

WORKSHEET FOR SALESPeOPLE

E-LESSON #18

The Professional Mediator™

Name: _____ Date: _____



Use The Professional Mediator™ as an **interactive device with your client** to gather critical information and then instantly come up with convincing and logical ROI data that any businessperson can understand and relate to.

1. The following are two exercises that you will use to figure ROI.
Figure ROI on the Professional Mediator™ using this data:
 - a. Let's say your total weekly CUME is 20,000. The average spot on your station is \$25. You choose a starting point client budget of \$740 per week. Your client's average sale is \$50 and his Gross Profit Margin is 40%.

According to the Professional Mediator™, how many new customers must your station deliver for the client to get as close to "break even" as possible on his advertising campaign?

What percentage of your total audience would that number represent?

Now let's you work for a radio or TV station with a much higher weekly CUME, 1,500,000 viewers or listeners per week. Do the same calculations using the following data. Your average spot cost is \$2,000.. Your client's weekly ad budget is \$60,000 for four locations and their average sale is \$80. His gross profit margin is 30%.

2. Do you fully comprehend calculating ROI? If not, what is it you don't understand?
3. Name two new local direct clients that you will contact this week. Discuss any progress you've made over the past two weeks selling local direct long-term contracts.

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