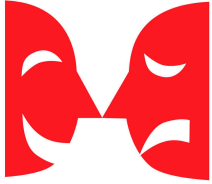


WORKSHEET FOR SALESPeOPLE

E-LESSON #13

Creative: Call to Action

Name: _____ Date: _____



For a spot to work properly, every word needs to be meaningful and contribute toward the goal of getting the listener to do business with the client.

1. Write down the names of at least two new local direct clients that you will call on in the next week.
2. Indicate progress or problems you have had in the past two weeks selling local direct long-term contracts.
3. Break up into groups. Then use the following information in your group to create a script. Make sure that you come up with a USP. Then write an EMOTIONAL HEADLINE, followed by BENEFITS AND RESULTS WITHOUT CLICHES. Make sure that your call to action is crystal clear and repeated.
 - a. **Client**-Jones Daycare
 - b. **Address**-Two locations-downtown on West 5th near the Imperial Insurance Building and south on Pecan Street near the McDonalds.
 - c. **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.

*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*