WORKSHEET FOR SALESPEOPLE

E-LESSON #11

Creative: Use An Emotional Headline

Name:_____ Date:_____

You don't have to be a creative genius , but you *should at least* know and recognize the differences between good and bad advertising and you *should* be able to explain these differences to a client.

1. Write two headlines for existing clients. Remember to make them EMOTIONAL headlines.

2. Identify two local direct clients that you will call on for the first time in the next week.

3. Report problems or progress with two local direct clients that you have been working on for the past two weeks. Discuss any progress you've made over the past two weeks selling local direct long-term contracts.

Paul Weyland is president of Paul Weyland Training Seminars.
Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or www.paulweyland.com

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