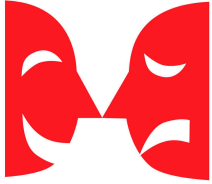


## WORKSHEET FOR SALESPeOPLE

### E-LESSON #12

#### *Creative: Benefits and Results Instead of Cliches*

Name: \_\_\_\_\_ Date: \_\_\_\_\_



Become an expert on AD-SPEAK and the other creative elements we've discussed so far. As a creative expert you have an IDENTIFIABLE DIFFERENCE from the Chiquitas in your market.

1. Name three important elements of a good spot:

- 1.
- 2.
- 3.

2. Review the spots written below.

**IT'S HOT. IN FACT, IT'S SO HOT IT'S SIZZLING. IF YOU'VE BEEN WAITING TO BUY A NEW TRUCK, SEDAN, VAN OR SUV...NOW'S THE TIME. ANNOUNCING TOM SMITH CHEVROLET'S RED-HOT SUMMER SALE! IT'S OUR BIGGEST SALES EVENT OF THE YEAR. ALL 2005s MUST BE SOLD IN ORDER TO MAKE ROOM FOR NEW INVENTORY. SO WE'RE SLASHING PRICES TO THE BONE ON OVER 300 TRUCKS, CARS, VANS AND SUVs. THIS SALE AT TOM SMITH CHEVROLET IS SO BIG THAT EVERYBODY'S TALKING ABOUT IT. ALL PRICES MARKED DOWN BELOW FACTORY INVOICE. PUSH, PULL OR DRAG YOUR OLD VEHICLE TO TOM SMITH CHEVROLET. WE'RE PAYING TOP-DOLLAR FOR YOUR TRADE. SAVE MONEY ON JUST ABOUT EVERYTHING IN STOCK... JUST IN TIME FOR THE FOURTH OF JULY WEEKEND. BRING THE WHOLE FAMILY! FREE HOTDOGS AND FREE BALLOONS FOR THE KIDS. TOM SMITH CHEVROLET...WE'VE GOT THE WHEELS AND**

**THE DEALS...COME BROWSE OUR BEAUTIFUL, SPACIOUS NEW SHOWROOM... CONVENIENTLY LOCATED ON MAIN AT PECAN. TOM SMITH CHEVROLET...WE'VE GOT WHAT YOU'RE LOOKING FOR.**

**WIFE-HI HONEY, I'M HOME!**

**HUSBAND-OH, HONEY...I'VE GOT GOOD NEWS AND BAD NEWS.**

**WIFE-OKAY, WHAT'S THE BAD NEWS?**

**HUSBAND-WELL, YOUR AUNT RUTH DIED.**

**WIFE-OH, NO. NOT AUNT RUTH! WELL, WHAT'S THE GOOD NEWS?**

**HUSBAND-WELL, WE'RE IN LUCK. THE FUNERAL WILL BE AT MURRAY FUNERAL HOME.**

**WIFE-MURRAY FUNERAL HOME AT 1215 NORTH LAMAR? SAY, THAT IS GOOD NEWS. MURRAY FUNERAL HOME HAS BEEN FAMILY OWNED AND OPERATED SINCE 1972. THEIR STAFF IS SO FRIENDLY AND KNOWLEDGEABLE AND WE'LL LOVE THEIR COMPLETELY REMODELED FACILITY.**

**HUSBAND-OH, GOOD GRIEF.**

**WIFE-HEY...DID YOU JUST SAY GOOD...GRIEF?**

**HUSBAND-WELL...I GUESS I DID. MURRAY FUNERAL HOME REALLY IS REKNOWNED FOR WHAT I GUESS YOU COULD CALL, WELL, (CHUCKLE) GOOD...GRIEF.**

**WIFE-(LAUGH) MURRAY FUNERAL HOME...WHERE YOU GET GOOD GRIEF...1215 NORTH LAMAR.**

3. Using the "Best Friend Test", count the cliches in the two spots. How many cliches in spot one can you identify in spot #1? How about spot #2?
4. Name two local direct accounts on your list that are currently running "CrapMaster" copy.

5. Name two new local direct accounts that you will call on this week.  
What progress are you making with selling long-term contracts?

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