

WORKSHEET FOR SALESPeOPLE

E-LESSON #14



Own It

Name: _____ Date: _____

I believe in **frequency** when we run schedules. Own a **day** or own a **daypart** or own a **program** on your station, but by gosh, own it.

1. Generally speaking, describe the average or typical schedule you seem to sell the most. Briefly explain your logic.

2. Based on what we've studied in this lesson, express what changes, if any, you would make in the way you propose schedules to local direct clients.

3. Name two new local direct clients you will call for the first time this week.

4. Describe any progress or problems you have had with local direct calls you've made in the past two weeks. Include any progress you've made selling local direct long-term contracts.

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