WORKSHEET FOR SALESPEOPLE

E-LESSON #17

The Value of One New Customer

Name:_____ Date:_____

Enhance your client's "magic number" by asking about the value of ONE NEW CUSTOMER that your station might bring to his business.

1. Why should you explain ROI and the value of one new customer to every single local direct client?.

2. The value of one new long-term customer is just as important for you as it is a client. What is your average sale at your station? Multiply that times twelve months and then calculate your commission. What if you had that same customer for five years? How much money would you make?

3. Identify two new local direct clients that you will contact in the next week.

4. Discuss any problems or progress you have made with new clients from the past two weeks including progress or problems you've had selling them local direct long-term contracts.

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