



E-LESSON #13: Creative: Call to Action

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

By the time you get through with this lesson your salespeople will know the difference between good and bad advertising, including the horrible, cliché-infested stuff coming out of many of the little advertising agencies. This knowledge should give your sales staff added confidence and skills to go out and fix creative messes one client at a time.

This last element, the CALL TO ACTION is critical to the broadcast creative process.

NOTE-THIS LESSON WILL INVOLVE A WORKSHOP.
PLEASE READ THE ENTIRE GUIDE BEFORE THE MEETING.

The purpose of this lesson

The purpose of E-LESSON #13: **CREATIVE: CALL TO ACTION** is to emphasize the necessity of clearly illustrating what the client wants your listeners or viewers TO DO. Why do we so often obscure the call to action in commercials? How difficult are we making it for listeners and viewers who are ON to do business with our clients?

Impress these important elements into the minds of your staff

- In a good spot the call to action must be repeated frequently. **The call to action should also be the very last thing in a spot.**
- Never obscure the final Call to Action with a cliché slogan.
- Make the Call to Action crystal clear.
- One Call to Action is always best. Don't combine phone numbers, addresses, websites in a Call to Action.
- A difficult to remember physical address, website or telephone number constitutes a marketing problem for the client. Help the client simplify his Call to Action if you can.

How to effectively deliver this lesson

1. Distribute the General Agenda for E-LESSON #13: **CREATIVE: CALL TO ACTION** to your salespeople.
2. Distribute the worksheet for E-LESSON #13: **CREATIVE: CALL TO ACTION** and view the corresponding on-line video provided.

3. Using the following information, have your salespeople write an effective commercial. Make sure that spots use an emotional headline, benefits and results. **WATCH FOR CLICHES.** Make certain that the call to action is crystal clear.
 - **Client**-Jones Daycare
 - **Address**-Two locations-downtown on West 5th near the Imperial Insurance Building and south on Pecan Street near the McDonalds.
 - **Unique features**-All-female staff, extensive background checks on all employees, big reference list, in business for 15 years, supervised group activities, state of the art security, including video cameras in all areas, stays open late till 7PM, big playgrounds.
4. Divide the staff into three or four groups. Give each group a maximum of 20 minutes to complete the spot.
5. Have each group elect a person to read the spot.
6. Do a group critique for each commercial. Discuss positive attributes first, then discuss ways each spot could be improved.
7. Collect and examine all worksheets. Are salespeople calling on the clients they said they would in previous worksheets? Discuss any progress you've made over the past two weeks selling local direct long-term contracts. Remember, if you don't ask for a long-term contract, you won't get one.

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