*Preparation is the key to success. The following checklist may be useful to you as you prepare for this telephone sales campaign.*

* **Prospects** – Identify everyone you’ll be calling for this campaign: your own accounts, “open” list, phone book, etc. Make a list of all the businesses you’ll be calling, with names of decision-makers and their telephone numbers. Keep it by your phone. This will help you to stay organized and cover more ground in less time!
* **Sponsor tags** – Before you call a prospect, write a custom tag or adjacency for his or her business. If you can’t do this satisfactorily based on your knowledge of the business, check their website, old copy files, etc. ***The better your sponsor’s copy, the more effective it will be for him, and the more likely you are to make the sale!***
* **Demo CD/.mp3 files** – Check the recording and make sure that your first cut is cued up and ready to play.
* **Legal pad** – Keep one handy for jotting notes, copy ideas, special instructions, etc.

*Generally speaking, telephone presentations are best when kept concise and to the point. Avoid the pitfall of making small talk, which often comes across as unnecessary at best, insincere at worst. Your prospects place a great premium on their time; show them that you understand and respect this by keeping your presentation brief and businesslike.*

1. **Get decision-maker on phone.** Introduce yourself.

*“Hi, this is* (your name) *from* (station ID). *We’re putting together a promotion I thought you’d want to hear about. The week before Labor Day, we’re going to run a series of features that celebrate America’s free enterprise system and pay tribute to her hard-working citizens. It’s a great way for you to salute your employees and showcase your business at the same time. Let me play a sample for you. . . .”*

1. **Play the sample feature. Immediately after feature, read merchant’s ad copy.** (NOTE: Be sure you have a custom tag or adjacency written ahead of time to avoid having to “wing it.” And remember, it’s not just *WHAT* you say . . . it’s also *HOW* you say it: *read the ad with conviction!*)
2. **Give your client his or her package options.** Substitute your own package(s) and price(s); we recommend you offer three (3) choices – no more, no less:

*“We’re going to be running the series starting Tuesday, August \_\_\_, through Labor Day, September \_\_\_ . . . and we can run that for you ten (10) times for $115 . . . fifteen (15) times for $155 . . .or twenty-five (25) times for $240.”*

1. **Observe the “golden silence”: be quiet & let your client decide!**

After your client has told you what they want to do, thank them – for their order and/or their time – and move on to your next call!

Labor Day is September 2!



Join us in celebrating America’s free enterprise system and in paying tribute to the hard-working

men and women of our community!

Choose from the following sponsorship packages:

**Yes! Sign me up for the package indicated above.**

**ADVERTISER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**AUTHORIZED BY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**STATION REP: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_**