

## WORKSHEET FOR SALESPeOPLE

### E-LESSON #3



### MAKE BROADCAST ADVERTISING EASY

Name: \_\_\_\_\_ Date: \_\_\_\_\_

We've got to let local direct clients know that what we do for a living is not complicated. In fact, it's very simple.

1. In your words, what is a "Chiquita", the term Weyland refers to in the lesson?
2. Our job as media salespeople is not difficult, but we've made it seem hard. In your own words, write a sentence or two explaining how easy your job in broadcast sales really is.
  - a)
  - b)
  - c)
3. Describe a product or service that you would buy if it didn't seem confusing or complicated to you.
4. Define one or more specific actions that you will take from this E-Lesson and use in the next seven days.
5. Name at least two new local direct clients that you will call on this week.
6. Describe progress you have made on new local direct accounts in the past week including discussions you have had with your clients about the benefits of long-term contracts. Use the back of this sheet if you need more room.

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