

# Selling Against the Yellow Pages

Let your fingers do the walking to increased sales!



Written by Jim Busch, TLI Faculty Member



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*"Inspiring Dreams, Realizing Potential"*



# Selling Against the Yellow Pages

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## Welcome to Selling Against the Yellow Pages!

### OVERVIEW

✓ Today's discussion includes:

- *The Pros & Cons of the Yellow Pages*
- *How Yellow Page Advertising is sold*
- *10 Steps to Taking Money from the Walking Fingers*
- *Sample Ads*



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# Selling Against the Yellow Pages

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## The Biggest Objection to the Yellow Pages

### \$ PRICE \$

Directory advertising is very expensive with many advertisers spending well into 5 figures.

- ✓ *Prices are often hidden in the phone bill*
- ✓ *Prices are always quoted monthly*
- ✓ *YP directories are often serviced individually, “nickel and dimeing” the advertiser*

**BIGGEST  
OBJECTION**



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## The Yellow Pages Pros & Cons

### PROs (GOOD)

- *Brand awareness-since 1878*
- *For over 100 years the only “search engine” available*
- *Found in 90% of American homes*
- *3 out of 5 people use the Yellow pages in any given year*
- *Easy to use and very complete*

### CONs (Not-So-GOOD)

- *Too many competing directories offering similar information*
- *Internet competition has reduced YP usage*
- *YP information is often 12 to 18 months old*
- *All businesses are required to make annual commitments*
- *Ad is always placed with all competitive advertising*



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PROS & CONS



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## Smaller Bangs for ever Bigger Bucks

✓ Yellow Page usage has been in steady decline as the price of YP advertising has steadily increased.

*(Fewer Users + Higher Pricing) = >Value*

✓ A study conducted by the Kelsey Group has found an 11% decrease in the number of YP advertisers.

✓ Consumers place a priority on the completeness of a directory. Fewer ads leads to less usage which leads to fewer advertisers in a continuing downward cycle.

LESS BANG  
FOR YOUR  
BUCK



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## How Yellow Page Advertising is sold

✓ **Directory advertising reps are well trained and very aggressive. They are generally paid on a “net” increase in their account base for a directory.**

✓ **This increase comes from:**

- ***Selling larger ads***
- ***Selling additional directories***
- ***Selling additional sections of the book***
- ***Selling special products***



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SELLING  
YELLOW  
PAGES



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## Yellow Page Rep's Bag of Tricks

- ✓ **Fear of competition:** bigger ads are justified because they get better placement
- ✓ **Incremental selling:** “That would only be another \$10” -----  
*Per month in this one book.*
- ✓ **Package selling and specials:** “Just keep it the same” Last year’s “deal” renewed at normal rate.
- ✓ **Sense of Urgency:** Customers often contacted at deadline with no time to review program.
- ✓ **Automatic renewals:** Ad rerun at the new rate if advertiser does not request change.



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THE SECRET'S  
OUT



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## Digging for Gold in the Yellow Pages

- ✓ Many Yellow Page advertisers have no clear idea what their directory ads are costing them or what they get for their investment.
- ✓ By shining a light on their directory program you can provide a valuable service to your advertiser and free up funds for a more productive program in your publication.

DIGGING FOR  
GOLD



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## 10 Steps to Taking \$ from the Walking Fingers

### Step 1:

Collect information-learn as much as you can about the local directory market. Find out what companies serve your area and when they deadline.

### Step 2:

Question your advertisers and prospects about their feelings toward the Yellow Pages. Do they see them as a valuable part of their marketing, a “necessary evil” or just plain “evil”?

TAKING  
MONEY FROM  
THE WALKING  
FINGERS



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## 10 Steps to Taking \$ from the Walking Fingers

### Step 3:

Offer your expertise as an advertising consultant to help them improve their directory program

### Step 4:

Ask for a copy of their Yellow Page statement(s). This will save a great deal of time in researching the customer's program.

TAKING  
MONEY FROM  
THE WALKING  
FINGERS



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## 10 Steps to Taking \$ from the Walking Fingers

### Step 5:

**Review the customer's program. If you have the statement, flag each section/directory listed. If you do not, look through area directories and at all pertinent classifications to get an idea of where the customer is listed. Don't forget to check the customer's white page listings.**

**TAKING  
MONEY FROM  
THE WALKING  
FINGERS**



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## 10 Steps to Taking \$ from the Walking Fingers

### Step 6:

Analyze the customer's Yellow Page Program. Take a look at each section and ask yourself:

- ✓ *Would a smaller ad affect the customer's prominence of placement?*
- ✓ *Does the customer need color?*
- ✓ *Are all classifications helpful to the customer?*
- ✓ *Think like a directory user-Would this ad help me find this customer?*

TAKING  
MONEY FROM  
THE WALKING  
FINGERS



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## 10 Steps to Taking \$ from the Walking Fingers

### Step 7:

Develop an alternative advertising program. Write out your suggestions for each classification. Use your resources to design more effective ads for your customer.

### Step 8:

Prepare a comparison of your proposed changes and the current program. Include your reasoning for making the changes and include your new ad designs.

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THE WALKING  
FINGERS



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## 10 Steps to Taking \$ from the Walking Fingers

### Step 9:

If the customer accepts the changes to their program, prepare a letter over the customer's signature detailing the changes to the customer's program. Mail the letter to the Yellow Page provider the week prior to the directory close via registered mail.

### Step 10:

Help the customer reinvest his savings in your publication.



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FINGERS



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## Final Thoughts

- ✓ **Yellow pages are a “directive” not a “creative” media. Research indicates that well over ½ of all people accessing the Yellow Pages are looking for a specific firm.**
- ✓ **Effective creative advertising raises awareness of your customer. The best way to improve the effectiveness of Yellow Page advertising is frequent & prominent advertising in publications seen by potential customers on a regular basis.**

FINAL  
THOUGHTS



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## Yellow Page Ad Examples

### Turners Dairy

TURNER'S  
DAIRY

✓ *Only Ad in classification set up as a mid-size display ad with color and “knock-out” white.*

✓ *Customer’s ad would be as effective as a small black display or in-column ad.*



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## Yellow Page Ad Examples

### Waldron Heating

✓ *Ad crammed with repetitive copy. Smaller ads easier to read & more prominent.*

✓ *More effective smaller ad would generate a better response at a lower cost.*

WALDRON  
HEATING



The collage features several advertisements for HVAC and electrical services. The top ad is for Waldron Heating, Cooling and Electric LLC, which offers 24-hour emergency service and repairs for all brands. Below it is an ad for Cole Plumbing, Heating & Air, Inc., which promotes saving money by paying for the job, not by the hour. Other ads include Equitable Heating & Air Conditioning, which offers 24-hour emergency service, and Puskar Heating & Air Conditioning, which provides sales and installation services. The ads are densely packed with text and small images, making them difficult to read.



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## Yellow Page Ad Examples

### Mathews Tire

**MATHEWS  
TIRE**

✓ Ad is under “Auto Repair,”  
but is a duplicate of Tire- “Rtl.”

✓ Smaller ad tailored to classification  
would be just as effective.



Matthews Tire, 1824 W. 10th St., 724-228-9955

**MATHEWS TIRE**

Over 30 Years Of Service

**COAST TO COAST WARRANTY**

- Rotations Every 6,000 Miles
- Mileage Warranty
- Road Hazard Warranty
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100% Free Replacement Guarantee Due To Workmanship And Materials

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• TOWING SERVICE AVAILABLE



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## Yellow Page Ad Examples

### Mayhue Electric Drain

MAYHUE  
ELECTRIC  
DRAIN

✓ *Two display ads in two separate and adjacent categories.*

✓ *Added effectiveness of smaller ad is questionable. Listing stating, "See our ad under," would generate same response.*



The collage features several advertisements. The central ad for Larry Mayhue Electric Drain is the most prominent, featuring a large graphic of a woman's face and the text: "When even your fears don't go down the drain". Above this graphic is a red box with "QUICK SERVICE" and "SINCE 1935 LARRY MAYHUE ELECTRIC DRAIN SERVICE". Below the graphic is a red box with the phone number "724-775-1276 OR RES. 724-774-0868". To the left of the central ad are several smaller ads for septic services, including "Luzell, Inc." and "Septic Tanks & Systems-Contractors & Dirs.". To the right are ads for "Sewing Machines-Household-Drs.", "BACONHAM APPL. CENTER", and "SANDHILL EMB & INC REPAIR". At the bottom of the collage are ads for "Sewer & Drain Cleaning" and "DRAINS OPENED EVANS ELECTRIC DRAIN SERVICE".



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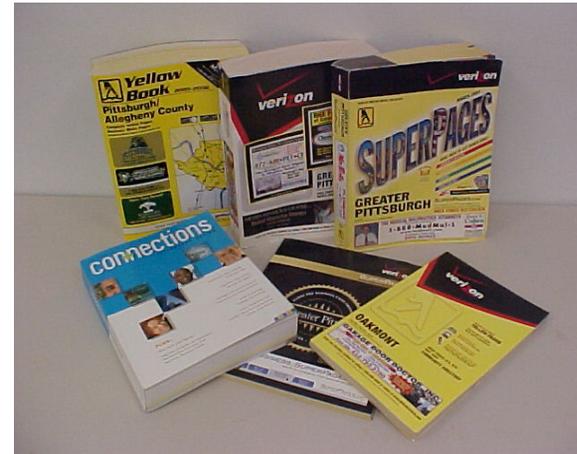


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**Which one do you choose?  
Will these fit in your kitchen?**

## Choice or Clutter?

✓ All of these directories were delivered to my office in the course of 1 year.



HOW MUCH  
ROOM DO YOU  
HAVE ON  
YOUR DESK?



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## Sample Yellow Pages Program Yellow Pages Competitive Analysis

Kar-Kare Auto Center Inc.

### Butler Countywide Directory

**Classification:** White Pages (Pg. 43)

**Current Advertising:** 1½" In-column ad

**Recommended Advertising:** Standard super bold or highlighted bold ad

**Logic:** Consumers referencing the white page section are looking for a specific business and not shopping for a service provider. Recommended program would make locating Kar-Kare easy for the reader while significantly reducing cost of program. A standard bold listing would reduce costs further but would be a tradeoff for reduced page prominence.

**Classification:** Brake Service (Pg. 61)

**Current Advertising:** Regular listing

**Recommended Advertising:** No Change recommended

**Logic:** This is a lightly developed classification with no copy advertising. Most consumers seeking brake service will utilize Auto repair classification but low cost of small listing does not significantly affect costs.

**Classification:** Automobile Inspection Stations

**Current Advertising:** 1/8 page ad (Pg. 45)

**Recommended Advertising:** 1/16 page ad



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COMPETITIVE  
ANALYSIS



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## Sample Yellow Pages Program Yellow Pages Competitive Analysis

### COMPETITIVE ANALYSIS

**Logic:** Kar-Kare is the only advertiser at this classification so reducing ad size will not affect page prominence. A 1/16 page ad may actually increase prominence at this heading ad single column ads are frequently paginated in column. This sizing change will significantly reduce advertising costs

**Classification:** Auto repairing and service (Pg. 50)

**Current Advertising:** 3/16 page color ad

**Recommended Advertising:** 1/8 page color ad

**Logic:** This is the most competitive classification where Kar-Kare advertises. Color gives impact & prominence to ad. Because of small section reducing ad to 1/8 and redesigning it for greater impact should reduce costs without effecting impact of the advertising. Current ad is prominent but difficult to read due to use of key-line type and lack of contrast. Smaller ad would not affect pagination in current directory.

**Classification:** Mufflers & Exhaust systems-engine (Pg. 177)

**Current Advertising:** Regular listing

**Recommended Advertising:** No Change recommended

**Logic:** This is a lightly developed classification with limited copy advertising. Most consumers seeking muffler service will utilize Auto repair classification as evidenced by placement of national muffler repair firm advertising. Low cost of small listing does not significantly affect costs so no change is warranted.

*Analysis based on review of typical classifications in Butler Countywide Dec. 2003 directory.*



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## Questions & Discussion

**On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.**

QUESTIONS &  
DISCUSSION



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