

WORKSHEET FOR SALESPeOPLE

E-LESSON #7

How We Really See and Hear Commercials

Name: _____ Date: _____



Please fill out the following questionnaire and turn in to your sales manager.

1. Briefly discuss why we don't have to reach everybody in an advertising campaign on our station. Who are we really trying to reach? What are we trying to do with everybody else?
2. Based on your previous answer, write down reasons your client should maintain a long-term presence on your station, whether you're number one or number 20.
3. Describe any long-term scheduling progress you've made with a local direct client that you first called on within the last two weeks.
4. Name two local direct clients that you will call on for the first time in the next week to ten days.

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Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or
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