



Selling in a Competitive Environment: Yellow Pages

Selling in a Competitive Environment: Yellow Pages opens participants' eyes to how much advertisers spend in this reference medium, and the incredible potential that exists in assisting clients in making more profitable decisions with their advertising investment. In this session, salespeople quickly see the value of building brand awareness for their advertisers, and the misconceptions many advertisers have about the Yellow Page medium. They emerge from the session with the ability to teach business owners how to purchase effective ~ not expensive ~ Yellow Page advertising. This ensures businesses are able to afford active advertising in other media to enhance their Yellow Page ad, and more importantly help grow profits.

Selling in a Competitive Environment: Yellow Pages provides many interesting activities that get salespeople both physically and mentally involved with their local Yellow Page books. They'll not only get acquainted with the strengths and limitations of Yellow Pages, and how their representatives sell, but also the intricate language of the medium, and how to decipher Yellow Page pricing for advertisers in their local market area.

Key Topics

- ★ Strengths & Limitations of Yellow Pages
- ★ How Much is Too Much Yellow Page Advertising
- ★ Market-Specific Yellow Page Pricing & Closing Dates
- ★ Online Directory Options & Competitive Strategies
- ★ How to Understand Yellow Page Language
- ★ Pricing & Buying Recommendations
- ★ Two Yellow Page Conversion Approaches

Selling in a Competitive Environment: Yellow Pages combines activities with discussion to give participants media planning know-how to take with them out in the field. Two different approaches to converting overspent dollars in Yellow Pages and converting it into active, result-producing advertising are taught. Participants identify areas of greatest potential, and develop presentations they can use to increase revenues immediately!

Program Benefits

- ★ *Direct* your clients in a more effective Yellow Page advertising program.
- ★ *Redirect* overspent dollars into a new or expanded ad campaign in your product mix.
- ★ Identify categories representing revenue opportunities.
- ★ Build account base in service and non-traditional business categories.