients personal examples of how much advertising clutter each of us is inundated with in a single day.
2. Your client is being exposed to 2,500 commercial impressions a day, *including your sales call*. As a salesperson, describe two specific actions you will take in the next seven days to make your “1 in 2,500” impression stand out with your client.
 - 1.
 - 2.

