

WORKSHEET FOR SALESPeOPLE

E-LESSON #8



Marketing: 'X%'...How To Explain The Logic Of Using Your Station

Name: _____ Date: _____

TURN YOUR GENERAL AGENDA FACE-DOWN BEFORE FILLING OUT THIS SHEET. YEAH, THIS IS A POP QUIZ.

1. List in order, all six of the MARKETING presentation icons we've covered so far.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
2. Assuming that your demographic is appropriate and your client doesn't have marketing problems, why is it logical for a local direct client to buy a long-term contract on your station, whether you're number one or not?
3. Identify two new local direct clients that you will contact for the first time this week.
4. Discuss progress you've made or problems you are having with two new local direct clients you've encountered over the past two weeks. Which clients have you asked for long-term contracts? Use the back of this sheet if you need more room.

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