WORKSHEET FOR SALESPEOPLE

E-LESSON #9

The Difference between Good and Bad Advertising #1

Name:_____ Date:_____

1. Write down the five reasons that advertising "doesn't work".

2. Describe the "blank sheet of paper" test.

3. Write down two examples of cliché "AD-SPEAK", expressions that you hear and see all of the time in commercials.

4. Name two new local direct clients that you plan on contacting for the first time this week.

5. Identify progress or problems that you've had with two local direct accounts in the past two weeks. Discuss any progress you've made during this period selling local direct long-term contracts. Use the other side of this page if you need more room.

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