WORKSHEET FOR SALESPEOPLE

E-LESSON #6

BRANDING

Name:_____ Date:_____

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

1. Briefly describe how you would explain the importance of BRANDING and MIND SHARE to a local direct client.

2. Describe a bad experience with a business that caused you to engage in NEGATIVE BRANDING

3. Discuss progress or problems you've had getting appointments with local direct accounts in the past couple of weeks. Be sure to identify the clients. Use the other side of this sheet if you need more room.

4. Discuss any progress you've made over the past two weeks selling local direct long-term contracts. Discuss any reasons you didn't ask for a long-term agreement.

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