

TELEMARKETING OPERATING POLICY

This is a sample of one of my company's operating policy. This was distributed to all concerned, so that everyone had an understanding of what was expected.

OPERATING POLICY

The department will be known as the CUSTOMER SERVICE DEPARTMENT.

OBJECTIVE:

To increase sales to small existing accounts, to reactivate accounts which have not ordered within the past 12 months, and to open new markets for our products. By utilizing Telesales, we will reduce overall sales costs and permit current outside sales representatives to concentrate on larger accounts with the greatest potential.

PROSPECT/SUSPECT BASE:

Lists of inactive or small accounts supplied by area sales managers
Call in's
Purchase of outside independent lists
Information requests from advertising and direct mail solicitation

PROSPECT/SUSPECT GUIDELINES:

Area managers will review all inactive accounts and transfer those feel appropriate to telesales.
Area managers will review all current accounts and determine which accounts are too small to be handled by the outside sales rep.
Area managers will review all current outside sales representatives prospect lists and transfer those they feel appropriate to the telesales reps.
If an outside sales rep calls on a telesales account in error and a sale is made, sales credit will go to the telesales rep and vice versa.

DESIRABLE TRAITS FOR A SUCCESSFUL TELESales REPRESENTATIVE

Good Voice Quality Enthusiasm

Very Organized Excellent Listener

Enjoys Conversing on the Phone Intelligent

Little Need for Physical Activity Ability to Handle Rejection

Positive Attitude Self Starter

Excellent Communication Skills "Quick on their Feet"

Persuasiveness - Ability to get their Empathetic

Genuinely - point across strongly, confidently, and concerned with solving their succinctly, without appearing pushy clients problems or aggressive.

* * * Surprisingly, the "gift of gab," does not necessarily make a good telesales representative. This person will frequently continue talking long past the appropriate opportunity for closing the sale.

DOS AND DON'TS OF CLASSIFIED ADVERTISING DEVELOPMENT

Do make a commitment to classified development.
Do design your section for the reader ö your advertisers will also benefit.
Do realize that classified is a "pull" medium. People using classified are already predisposed to buy.
Do simplify so it's easy for readers to find major categories such as merchandise, real estate and employment.
Do educate your advertisers about how classified works.
Do understand that your ad count ö the number of ads in each edition ö is the measure of your success.
Do promote, promote, promote.
Do invest in training for your staff so they, too, realize the importance of classified to your operation.
Do create policies and rate packages that are positive and user-friendly.
Do set your hours of operation and offer credit card payment so it's convenient for customers to do business with you.

Don't expect miracles overnight ö invest in long-term development.
Don't put classified development on auto pilot. Create key classified salespeople.
Don't give your classified ads away ö develop free-ad offers and pricing structures to achieve specific purposes.
Don't sell special pages or sections just because you can ö make sure they offer a real value to your customer.
Don't consider classified a stepchild ö think of it as an only child.
Don't bury your classified advertising under your display ads ö give them prominent position. Your payoff will be more readers and classified ads that get results for your customers.
Don't underestimate classified's potential to make your publication more money ö just one more line per advertiser can make a healthy impact on the bottom line.
Don't think of classified as a discount store. Remember it's the number-one way that people sell homes and autos and other items worth thousands of dollars.

TEN COMMANDMENTS OF PROSPECTING

You know it's good for you. You know it will bring you the results you want. But you generally avoid it.

No, it's not going to the gym. It's prospecting – one of the most loathed activities in a salesperson's daily grind.

Make it easy on yourself. Follow Paul Goldner's Ten Commandments of Prospecting, written for JustSell.com. Goldner's system may not make prospecting feel like a trip to Disney World, but it will get results.

I. Devote one hour each day to prospecting.

Do you tell yourself you'll prospect tomorrow, when your schedule is less hectic or you've met a deadline that's been looming? Forget it. Discipline yourself to prospect every day.

II. Use every minute of that hour.

If you've defined your target market and lined up the best prospects, each call you make will be a valuable one; therefore, more calls mean more results. Don't waste a second!

III. Keep it short.

Two to three minutes should be all the time you need to introduce yourself and your newspaper and provide the prospect with a compelling reason to talk further with you.

IV. Be prepared.

No part of your prospecting hour should be wasted looking up names. Have a list prepared. Goldner recommends keeping a month's worth of names on hand.

V. Work without interruption.

Easier said than done, sure, but do what you can to give yourself the opportunity to really get in the groove. As you proceed through your list, each call will be better than the last. Interruptions often take you back to square one.

VI. Put time on your side.

When standard business hours aren't working for you, try supplementing or moving your prospecting time to the early morning or after 5 p.m. Many times, the seemingly unreachable can be reached during these times.

VII. Shake it up.

If Ms. Krabappel is never available to take your call at 9 a.m. on Tuesday, she probably has a standing appointment or meeting. Try another time or day. Varying your prospecting time also will keep your hour from sinking into a rut.

VIII. Be organized.

Without a carefully kept call log, you'll miss out on trends, lose track of your work and generally miss a lot of opportunities to gain and serve customers.

IX. Keep your goal in sight.

Decide what you want to accomplish at the start of each hour, and focus on that goal. Imagine, in great detail, how you will feel once you've achieved your goal.

X. Never, never, never stop.

"Persistence is one of the key virtues in selling success," Goldner writes, citing the traditional wisdom that most sales are made after five calls and most salespeople give up after the first. Make sure you're on the winning side of that statistic.

"Opportunity is missed by most people, because it is dressed in overalls and looks like work." - Thomas Edison

TELEMARKETING TIPS

by Herman Silverman

QUESTION: Our four-month-old advertising telemarketing program is not working. We've had a constant turnover of personnel. It's costing us money, and we are not producing enough revenue. Can you tell me why?

ANSWER: I can't, without knowing about your telemarketing (henceforth "TM") operation' training, supervision, planning, compensation. Is your TM program for display and/or classified display advertising, for circulation or both? For liner classifieds? I can, however, give you a check list of why a TM program works well or doesn't. I consult with weeklies and dailies, paid and free, which do an excellent job! Too many newspapers expect too much too soon. Four months is not long enough to get a TM program rolling.

Telemarketing for retail display and classified display space is a cost-efficient way to increase your revenue. I have two small, mid-size papers selling \$100,000 of display space each month. Two half-time women are selling about \$3,000 a week on a weekly. But telemarketing is not easy.

PROBLEM 1: PROPER PLANNING, SOLD COMMITMENT?

Some companies get excited about TM without a real plan. They want to see if TM really works before they really commit themselves to it. They don't understand that TM will only work if they really commit themselves to it with time, effort, expertise and money. TM does work!

PROBLEM 2: RECRUITING AND TRAINING

It takes well-written ads in your paper to attract good people. They then must be interviewed (first on the phone) and carefully selected. Next (and this may be the most important thing I can mention here), your new as well as old telemarketers must be given a consistent, planned training program. There are training tapes, slide presentations and books available, in addition to live training. TM requires different sales tools than face-to-face selling. Many papers are also training their outside retail and classified staffs in telemarketing techniques (they do use the phone).

PROBLEM 3: COMPENSATION

A TM sales rep can sometimes out-call and out-sell an outside salesperson. Some papers pay both the same scale. Too many papers underpay TM reps and then wonder why they lose them. A decent base plus a good commission will pay off with substantial lineage. If you don't pay well, you'll lose your TM reps to companies that do. Another problem is that too often, your retail or classified departments will steal the best TM reps. This is both good and bad. TM does provide an excellent training ground.

PROBLEM 4: PART-TIME VERSUS FULL-TIME

Most TM consultants recommend part-time telemarketers because four or five hours is maximum; otherwise, your reps burn out. Some papers do use full-time people, but given them other work for three hours a day. Do not expect your telemarketers to be layout people.

PROBLEM 5: SCRIPTS OR INFORMATION SHEETS

Scripts are essential. Otherwise you have low production, lower sales, lack of control, lack of measurement. Scripts can vary in format from word-to-word copy to an outline format. Some people criticize scripts and say they can always tell when one is used, but have you ever heard of a play or movie without a script? As they improve, TM reps can always personalize theirs. In addition, TM reps need outlines of information about circulation, rates, demographics, etc. Much too often, this is missing - an absolute disaster.

PROBLEM 6: SUPERVISION

Papers should provide supervision by a person who is also selling if possible. Smaller papers allocate the ad manager's or classified manager's time for meetings, outlining special promotions, checking daily call lists and evaluating results.

PROBLEM 7: FACILITIES

Every newspaper seems to have a problem finding a quiet, comfortable area for the telemarketers. A noisy, hot or cold room is not a productive environment but too often TM reps are stuck in unusable space and expected to sell. Consultant Richard Bencin recommends, "At least a five-foot by five-foot cubicle, open at the back side, with sound-proofing and standard size desk with adjustable chair, along with proper heat,

ventilation and noise abatement." Some papers simply do not have this much room, but do the best they can. Others have built rooms with desks and soundproofing.

PROBLEM 8: RECORDS AND EVALUATIONS

Your TM department must keep adequate records and have someone check them. You must constantly evaluate the department's results as well as individual production. What's the key? Proper procedures from the first call to a prospect all the way to a final insertion are vital.

PROBLEM 9: COOPERATION AND INTEGRATION

The outside sales staff from other departments must appreciate and cooperate with telemarketers. Sometimes TM is under display; other times under classified, or independent, but all must work together. This is not as easy as it sounds. The other staffs must be educated and informed as to how the TM works. Often there is jealousy and communication problems, which are certainly avoidable. This takes good management, looking at the operation as a whole. It ain't easy but it's worthwhile.

CLASSIFIED DEVELOPMENT

Classified Copy Clinic: Sales Hints

Establish value on all "Articles for Sale" ads

Ask these 4 questions:

MEMORIZE THESE!!!

Price new and price now?

How old is it and what condition is it in?

Brand name?

Special features that made you buy it?

When you "don't know nothing" about the product advertised:

"Mr. Jones, I don't know very much about farm equipment. Can you tell me some of the special features that made you buy your tractor?"

What are the buyer benefits? How do you know what to ask?

Buyer benefits are the things you would like to know if you were the buyer.

If you were renting an apartment, what things would you like to know?

How many bedrooms? How many baths? Furnished or unfurnished? In apartment building, or in private house? What type of heat? Air conditioned? What equipment in the kitchen? Who pays the utilities? How long a lease?

Professional copy writing - an adjective for every noun

Comfortable lounge chair

Complete assortment of children's clothing

Large, airy sun porch

Cozy paneled den

Spacious family kitchen

Freshly-painted sunny apartment

Review magazine copy. What makes the good ads good?

Full phone information

Wrong 274-0280 one (1) word

Better Call 274-0280 anytime three (3) words

Still Better Call 274-0280 after 5:00 p.m. five (5) words

Very Good Call 274-0280 after 5:00 p.m.
weekdays, anytime weekends eight (8) words

Best Call 274-0280 after 5:00 p.m.
weekdays, anytime weekends,
Or email ronnie36@aol.com Thirteen words

People won't spend time reading what they don't understand.

People won't spend much time trying to figure it out either
Abbreviations are the best way to make classified ads harder to
understand, well other than typing in an unfamiliar language.
Use abbreviations often when your customers do not want good results.

TEN TIPS FOR AD-WRITING SUCCESS

Copywriting may forever remain a mystery. After all, there must be as many effective (and ineffective) ads as there are consumers. What compels one person to run to the store may drive another to boycott the same product. There is an element of risk in any ad, but you can minimize that risk by following some tried-and-true points for getting, and keeping, a reader's attention.

Tim North, author of "Better Writing Skills," defines selling as "convincing your customers that they want to buy your product or service, and they want to do it now." He offers the following advice for copywriting success.

Define your audience. How can you best appeal to the people you are trying to reach? Should your tone be playful? Serious? Urgent?

Identify the "principal selling position" – the one benefit of the product that you want to highlight above all others. Find out what makes the product unique, and focus on it.

Make sure your headline is an irresistible attention-getter. Howard Gossage said, "Nobody reads advertising. People read what interests them; and sometimes it's an ad." If you don't get the reader's interest right off the bat, you never will. Use your principal selling position in the headline to generate interest.

Convert each of the features of the product into a benefit. Ask "So what?" For example: Crazy Bob's Used Cars has 700 cars for sale. So what? Buyers are sure to find what they're looking for.

Make an emotional connection. Instead of writing "big windows," advertise "bright, sunny rooms."

Start strong. The strongest selling points should make an early appearance in the ad.

Take advantage of testimonials. Ask your customers for testimonials, and use them as often as possible – they work!

Make your ads short and to the point. Be natural, and write as you would speak.

Show what makes the offer a good deal (Half price!); establish urgency (Offer ends October 15!); and eradicate risk (60-day money-back guarantee!).

Give the reader clear instructions: "Call 000-0000 now." "Stop in today for savings!"

HOW TO WRITE AN INEFFECTIVE AD

Maybe you're tired of success. Perhaps the boat, the cars and the \$4 million estate are getting to be too much for you. If that's the case, here is the solution for you.

From international marketing expert Bob Pasteur, the following are sure-misfire tips for ad-writing. Follow them and watch your lifestyle

simplify tremendously ö after all, how high-maintenance can a cardboard box be?

Put the advertiser's picture in the ad.

Include a photo of the employee of the month.

Tell readers why the advertiser's competitors are inferior.

Get funky: use lot sof art and a dozen fonts.

Fill every bit of space with "important information."

Try to be funny.

No doubt you take these types of ads every day. The advertisers who buy them are forgetting the basic function of advertising: telling customers what's in it for them. And if the advertisers are missing the point, no doubt the readers are, too, and that ends of hurting your newspaper. No results for the advertiser means no more advertising for you.

The ideal result of advertising is more traffic for the business and more sales. Every part of an ad should strive to make a reader become a customer. There is no room for vanity photos or smug humor. Instead, try going straight to the point ö tell the reader why she should do business with the advertiser and impel here to take action immediately.

GET THE FACTS - WRITE A DESCRIPTIVE AD THAT WILL PRODUCE RESULTS!

LOST AND FOUND

article, material, when and where, description, identifying marks, name of pet, child's pet, need, keepsake, where to return, reward, best time to call, e-mail address?

CAMPERS, MOBILE HOMES

make, factory or custom built, year, length, weight, height ö inside, outside, accommodates?, equipment ö sink, lavatory, stove, refrigerator, electricity, mattress, condition ö inside, outside, price, private owner? Sales tax? Address, phone, name, rent? Available, week or month, best time to call, e-mail address?

AUTOS FOR SALE

Make, year, model, body style, extra equipment, stereo, rear wiper and defog, power seats and mirrors, etc., color, finish, upholstery, tires

ö condition and brand, asking price, terms?, mileage, reason for selling, best time to call, e-mail address?

TRUCKS FOR SALE

Make, year, model, wheel base, overload springs, number of cylinders, horsepower, tire size type and condition, dual or single wheel, body style ö pickup or dump, etc., payload capacity, toolbox, camper shell, mileage, reason for selling, asking price, best time to call, e-mail address?

BUSINESS SERVICE

Service offered, experience, quality of workmanship, free estimates, anything else that makes service desirable or unique, best time to call, e-mail address?

DOMESTIC HELP

Kind of help, cook, maid, etc., experience, live-in, conveniences, wages, best time to call, e-mail address?

PROFESSIONAL HELP

Kind of help, education, experience, kind of business, duties, full or part time, professional (appearance, character, habits, manners), date to start, salary, advancement, benefits, references, where and time to apply, best time to call, e-mail address?

BUSINESS OPPORTUNITIES

Business, equipment, location, reason for sale, type of lease, money requirement, full price, years established, possibilities, outright sale or partnership, best time to call, e-mail address?

SITUATIONS WANTED

Kind of work or worker, nature of former positions, how long employed in each, particular knowledge, education, business best fitted for, professional (appearance, character and habits), salary expected, best time to call, e-mail address?

MONEY TO LOAN

Amount, security, interest, payment, requirements, responsibility, private or firm, legal disclosures, name of firm, address, best time to call, e-mail address?

PETS FOR SALE

AKC registered?, species, breed, sex, age, color, markings, sire, pedigree, training, number available, disposition, guarantee, condition of health, price, best time to call, e-mail address?

LIVESTOCK FOR SALE

Species, breed, sex, age, color, weight, markings, sire, pedigree, sound, condition of health, disposition, butter or milk production, number available, price, delivered?, farm name, best time to call, e-mail address?

MERCHANDISE

article, kind, brand, style, material, color, size, weight, condition, age, quantity, original cost, sale price, other special features that make it a good buy, best time to call, e-mail address?

ROOMS TO RENT

address, size accommodations, restrictions (remember HUD rules), room location, bath facilities, exposure, light, heat and cooling, closets, near public transportation, parking, privileges, location advantages, price, private entrance, private home? best time to call, e-mail address?

APARTMENTS

Address, name of apartment, number of rooms, number of bedrooms and baths, closets, furnished or unfurnished, floors, exposure, heat, cooling, utilities included, appliances furnished, near public transportation, parking, laundry on premises, pets, deposit, references, advantages of location, elevator, date of possession, rental price, best time to call, e-mail address?

HOUSES FOR RENT

Address, furnished or unfurnished, number of bedrooms and baths, size, architecture, construction, finish and decorations, heating and cooling system, bath and kitchen features, porch, screens and storm windows, garage, school, near transportation, fireplace, grounds, rental price, date available, best time to call, e-mail address?

RESORT PROPERTY

Location, size, accommodates, furnished or unfurnished, fireplace, screened porch, bath, beach, boats, swimming, waterfront, garage, rental period, best time to call, e-mail address?

BUSINESS PROPERTY

Address, building name, frontage, depth, construction, location advantages, income, price, terms, appreciation possibilities, best time to call, e-mail address?

HOUSE FOR SALE

Address, number of bedrooms and baths, size, exterior construction, architecture, exposure, description and size of rooms, kitchen and bath features, breakfast room, separate dining room, formal living room, den, bonus room for home office, porch, fireplace, heating and cooling system, roof condition, paint condition inside and out, size of grounds, garage, location advantage, reason for sale, trees, shrubbery, surroundings, appreciation possibilities, sale price, terms, date available, best time to call, e-mail address?

CLASSIFIED DEVELOPMENT

Taking an Ad The Right Way: Sales Hints

Memorize Key Phrases

Selling Description:

"If you tell a little more about your _____, Mrs. Cooper, you'll get a lot more calls. Does it have . . .?"

Selling Headlines:

"Let's put the words Garden Apartment at Bargain Prices in big type, Mr. Irvine; that will really make your ad stand out."

Nailing Down the Sale of Description and Headlines:

"Here's the way your ad reads now." - and read it back without repeating the headline.

Selling Insertions:

"We can start your ad tomorrow at our special 4-week rate, only \$_____. You can cancel as soon as you get results, and you will only be charged for the days you use."

DON'T Improvise!!!

Both the sequence and the selling phrases have been tested for years. Please don't try to change them.

DON'T argue with the customer.

If he doesn't want to change his copy, don't argue.

Try to compromise if the advertiser resists insertion sale.

If you suggest 4 weeks and the customer wants to buy 1, quote a 2 or 3 week "in between" price. Be sure to quote the price per issue for 1, 2 3 and 4 weeks. The more issues a customer buys, the cheaper it is per issue. Remind the customer that he can cancel as soon as he gets results and only pay for the times used, at a declining rate.

Always be positive.

DON'T say the following:

"Wouldn't you like to run your ad for 4 weeks?"

"What do you think of this headline?"

"I think if you tell me a little more . . ."

The worst No-No:

"How many times do you want your ad to run?"

The second worst No-No:

"Your ad is expiring today ö would you like to renew it?"

CLASSIFIED DEVELOPMENT

Classified Copy Clinic: Sales Hints

HEADLINES: Don't be afraid to be corny!

DON'T MISS THIS ONE!

BARGAINS GALORE

LOOK AT THESE . . .

SUPPLIES WON'T LAST LONG

BIG REWARD OFFERED

MIGHTY NICE ONE

CAN'T WAIT??

SURPRISE!

WHERE HAS MY LITTLE DOG GONE?

How do you know what to put in the headline?

This most striking or important buyer benefit goes in the headline. If you can't find one, you didn't get enough description in the ad. The proven way to sell headlines is to ONLY do it AFTER you have asked enough questions to get all of the buyer benefits.

No tombstones please!

"Tombstone headlines are TITLES - "Here Lies."

Weak Strong

LEGAL SECRETARY RAPID ADVANCEMENT IN PRESTIGE JOB

STRAWBERRIES RED RIP STRAWBERRIES ö PICK ALL YOU WANT

There's no law against two lines in your headlines ö Two lines can name two buyer benefits:

GOOD ON GAS LUXURY LIVING

LOW MILES TOO AT ECONOMY PRICES

GOOD STARTING SALARY, PRICE JUST REDUCED,

RAPID ADVANCEMENT LOW-INTEREST MORTGAGE

Remember:

It is the buyer benefit that goes in the headline.

The buyer benefit grabs attention and makes the ad stand out!

AUTOS

Drive a Dream

Handles Great

Lots of Zip

Save on Gas

Impress `em!

Ladies Love It

At Least It Runs

Room for Kids

Almost Runs . . .

Used to be Nice

More Cars, Less Cash

Get the Groceries

Take a Flight

Mustang Sally

Smooth Ride

Radical Ride

Drive cheap

Why Buy New?

Pampered

Awesome Auto

Blue Thunder

Red Rocket

No Problem

Buy My Baby!

Take the Keys

You'll Love Her

Take the Wheel

Almost Perfect

Better Than New

Good As New

Not Dead yet

Lots 'a Miles Left

Ready To Trade

Make an Offer

First \$_____ Gets It

You Deserve It

Things You Like

Don't JUST Drive
High Horsepower
Trade Up Today
I'll Finance
Take the Payments
No Money Down
Just Keeps Going . . .
Must Sell, Call NOW!
Drive Me Home
Power Everything
Ice Cold Air
Go For It!

TRUCKS

Heavy Hauler
Ford Tough
Hard Worker
Super Styling
Custom Crazy
Impressive
Big Payload
Hit The Mud
Hill Climber
Never Stuck Again
There and BACK
Pull the Boat
Handle The Camper
Gooseneck Ready

Dream Truck
Cowboy Cadillac
Still a Good One
Beyond Beautiful
Save On Gas
Treated Right
Never Abused
Highway Driven
Haul Your Stuff
All the Best Toys
Join the Fun
Big Boy's Toy
Winch Included
Super Stereo
Chromed To the Max
Bad to The Bone
Get Some Respect
Worth Lots More
Hit The Woods
Luxury Truck
Farmer's Friend
Hunter's Special
Fishin' Truck
Get To Work
Chevy Smooth
Dynamic Dodge
Nice Nissan

Terrific Toyota

Irresistible Isuzu

Just Right

Get the Best

Muscle Truck

Toolbox Included

New Tires

No Rust

REAL ESTATE

Low Equity

Lots of Trees

Closet Space

Modern Kitchen

Big Patio

Dive In

Make a Splash

Flower Gardens

Garden Spot

Grow your own

Lots of Blooms

Lots of Storage

Picture Perfect

Great View

Lots of Extras

Great Neighborhood

Low Payments

Take 'em Over

Good Cents Home

Low Power Bills

Extra Cozy

Motivated Seller

Take a Tour

Dream Home

Ready Now!

Must Sell Fast

Luxury Living

Look! Price Drop

Early Bird Gets It

Moving! Must Sell

On The Water

You Can Buy It

Wide Open Spaces

Mountain View

Bright and Sunny

Privacy and More

Emergency Sale

Estate Home

Beautiful Lawn

Like The Country?

Need More Space?

Move Right In

Very Convenient

Lots of Windows

Extra Insulation

Fix It And Save

You'll Love It

Big Bay Window

Tile! Tile! Tile!

CLASSIFIED DEVELOPMENT

Acceptable Abbreviations

Use abbreviations ONLY when customers specifically INSIST on them.

Set a limit on how many abbreviations your newspaper will allow in one ad.

Abbreviations hurt our customers' results by making the ads harder to read.

Abbreviations hurt our newspaper by making customers less happy with their results, as well as by cutting classified lineage.

Street - St.

Road - Rd.

Avenue - Ave.

Court - Ct.

Boulevard - Blvd.

Highway - Hwy.

Place - Pl.

County - Co.

Alabama, etc. - AL

North, South - N. S.

East, West - E. W.

Northeast, etc. - NE

January, etc. - Jan.

Sunday, etc. - Sun.

Month - Mo.

Week - Wk.

Year - Yr.

Company - Co.

Incorporated - Inc.

Limited - Ltd.

Department - Dept.

Manager - Mgr.

Representative - Rep.

Corporation - Corp.

Apartment - Apt.

Condominium - Condo

Recreation - Rec.

Recreation Vehicle - RV

Commercial Driver's License - CDL

Technician - Tech

Rehabilitation - Rehab

Pair - Pr.

Feet, Inc. - Ft. In.

Square Foot - Sq. Ft.

Cubic - Cu.

Caret, Karat - Ct. K

Acre - Ac.

Approximately - Approx.

Miscellaneous - Misc.

Horsepower - HP

Hardtop - H.T.

2-Door, etc. - 2-Dr.

Each - Ea.

Miles Per Hour - MPG

Miles Per Gallon - MPG

Four Wheel Drive - 4WD

Words Per Minute - WPM

Equal Opportunity Employer - EOE

College Degrees - BS, ME, etc.

Attention - Attn.

American Kennel Club - AKC

Standard Employment Abbreviations

Standard Real Estate Abbreviations

Standard Automotive Abbreviations

Medical and High Tech Degrees

Other WELL-KNOWN Abbreviations particular to your region

The idea is to make the classified section easier to read by eliminating unfamiliar abbreviations and reducing the use of even these abbreviations. Never suggest that a customer abbreviate words to save space in an ad. Never voluntarily put abbreviations in the place of longer words.

CLASSIFIED DEVELOPMENT

Classified Copy Clinic: Real Estate

Sell Description, Sell a Headline, And Sell Insertions!

"If you tell a little more about your house, Mr. Johnson, you'll get a lot more calls."

What's the style of the house? (Colonial, ranch house)

What type of construction? (Brick, frame, stone)

Would you like to give the address? (411 Elm Street)

How many bedrooms? (4 bedrooms)

How many baths? (2 baths)

Separate dining room or dining area? (Dining room)

Recreation room or den? (Family room)

Basement or attic? (Full basement)

Type of heating? (Gas heating)

Air Conditioning? (Central air conditioning)

Any energy-saving features? (New storm windows)

Garage or carport? (Two-car garage)

Any extras included? (Wall-to-wall carpeting)

Special kitchen features? (Tile countertops, garbage disposal)

Any other unusual features? (Patio, screened porch)

Lot size? (1/3 acre)

Landscaping features? (Old shade trees, vegetable garden)

Near shopping, school? (Near new high school)

Taxes? (Low taxes)

Special financing? (Assume 7% mortgage)

When available? (Available after Sept. 1)

Asking Price? (\$69,500)

"Let's put the words, "Luxury Living At Economy Price" in BIG TYPE, Mr. Johnson, that will really make your ad stand out . . . and here's the way your ad reads now, Owner must sacrifice 4-bedroom brick rancher near high school; 2 baths, gas heat, central air conditioning. Cheerful modern kitchen, separate dining room. Full basement, 2-car garage. New storm windows, large lot, old shade trees. Wall-to-wall carpet. Assume low-interest mortgage. Call 464-5453 evenings only."

Insert Sample Ad

CLASSIFIED DEVELOPMENT

Accepting Employment Indexing Terms

Indexing terms are not little headlines

Indexing terms are used to group and alphabetize employment ads

Indexing terms are paid space

Index terms replace employment sub-classifications

To sell an indexing terms, we use a slight variation on the standard script. You simply say, "We'll put that under employment, keyed _____.

How would you like your ad to read? Then type in the indexing terms and a line of white space above the headline.

Examples of acceptable indexing terms are:

Accounting

Banking

Beauty/Hair

Beauty/Nails

Child Care

Computer

Customer Service

Dental

Drivers

Education

Elderly Care

Engineering

Financial

General

Hotel/Motel

Industrial

Janitorial

Labor

Managerial/Professional

Medical

Office

Real Estate

Restaurant

Sales

Social Work

Trades/_____

Trades/Carpentry

Trades/Electrical

Trades/Mechanic

Trades/Technical

Ads that are simply selling information should NEVER be placed under Help Wanted. These are the "Postal Jobs," "Work at Home," "Stuff Envelopes," "Assemble Products," "Work Overseas," etc., ads that come in, usually from out of town or with toll free phone numbers, or even 900 numbers.

Business Opportunity ads should NEVER be placed under Help Wanted.

The idea of Indexing terms can sometimes be successfully applied to other classifications as well, i.e., garage sales (index the town or neighborhood), Automotive (index the manufacturer or by car, truck, van, commercial, etc., or even Real Estate (index the town, neighborhood, or possibly even the listing agent)).

CLASSIFIED DEVELOPMENT

Classified Copy Clinic: Automotive

Sell Description, Sell a Headline, And Sell Insertions!

"If you tell a little more about your call, Mr. Taylor, you'll get a lot more calls."

Year and model? (Buick 1995 Regal Limited)

Low miles? (Only 24,000 miles)

Gas economy? (Good on gas)

Power features? (Power brakes, steering, windows, mirrors, seats and locks)

Safety features? (Passenger-side airbag, keyless entry, alarm, rear defog and wiper, antilock brakes, built-in child seat, passive seat belts)

Air conditioning? (Ice-cold front and rear air conditioning, comfort zoning air)

New tires? (4 brand new Goodyear tires)

Mechanical condition? (Excellent mechanical shape, just tuned)

Body and finish? Color? (No dents, scratches or rust, no fading, silver color)

Comfort features? (Lumbar support, bucket seats, split bench seats, tilt steering, stereo buttons on steering wheel, power sunroof)

Stereo? (AM/FM with cassette, CD player, amplifier, big speakers)

Price? (Asking 8,500) Better than: \$8,500 OBO (what's an OBO?)

One owner? (One-owner car, pampered, service records)

Hours to call? E-mail? (After 6 PM, anytime on weekends, taylor@jascast.com)

"Let's put the words, Loaded With Extras" in BIG TYPE, Mr. Taylor, that will really make your ad stand out . . ."

"Won't that cost more?"

"It will only add two more lines. Just a minute and I'll quote you a price."

"Here's the way your ad reads now, Buick 1995 Regal Limited. 24,000 careful miles, one owner. Power brakes, steering, windows and locks. Air conditioning, AM/FM/cassette stereo, Silver finish, looks like new. Great mechanical shape, and good on gas. Asking \$8,500. Call Ronnie Taylor, 929-2354 after 6 PM weekdays, weekends anytime, taylor@jascast.com."

We can start your ad tomorrow at our special 10-day rate, only \$_____. You can call and cancel as soon as you get results. You'll only be charged for the days your ad runs at the rate earned."

Insert Sample Ad

WHICH AD WILL GET THE BEST RESULTS?

TOTAL LINES SOLD

1 Insertion 2 Insertions 3 Insertions 4 Insertions

INADEQUATE

BUICK 1996 REGAL LIMITED. 3 6 9 12
Runs Good. Must See. Call Ronnie at 929-3712

50% BETTER

BUICK 1996 REGAL LIMITED,
Executive car. Good shape. 40,000
Miles. One owner. Loaded. \$12,000.
Call Ron at 929-3712 after 6 PM 5 10 15 20

100% BETTER

BUICK 1996 REGAL LIMITED
EXECUTIVE CAR
One owner. 40,000 careful miles.
Leather seats, sunroof, dual air
bags, air conditioning, CD stereo,
many other options. \$12,000 Firm.
Call Ron 929-3712 after 6 PM. 5 18 27 36

FULLY DESCRIPTIVE

BUICK 1996 REGAL LIMITED
LUXURY CAR,
BARGAIN PRICE
Nice one-owner executive car,
clean inside and out. Just tuned;
excellent mechanical condition.
Blue paint, leather interior,
sunroof, dual air bags, air con-
ditioning, CD stereo, power
mirrors, plus many other options.
New Goodyear tires. 40,000
careful miles. \$12,000 Firm.

Call Ron: 929-3712 after 6 PM,
anytime weekends, e-mail
ronjames@server.com 17 34 51 68

HANDLING A COMPLAINING CUSTOMER

A customer with a problem may be angry or irrational, but don't take it personally. Be professional in all your dealings with the public. Follow these six steps to keep your customers happy and to retain their business.

- 1. SYMPATHIZE** - A customer with a complaint may be angry and expect resistance. A friendly, non-defensive attitude lets the customer know how important he or she is to your company
- 2. REASSURE** - The customer is afraid you'll do nothing about the problem. Fear must be eliminated before they can talk reasonably with you.
- 3. GET THE FACTS** - People with complaints often generalize. They may begin by saying that everything was bad, when, in fact, only one part of the transaction may have caused the problem. Ask questions. Listen without interruption or argument. See the customer's point of view.
- 4. APOLOGIZE** - Be sincere in expressing regrets that the customer has been inconvenienced or disappointed, then state the company's position. If the company is at fault, admit it quickly and show that you are willing to correct the error. If the error is the customer's, allow him to save face. Remember, your purpose is to bring him back.
- 5. REBUILD YOUR REPUTATION** - After your apology, remind the customer that your company successfully deals with hundreds (thousands) of customers every year. Let him or her know that you appreciate his or her business.
- 6. THANK THE CUSTOMER** - Make the customer feel good. Thank them for telling you about the problem, giving you a chance to improve that quality of your service. Be sincere in your appreciation. Smile!

ALPHABETICAL LIST OF WORDS TO WATCH FOR IN ADVERTISEMENT FOR HOUSING SALES/RENTALS

Please Note:

This Word List does not include every word and phrase that could violate Fair Housing laws. Its purpose is to provide examples of language that is either problematic under Fair Housing laws ("Avoid") or else falls within "gray" areas ("Use Caution"); including language that is questionable under some municipal but not federal and state Fair Housing laws. Although a court might determine that most of the words and phrases in both of these categories do not violate Fair Housing laws, we have listed this language as questionable because most publishers prefer to avoid even potential lawsuits that they expect to win.

Thus, if you are considering a word or phrase that is similar but not identical to listed language, do not assume, for example that "Adult Neighborhood" is non-problematic simply because it is not listed along with "Adult Living" and "Adults Only" as phrases to avoid. As the other language listed should illustrate, all such phrases should be avoided.

AVOID

A

Able-Bodied

Adult Building

Adult Community

Adult Living

Adult(s) Only

Adult(s) Preferred

African-American

American

Asian

B

Bachelor Apartment/Pad

Black

Blind

C

Catholic

Caucasian

Chicano

Child, One OK, Two OK, Etc.

Children, No

Children OK

Chinese

Christian

Church(s), Close To/Near

Colored

Couple(s)

Crippled/Cripples

D

Deaf

E

Elderly

Employed, Must Be

Empty-Nester(s)

English Speaking

Ethnic Neighborhood

Exclusive Neighborhood/Street

F

Foreigners

G

Golden

H

Handicapped

Hispanic

I

Immigrant(s)

Indian

Integrated

Inter-racial

Irish

L

Latino

Living Alone, Capable of

M

Mentally Handicapped

Mentally Ill

Mentally Retarded

Mexican-American

Middle-aged

Mixed Community

Mormon

Mosque

N

Newlyweds

O

Older Person(s)

One Child (or any number) \

One Person (or any number)

Oriental

P

Parish, Close To/Near

Parish, Name of

Person(s), Number of

Physically Fit

Play Area, No

Polish

Protestant

Puerto Rican

R

Rent Calculated Per Person

Retarded

Retired Person(s)

Retiree(s)

S

Seasonal Worker(s)

Section 8, No

Segregated

Senior Discount

Senior Housing

SSD, No

SSI, No

Suitable For, Number of Persons

Synagogue(s), Close To, Near

U

U.S. Citizen

W

White

Working, Must Be

Y

Young, Youthful

USE CAUTION

A

Active

AFDC (welfare)

B

Board/Membership Approval Required

C

Contemporary Lifestyle

Country Club

D

Desirable

E

Executive/Professional

Executive Home

F

Family

G

Gay(s)

H

Handyman's Special

Heterosexual

His and Hers

Homosexual

I

Ideal For

L

Lesbian

Luxury

M

Married

Mature

Membership/Board Approval Required

N

Neighborhood, Description of

P

Perfect For

Prefer

Private

Privileged

Professional/Executive

Public Assistance

Q

Quality

Quiet

R

Restricted/Restrictions

S

Secure

Section 8, OK

Sleeps

Special Rates For

Straight(s)

Suitable, For

T

Traditional

U

Unemployed

W

Welfare

CLEARLY OK

C

Children Welcome

Contemporary Home

Credit Check Required

D

Domestic Quarters

Doorman building

Drinking on Premises, No

Drugs, No

E

EHO

Equal Housing Opportunity

F

Family Room

Female Seeks . . .

H

Handicapped Accessible

Housing for Older Persons

I

Income Verifiable

M

Male Seeks . . .

Master Bedroom

Master Suite

N

Neighborhood, Name of

P

Pets, No

Pet OK

Play Area Provided

Private Driveway

Private Entrance

Public Transit

Public School/District

Q

Quality Construction

Quality Home

S

Secluded

Section 8 Approved

Servant Quarters

Smoking, No

Steps From/To

Student, Welcome

T

Traditional Style

Train, Close To/Near

V

Verifiable Income

View of

W

Walk To . . .

Walk-in Closet

Walk-out Basement

Wheelchair Accessible

AD COPY ESSENTIALS:

HOUSES FOR SALE

Location

Number of Bedrooms

Other Rooms

Construction

Architectural Style

Lot Size

Age

Condition

Bathrooms

Kitchen

Basement

Heating, Air Conditioning

Plumbing

Landscaping

Fireplace(s)

Price, Terms, Down Payment

Possession Date

Garage

Extras Included (carpet, draperies)

Distance to school, stores, churches, transportation

Reason for Sale

CONVERSATION STARTERS:

What kind of family is the best prospect for this home?

What features will interest this family most?

SALES POINTS:

People buy with their hearts as well as their heads. That is why it pays to use a few extra words to dramatize some appealing feature of the home.

We have made many studies which have proved that up to 90% of readers fail to understand most abbreviations except for those most commonly used.

Price is probably the most important consideration in any business transaction. In addition to the obvious reasons for including it in a real estate ad, it is also important because it helps screen unnecessary, time-consuming calls from unqualified buyers and curiosity seekers. It should be remembered, however, that if instead of actual price you wish to indicate down payment and terms, certain provisions of the "Truth In Lending" law must be observed.

A good headline, accenting some outstanding feature, will increase readership of your ad.

KEY DESCRIPTIVE WORDS:

Accessible

Acclaimed

Advanced

Appealing

Artistic

Authentic

Becoming

Brilliant

Captivating

Charming

Chic

Convincing

Classic

Cherished

Contemporary

Delicate

Delightful

Dignified

Discriminating

Distinctive

Distinguished

Durable

Dramatic

Elite

Eminent

Enchanting

Endearing

Endorsed

Endowed

Enduring

Engaging

Enticing

Fascinating

Fashionable

Flawless

Friendly

Gala

Genuine
Gleaming
Glowing
Graceful
Gratifying
Harmonious
Immaculate
Impeccable
Impervious
Imposing
Ingenious
Innovation
Inspiring
Inviting
Jewel-like
Lavish
Lustrous
Luxurious
Magic
Massive
Masculine
Matchless
Meticulous
Modern
New
Noteworthy
Novel

Pace-setting

Picturesque

Refreshing

Refined

Satisfying

Sensible

Serene

Sparkling

Spectacular

Sturdy

Substantial

Tempting

Thrilling

Traditional

Tranquil

Treasure

Unblemished

Unique

Unrivaled

Unsurpassed

Vast

Velvety

Vibrant

Wholesome

Winning

Youthful

AD COPY ESSENTIALS:

HOUSES FOR RENT

Location

Number of Bedrooms

Other Rooms

Construction

Architectural Style

Lot Size

Age

Condition

Decor

Garage

Furnishings, if any

Appliances

Option to Buy

Special Features

Lease Required

References Exchanged

Rent

Name, Address, Phone

CONVERSATION STARTERS:

Is there a particular type of tenant you prefer?

Will you allow a family with children and pets?

Have you recently invested in any notable improvements in the house?

Is the heating system in good condition?

Are any major appliances, such as washer, refrigerator or stove included?

Does the house have a nice yard?

Will you offer the tenant an option to buy?

SALES POINTS:

As with all rental properties, it is a big advantage to the owner to have a selection of applicants from whom to pick the most desirable renter. The more attractive you make the house sound in the ad, the greater number of replies you will get. For that reason, it is worth the small extra cost to use a well-worded ad.

KEY DESCRIPTIVE WORDS:

In well-kept residential area

Large, usable basement

Paneled recreation room

Trouble-free heating system

Beautifully landscaped, shaded yard

Spotless modern kitchen and bath

Good schools and shopping areas nearby

Airy, well-lighted

Wife-saver floor plan

Immaculately clean

Freshly papered and painted

Clean, automatic gas heat

Safe area for children

Walk to school, church and stores

Next best to your own home

Get the most for the rent you pay

Good design, good looks and good construction make for good living

AD COPY ESSENTIALS:

PETS AND SUPPLIES

Pets:

Breed

Male or Female

Pedigreed, Registered, Show

Age

Color or Markings

Trained, Housebroken

Inoculated, Cropped

Reason for Selling

Price

Name, Address, Phone

Supplies and Equipment:

Brand Name

Item

New or Used

Size or Quality

Specifications (if applicable)

Use

Guarantee

Delivery

Price

Name, Address, Phone

SALES POINTS:

Pets have a special appeal. A few extra words in your ad to dramatize this appeal will pay off. The reason for selling can play an important part in the wording of your ad.

KEY DESCRIPTIVE WORDS:

AKC (Registered) (American Kennel Club)

Ideal Child's Pet

Loves Children

Good Disposition

Every family needs a pet

Purebred for family pet

Healthy shiny coat

Gentle

Obedience Trained

Excellent Hunter

A bird that really talks

Guaranteed Singer

Needs good home

Perfect gift

Use this list for correct spelling of breed names of dogs, cats and birds:

Dogs:

Affenpinscher

Afghan Hound

Airedale

Akita

Alaskan Malamute

Alsation Wolfdog

Basenji

Basset Hound

Beagle

Belgian Malinois

Belgian Sheepdog
Belgian Tervuren
Bernese Mountain Dog
Bichon Frise
Bloodhound
Borzoi (Russian Wolfhound)
Bouvier des Flanders
Boxer
Briard
Bulldog (American, Boston, English French)
Bullmastiff
Canaan
Chihuahua
Chow Chow
Cock-a-poo
Collie (Bearded, Border)
Coonhound, Black and Tan
Dachshund
Dalmatian
Deerhound (Scottish)
Doberman Pinscher
Eskimo
Foxhound (American, English)
German Shepherd
Great Dane
Great Pyrenees
Greyhound (Italian)

Griffon (Brussels, Wirehaired Point)
Harrier
Keeshond
Komondor
Koralian Bear Dog
Kuvasz
Leonberger
Maltese
Mastiff
Mexican hairless
Newfoundland
Norwegian Elkhound
Old English Sheepdog
Otter Hound Papillon
Peek-a-poo (Peke-a-poo)
Pekingese
Pinscher (Doberman, Miniature)
Podenco
Pointer (German Shorthaired, German Wirehaired)
Pomeranian
Poodle (French, Miniature, Toy)
Pug
Puli
Retriever (Chesapeake Bay, Curly-Coated, Flat-Coated, Golden, Labrador)
Rottweiler
Rhodesian Ridgeback
Saint Bernard

Saint Hubert

Saluki

Samoyed

Schipperke

Schnauzer (Giant, Miniature, Standard)

Shetland Sheepdog

Shih Tzu

Siberian Husky

Spaniel (American Water, Boykin, Brittany, Cavalier,

Clumber, Cocker, English Cocker, English Springer, English Toy,

Field, Irish, Irish Water, Japanese, Spring, Sussex, Welsh Springer)

Spitz (American Eskimo, Finnish)

Terrier (Airedale, American Staffordshire, Australian, Bedlington,
Border, Boston, Bull,

Cairn, Dandie, Dinmont, Fox, Irish, Kerry Blue, Lakeland, Lhasa Apso,
Manchester, Norwich, Scottish, Sealyham, Silky, Skye, Welsh, West
Highland White, Wirehaired, Yorkshire)

Vizsla

Weimaraner

Welsh Corgi (Cardigan, Pembroke)

whippet

Wolfhound (Irish, Russian)

Cats:

Abyssinian

Angora

Australian

Burmese

Cheshire

Chinchilla

Himalayan

Maine

Maltese

Manx

Persian

Russian Blue

Siamese

Tabby

Tortoise Shell

Birds:

Canary

Cockateel

Cockatoo

Finch

Lovebird

Macaw

Mynah

Parakeet (Albino, Opaline)

Parrot

AD COPY ESSENTIALS:

LIVESTOCK

Kind of Animal

Breed

Number Offered

Quality

Age

Breeding Status

Weight

When Available

Price

Name, Address, Phone

CONVERSATION STARTERS:

Is this livestock registered?

Have these animals received vaccinations?

Are they native to this area?

Is more than one grade to be sold?

Have they been sorted into uniform herds?

Is there any current market information which it would be helpful to include in ad?

Will you deliver?

SALES POINTS:

There are many places where livestock may be purchased. Thus, in order to get a greater share of the buyers, you must put some strong sales points in your ad copy. You will find it pays to provide details on the animals, as well as other reasons why it will pay the buyer to deal with you.

KEY DESCRIPTIVE PHRASES:

Locally acclimated

Outstanding for quality

Ready for your grass

No hidden gimmicks

Delivery in our own clean trucks

Sorted in uniform lots
From choice native herd
Fresh off the farm
Honestly represented
Avoid excessive handling
Good gainers
Delivered on approval

Cattle:

Aberdeen-Angus
Ayrshire
Beefmaster
Bradford
Brahman (zebu)
Brangus
Brown Swiss
Charbray
Charolais (Charolaise)
Chianina
Devon
Dext3er
Dutch Belted
French Canadian
Galloway
Guernsey
Hereford
Holstein-Friesian

Jersey

Kerry

Limousin-Holstein

Polled Durham

Polled Hereford

Polled Shorthorn

Red Danish

Red Poll (or Polled)

Santa Gertrudis

Scotch Highland

Shorthorn

Simmental

Heifer

Steer

Swine:

Beltsville

Berkshire

Cheshire

Chester White

Duroc

Essex

Hamprace-Montana

Hampshire

Hereford

LaCombe

Landrace

Large Black

Maryland

Minnesota

Mulefoot

OIC

Palouse

Poland China

Red Berkshire

San Pierre

Spotted Poland or "Spots"

Suffolk

Tamworth

Victoria

Wessex Saddleback

Yorkshire

Barrow

Boar

Sheep:

Blackface Highland

Cheviot

Columbia

Corriedale

Cotswold

Debouillet

Dorset

English Border Leicester

Hampshire

Karakul

Leicester

Merino (Australian, American, Delaine)

Montadale

Navajo

Oxford

Panama

Rambouillet

Ryeland

Romeldale

Romney

Scotch Blackface

Shropshire

Southdown

Suffolk

Targhee

Tunis

Ewe

Wether

Horses and Ponies:

Albino

American saddle horse

Appaloosa

Arabian

Belgian

Cleveland Bay

Clydesdale

Galloway, Scottish

Hackney

Jack & Jennet (or Jenny)

Lippizan

Morgan

Morocco

Orloff

Palomino

Percheron

Pinto

Plantation Walking Horse

Pony of the Americas

Quarter Horse

Shetland

Shire

Standardbred

Suffolk

Tennessee walking horse

Thoroughbred

Welsh

Colt

Filly

Foal

Gelding

Mare

Stallion

Poultry:

Chickens

Ancona

Andalusian

Australorp

Bantam

Brahma

Cochin

Cornish

Dorking

Jersey Black Giant

Langshan

Leghorn

Minorca

New Hampshire

Orpington

Plymouth Rock

Rhode Island Red

Spanish (Black)

Sussex

Wyandotte

Chukar Partridge

Ducks

Geese

Guinea

Peacock

Pheasant

Quail

Turkey

Pullet (Poult)

Hen

AD COPY ESSENTIALS:

APPLIANCES

Brand Name

Kind of Appliance

Model Number or Year (This can make a big difference in value to reader)

New or Used

Size

Condition

Unusual or Exclusive Features

Price and Terms, if any

Delivery, if offered

Gas or Electric

Color (if applicable)

Reason for Selling

Name, Address, Phone

CONVERSATION STARTERS:

Will you be home all day and evening to answer responses to your ad?

If not, put time in ad (i.e., "call after 5 p.m.").

What is the outstanding feature of this appliance?

How long have you used it?

Is your price a substantial saving or new cost.

SALES POINTS:

There are so many makes and models of all appliances on the market now that you need a good description in order for the readers to know what your offering is like. People who have never owned an (item) may not know how convenient it is to use. You should tell them the advantages in your ad.

KEY DESCRIPTIVE WORDS:

Use this list of key description words as a spelling reference.

ABC or A-B-C-O-Magic

Adler

Admiral

Air-way

Agana

Apex

Alvin

Bendix (Diplomatic, Economat)

Bernina

Blackstone

Bruner

Caloric

Chambers

Coldspot

Compact

Conlin

Coolerator

Coronado

Cosco

Crosley
Crown
Deep Freeze
Dominion
Easy
Electrolux
Elna
Eureka
Farberware
Filter queen
Frigidaire
Garbage Disposal
General Electric
Gibson
Hamilton
Hamilton Beach
Hardwick
Hoover (Dial-A-Magic)
Horton
Hotpoint
International Harvester
Ironrite
James
Kelvinator
Kenmore
Kirby
KitchenAid

Knapp Monarch
Launderall
Laundromat
Leonard
Lewyt
Magic Chef
Maytag
McCall
Mirro
Modern Hygiene
Montgomery Ward
Murray
Necchi
Norelco
Norge
Oster
Penncrest
Philco (Ford)
Pfaff
Proctor-Silex
Regina
Remington
Revelation
Rexair
Roper
Royal Sentinel
Serval

Shelvador

Singer

Speed Queen

Stratoliner

Sunbeam

Tappan

Thermador

Thermostat

Thor

Toastmaster

Treadle

Universal

Vesta

Viking

Waring

Waste King

Wearever

Wedgewood

West Bend

Westinghouse

Whirlpool

White

Wizard (Western Auto)

Wollwine

Wringer

AD COPY ESSENTIALS:

BOATS AND MARINE EQUIPMENT

Brand Name

Size

Type (outboard, inboard, sail, etc.)

Construction Details (wood, fiberglass, aluminum, flat bottom, double planked, etc.)

Motor (make and horsepower)

Special Equipment (lights, bait tank, radio, trailer, etc.)

Age, Condition

Unusual or Exclusive Features

Price and Terms

Where to see

Name, Address, Phone

CONVERSATION STARTERS:

In what kind of usage will this boat offer the most pleasure?

What is this boat's most outstanding feature? (This gives a good headline.)

When will you be available to answer responses to your ad?

SALES POINTS:

Because there are so many makes, sizes, and types of boats on the market, a detailed description is necessary in order for the reader to know enough to respond to your ad. As with any pleasure or recreation item, you get better response if you paint an attractive word picture of the fun the prospect will have if he buys.

NAUTICAL TERMS:

Ballast

Beam

Berth

Bilge

Bridge

Bulkhead

Clinker-built

Cockpit

Catamaran

Caulking

Cruiser

Cutter

Diesel

Dinghy

Dory

Draft

Fantail

Fathometer

Fiberglass

Flying Bridge

Galley

Hatch

Head

Houseboat

Hull

Inboard

Keel

Knots

Lapstrake

Launch

Moor (-ed, -ing)

Outboard

Pier

Pilot (automatic)

Planking

Pontoon

Propeller

Radar

Rig

Rudder

Runabout

Sail

Sail board

Schooner

Seine

Skiff

Slip

Sloop

Spar

Topside

Twin screw

V-bottom

Waterline

Winch

Wheel

Yawl

DESCRIPTIVE PHRASES:

Built to take along

Responsive

Skier's dream

14 ft. of vacation fun

Seaworthy

Safe for the family

Fish or ski, good for both

All-weather safety

Dependably powered

Rugged dependability

Planned for pleasure

Play safely

Little maintenance, big fun

Perfect for water lovers

AD COPY ESSENTIALS:

HOUSEHOLD GOODS

(NOTE: See separate page for appliances)

If Furniture . . .

King (living room, dining, cottage, etc.)

Type (traditional, contemporary, provincial, Early American, etc.)

Wood (maple, cherry, walnut, mahogany, etc.)

Fabric (nylon, frieze, tapestry, etc.)

Construction Features

If China or Silver . . .

Brand

Pattern

Number of Pieces in Set

If Rugs . . .

Size

Weave (loop, twist, velvet pile, etc.)

Type (Wilton, Axminster, etc.)

Material (wool, cotton shag, acrilan, nylon, indoor-outdoor, etc.)

Color

Design

Padding Included

Condition

Sell separately or together

Reason for selling

Price

Name, Address, Phone

CONVERSATION STARTERS:

Will you be home all day to answer phone? (If not, put time to call in ad.)

Is the price especially attractive?

Is there anything unusual about the type or condition of the item which we should mention?

Would your reason for selling attract callers? (i.e., retiring, transferred,

Moving to lake home, furnished apartment, etc.

SALES POINTS:

Many buyers are looking for a specific item and will not call unless that item is mentioned. A good word picture can spell the difference between discards and valuable household furnishings.

KEY DESCRIPTIVE WORDS AND PHRASES:

Acrilan

Alvin sterling

Andirons

Antique

Apothecary

Armstrong

Axminster

Baroque

Bassett

Bassinet

Baumritter

Bavarian

Beautyrest

Berkline

Bigelow

Breakfront

Eric-a-Brac

Bristol

Broadloom

Brussels

Burlington House

Chesterfield

Chifferobe

Chinese teakwood
Chippendale
Console
Contemporary
Credenza
Curio
Cushman
Delftware
Dresden
Drexel
Dry Sink
Duncan Phyfe
DuPont 501
Ethan Allen
Florentine
Formica
Fostoria crystal
Franconia china, crystal
French Provincial
Frieze
Fruitwood
Gorham sterling
Haviland china
Henredon
Heirloom sterling
Hepplewhite
Heritage

Heywood-Wakefield
Hitchcock
Hutch
Imperial crystal
Jenny Lind
Karastan
Karges
Kidney desk or table
Kirk sterling
Kittinger
Kroehler
Lees carpet
Lenox china, crystal
Limoges china
Louis Phillippe
Lunt sterling
Magee carpet
Mediterranean
Mahogany (Crotch, Honduras, Georgian, Philippine)
Noritake china
Naugahyde
Occasional
Orrefors crystal
Pennsylvania House
Persian Oriental (rug)
Pewter
Provincial

Rattan

Reed & Barton sterling

Reizert crystal

Rembrandt

Renaissance

Rock Maple

Royal Doulton china

Sealy

Sectional

Serta

Scotchgard

Sheffield

Sheraton

Simmons

Spode china

Stiffel

Syracuse china

Syroco

Tell City

Thomasville

Tiffany sterling

Tiffin crystal

Tomlinson

Towle sterling

Venetian

Victorian

Vinyl

Wallace sterling

Waterford crystal

Wedgwood china

Wrought iron

AD COPY ESSENTIALS:

RECREATIONAL VEHICLES

Name

Year

Kind

Make

New or Used

Size (Length)

Weight

Horsepower

Special equipment

Safety features

Mechanical condition

Accessories

Reason for selling

Price

Name, Address, Phone

NOTE: When a recreational vehicle is sold, quite often camping equipment is also sold. Check the "Camping Equipment" page for additional information.

CONVERSATION STARTERS:

IF UNIT IS SELF-CONTAINED: How many does it sleep? Does it have load levelers? Is it air conditioned? Does it have a television antenna? Is there adequate storage? Condition of stove, refrigerator or ice box? How large is the water supply tank? How large is the holding tank?

IF THE UNIT IS NOT SELF-CONTAINED: How many will it sleep? What is the condition of the unit? Does it have a stove, refrigerator or ice box? How old is it? How many times has it been used? Is it easy to set up and take down? How does it handle when towing?

SALES POINTS:

Recreational vehicles and accessories hold a special appeal to interested families. A few extra descriptive words can mean the difference in the sale of the unit.

KINDS OF RECREATIONAL VEHICLES

Cab-over camper

Camper cap

Fifth wheel

Folding camper

Motor home

MPV (Multipurpose Passenger Vehicle)

Pickup coach

Pickup cover

Slide-in camper

Travel trailer

Wheeled tent trailer

KEY DESCRIPTIVE WORDS AND PHRASES:

Everything you need to make traveling fun

Sets up in minutes

Tows easily

Sleeps 4, 6 8

Easy maintenance

Easy to drive

Roomy

Parks anywhere

Takes little room

Plenty of storage

Safety extras

Completely self-contained

Family vacations for less

No motel bills

An investment in fun

Modern conversion unit

More fun ö less cost

Vacation every weekend

Ideal for families

CHECK THIS REFERENCE FOR SPELLING OF BRAND NAMES OF ACCESSORIES

Refrigeration-Coolers:

Dometic

Coleman

Mobileaire

Morphy-Richards

Reco

Traveler

Air Conditioners:

Brisk-Aire "XL"

Frigiking

Cupboards:

Porta-Galley

Trailcooker

Travel Kitchen

Camper's Kitchenette

Toilets:

Calco

Mansfield

Monomatic

Porta Potti

Stoves-Ranges:

Bernzomatic

Coleman

Holiday

Magic Chef

Reco

Traveler

Furnaces-Heaters:

Coleman

Holiday

Hydro Flame

Vemco

Wagon Master

Disposal Pumps:

Jabsco

Ultra

AD COPY ESSENTIALS:

MISCELLANEOUS FOR SALE

Name of Item

New or Used

Size or Capacity

Model number or specifications

Brand name

Age

Number available

Condition

Suggestion for usage

Previous use

Reason for selling

Delivery

Price and terms

Name, Address, Phone

SPECIAL NOTE TO AD-VISOR: In many cases, items which are properly classified under "Miscellaneous For Sale" are items which are unusual, sometimes even newsworthy. Be sure that the item does not belong under some more specific classification, and then check to see if it is sufficiently unique to merit attention by your promotion department or newsroom. This is a classification where it will pay you to get as much information as possible while talking to the advertiser. See "Conversation Starter" below.

CONVERSATION STARTERS:

Is there a particular type of person to whom this item will have special appeal?

Is this item one which is rare, unusual or unique in some way?

Is it a collector's item?

Can you suggest to the prospective buyer the best way he might use this item?

Would your reason for selling help make the sale?

Is the item in good condition?

Has it been reconditioned in any way (overhauled, refinished, etc.)?

Is there a particular time you would prefer to receive calls?

SALES POINTS:

I am sure you want to sell this item just as quickly as possible. Our experience in handling thousands of ads each week has proved that any item will sell faster if you offer a complete description of it in your ad. A few extra words is all it takes, and the cost is negligible compared to the advantages of completing the job in a hurry.

KEY DESCRIPTIVE WORDS AND PHRASES:

Authentic

Artistic

Classic

Custom Designed

Distinctive

Dramatic

Enduring

Fashionable

Flawless

Genuine

Graceful

Handcrafted

Immaculate

Impressive

Ingenious
Luxurious
Matchless
No signs of wear
Novel
Picturesque
Sensible
Sturdy
Substantial
Time resistant
Traditional
Treasure
Unique
Unrivaled
Utility
Versatile

AD COPY ESSENTIALS:

AUTOS FOR SALE

Make
Year
Body style
Model name (see below)
Finish - color
Mileage
Previous use

Interior

Power equipment

Mechanical equipment

Accessories

Tires, battery

Transmission (automatic or stick)

Engine (horsepower, special name, V-8, 6, etc.)

Price, terms, down payment

Guarantee or warranty

Name, Address, Phone

CONVERSATION STARTERS:

Will you be home all day to answer responses to your ad? (If not, put times in ad)

Or what are your business hours?

What is the most outstanding feature of this car? (This gives you clue for headline.)

Will you take another car in trade?

Does this car get good gas mileage?

DESCRIPTIVE WORDS:

Air conditioned

Affordable

Beautiful

Comfortable

Dependable

Dignified

Distinctive

Durable
Easy to park
Economical
Efficient
Eye-catching
Gleaming
Handsome
Immaculate
Impressive
Lustrous
Luxurious
Maneuverable
Massive
Performance
Powerful
Prized
Quiet
Regal
Reliable
Road-ready
Roomy
Safe
Smart
Solid
Sparkling
Sporty
Spotless

Stainless

Thrifty

Unblemished

Unexcelled

Utility

Winning

SPELLING OF MODEL NAMES

American Motors

Ambassador (+SST and D.L.)

AM

Gremlin

Hornet (+SST)

Javelin (+SST)

Matador

Rebel (+SST)

Buick

Apollo

Centurion

Century (+Lexus)

Electra (225 or custom)

Estate Wagon

GS

LeSabre (+Lexus)

Riviera

Skylark

Sport wagon

Wildcat
Cadillac
Brougham
Calais
Neville
Altered
Seventy-five (+Limousine)
Sixty Special
Chevrolet
Bel Air
Biscayne
Bloodwood
Camber
Caprice
Crevalle Concord
Crevalle Greenbrier
Crevalle Laguna
Crevalle Malibu
Crevalle Nomad
Concord Estate
Corvette
Impala
Kingswood (+Estate)
Monte Carlo
Nova
Townsmen
Vega 2300

Chrysler

Imperial Crown

Imperial Lebanon

Newport

New Yorker

Series 300

Town & Country

Dodge

Challenger (+S/E and R/T)

Charger (+500 and R/T)

Coronet

Coronet 440

Coronet 500

Coronet R/T

Coronet Super Bee

Dart

Dart Swinger

Monaco

Polara

Ford

Country Sedan

Country Square

Custom (+500)

Fairlane 500

Falcon

Falcon Futura

Ford XL

Galaxie 500
Gran Torino
LTD
LTD Brougham
Maverick
Mustang II
Mustang Boss 302 (or 429)
Mustangs Grande
Mustang Mach I
Mustang (Pre 1974)
Pinto
Ranch Wagon
Thunderbird (+Landau)
Torino (+Brougham)
Torino Cobra
Torino GT
Torino Squire
Lincoln
Continental
Continental Mark III
Continental Mark IV
Mercury
Colony Park
Cornet
Cougar (+XR-7 or Eliminator)
Cyclone (+GT or Spoiler)
Marauder

Marquis
Montego (+MX)
Monterey
Villager
Plymouth
Barracuda (+Gran Coupe)
Belvedere (+GTX)
Cuda V-8
Duster
Fury (add I, II or III)
Road runner
Satellite
Scamp
Sport Fury (+S-23 or GT)
Sport Suburban
Suburban (+Custom)
Valiant
Pontiac
Bonneville
Catalina
Executive
Firebird
Grand AM
Grand Prix
Grand Ville
LeMans
LeMans Safari

Tempest

Tempest GTO

Tempest Safari

Ventura

GOOD SCRIPTS SELL MORE

By Joel Linchitz

There's a very good reason why most professional communicators use prepared scripts to guide their presentations. A script directs every stage of a presentation and adds a measure of control. Lawyers use notes to summarize a client's case for the jury; newscasters read teleprompters word for word to ensure that every second is accounted for; talk show hosts review all material on a guest so they can ask the questions that will bring higher ratings.

Scripts serve much the same purpose in telephone selling. They help make sure every minute of the call counts. Sellers use their brief time productively, and consistently get across the information that will convince prospects to act.

Six Features of a Good Script

The first question your script needs to answer is "Why are you calling?" This seemingly obvious point is the most critical to script development and the most often overlooked.

It really involves two decisions. First, what is the primary goal of the action you want the prospect to take during the call? Do you want the prospect to buy a specific product from you?

If you don't achieve the primary goal (and most of time you won't), what is the next most important objective you will be satisfied with? If you can't get a sale, perhaps you can generate a lead or appointment, get a referral, do some marketing research, or get information to bring you closer to the sale the next time you call. Secondary objectives often determine the long-range success of most marketing programs. Remember, the more information you have about the prospect, the easier that prospect is to sell to.

Once you've determined the reason for your call, you're ready to begin developing the script. All good scripts have six characteristics in common. They use language and phrasing to do the following:

1. Capture attention in the first 15 seconds of the call. Since everyone isn't sitting around waiting for your call, and you've interrupted their

day, you'd better say something meaningful right away or you'll lose your prospect.

Identify yourself and your company and use an attention-getting phrase and an initial benefit statement. Your brief introduction should immediately answer these questions.

Who's calling?

Can I trust this person?

Why am I being called?

How long will this take?

Why should I listen?

What's in it for me?

This most effective attention-getting phrase is the personal referral. A personal referral does two things. It gets someone to listen, and it identifies a relationship.

"Good morning, Mr. Jones. My name is Jane Smith from XYZ Office Systems. Your friend Tom Johnson suggested I call because we were able to provide him with a more efficient office system and he thought you might be interested in learning about it."

This example answers the above questions and helps establish rapport ö all in less than 15 seconds.

Although the personal referral is the strongest way to grab your prospect's attention, it is not the only way. Some other techniques for establishing a rapport ö mention a top competitor of the company you're calling, a major business event your prospect would be familiar with, or industry issues of concern to your prospect. You can also refer to a letter you sent the prospect.

2. Press emotional "hot buttons" to immediately tie into the needs of your prospect. Ask questions that key into the primary business needs of the prospect as they relate to your product. Ask the "how," "where," and "what" questions early to get the prospect talking about business needs and other relevant data you can use to tailor your presentation of your service or product.

3. Compress your message into direct, concise dialogue. Because of limitations inherent in phone time, you must get your message across immediately. One way to do this is to create word pictures. The three-word phrase "black tie affair," for example, instantly conjures up a vivid picture of men in tuxedos, women in sparkling evening gowns, bright lights, limousines and excitement.

4. Build rapport by reflecting in your script the prospect's background or industry level. People identify more easily with someone who seems to understand them. Use language that your prospect can relate to. Ask

questions, and then listen to the way your prospects respond. What words or phrases do they use often? What are their major concerns?

5. Give the script a conversational tone. Deliver the script to your colleagues, to your spouse and to yourself in front of a mirror. Ask: "Does this sound natural or canned?" Take out a tape recorder and listen for yourself. Does it sound like a conversation to you?

6. Build a logical case. The telephone is a logical medium because there are no physical distractions. Logical presentations carry more weight over the phone. So build logical sequences into your script.

Introduce yourself.

Ask questions to determine their needs

Summarize their needs by paraphrasing (to make sure you heard them correctly).

Describe the features and benefits of your product or service which best match their needs.

Close based on the logical fact that you answered and resolved the issues they were concerned about.

Roll the Tape

One final tip to help you get started. Put down your pencil, turn on your tape recorder and pretend you are calling a prospect. Try out the wording you've written for the opening of the call, and see if you've met the requirements discussed earlier for a good script. Have you adequately identified yourself and informed your prospect of the reason for your call? Have you taken the time to establish rapport with the prospect? If you want to make sure your campaign is a success, spend the extra time to do it right.

LINCHITZ'S TIPS

Set aside a block of time each day, or several days each week, to make phone calls. Don't do anything else when you're supposed to be making calls. No incoming calls or paperwork.

Make your calls in a quiet place. Remove yourself from all temptation. Shove newspapers, magazines or papers you've been "meaning to get to" into a bottom drawer.

WHO SHOULD WRITE THE SCRIPT?

The script is a crucial element of all telephone marketing programs. A good one can make a campaign; a bad one can destroy it. So why do so many companies delegate the task of writing a script to people who are not skilled at script writing?

Because most people haven't learned the finer points of writing a script, it's often left to the last minute or delegated downward. Scripts usually get written by someone who is very competent in his current job but simply isn't qualified to write scripts.

The person writing your script must:

Understand the product, the objectives and the overall program strategy.

Be sales oriented.

Have spent some time selling over the phone.

Be familiar with the strengths and weaknesses of the telephone medium.

Be trained in script writing techniques.

Who in your organization meets these requirements? The most likely candidates are your lead phone marketers, sales managers or VPs of sales, marketing managers or VPs of marketing, customer service managers, and collections managers.

AD CHAT

Voice: It's in the Way You Use It

Just as a singer's voice is his instrument, your voice is your key to inside sales.

In George R. Walther's book, "Phone Power," he emphasizes what you say is far less important than how you say it. As proof, he defers to Dr. Albert Mehrabian of UCLA's psychology department who quantitatively determined that only 7% of what we try to communicate depends on the words themselves, but 38% depends on the way we say them.

"How you sound isn't an inescapable result of cultural factors, upbringing and physical characteristics," Walther argues. "Dump the notion that you're stuck with the way you sound right now. Your voice is a matter of choice."

Watch Your Tone

"Though tone (of voice) is a hard quality to nail down, most people first name it as the main tool they use to assess other people's voices," explains Walther. "What people usually call tone is actually the sum of speaking rate, volume, inflection and choice of words."

Of those elements, inflection may be the most important. Walther claims the emotional quality of one's tone of voice dramatically influences a call's outcome. So, by adding a little lilt to your voice, you not only

avoid sounding like Charlie Brown's monotone schoolteacher, but you affect the listener's perception.

Slouching Is a Sales Hazard

Inside sales has its advantages. You can review your notes without seeming distracted, and you don't have to worry about face-to-face presentations. However, Walther says, the same body-language rules apply because the person on the other end of the phone can "hear" the way you have positioned yourself. For example, Walther insists if you conduct the call while leaning back with arms cross, it will sound much different than if you were sitting forward.

"The difference may be barely discernible to your conscious ear, but your most perceptive inner ear gets the signal," Walther insists. "Our subconscious ears are far more attuned to voice inflections, tone variations and the how of our speech than we realize."

Unless you double as a ventriloquist, barely moving your lips or making few facial expressions while speaking is not going to pay off either.

"If you closed off the bell-shaped opening of a bugle, you'd change the sound altogether," Walther counsels. "Your vocal cords, throat and mouth form your personal instrument. You can just as easily shape its sound by changing the shape of your mouth."

Find a Verbal Mirror

In her book, "Power Talk," Sarah Myers McGinty reminds us that the sociology of language — how social forces and speech patterns interact — wasn't part of our training.

"And precisely because you have been talking all your life, you probably don't know what you really sound like or how you choose the words you use," McGinty says.

Because your familiarity with the way you speak may inhibit you from analyzing it, consider taping a few of your sales calls, if your newspaper permits it. Here are some things McGinty suggests you ask yourself as you listen to your conversation.

What was your goal or intention in the conversation?

What style did you employ, and did that style match your intention?

Did you sound authoritative, directive and assured? Sincere, exploratory and questioning?

Did your power/influence change as the conversation progressed?

"It takes the human voice to infuse (words) with the shades of deeper meaning." — Bertha Flowers

FIFTEEN TELEPHONE TIPS FOR ERNESTINE

By Janice Alessandra, M.Ed.

and Dr. Tony Alessandra, C.P.A.E.

Do you remember Lily Tomlin's irreverent impersonation of Ernestine, the incompetent operator? "Hello, is this the party to whom I'm speaking?" Ernestine would sniff with her trademark squinty-eyed, dried prune expression. Ernestine could use some tips on appropriate telephone behavior, not that she'd ever choose to use them, of course.

One of the reasons we laugh at Ernestine is because she strikes a chord of recognition in us; we've all felt angry, frustrated, and abused at one time or another when using the phone. Ernestine flaunted the unique set of rules that has grown up around the telephone. We can only guess that Alexander Graham Bell would have been amused with Ernestine and bemused by the enormous implications of her performance.

We tend to take the telephone for granted, but it's important that, unlike Ernestine, salespeople demonstrate courteous telephone behavior when talking to clients and other business contacts. Courtesy and thoughtfulness are the basic components of telephone etiquette. The knowledge of etiquette makes telephoning easier because if you creatively obey the rules, you can be confident that you will behave in the most appropriate, productive way. Some of our telephone tips may seem obvious, but you would be surprised at how many times we've found that even the most basic telephone etiquette is ignored or abused. With this in mind, here are some guidelines for polite and effective telephone usage for your receptionist, secretary and you:

1. When answering the phone in the office, immediately identify your company, department, and your name. If you are self-employed with a home office, answer by stating your name.
2. When talking to customers, call them by name. Not only will the customer be pleased, but by repeating the name, you're more likely to remember it the next time. Be sure not to overuse this though, as this habit can be annoying. This also applies when you find a friendly secretary. In the future, you can call her by name and create a rapport.
3. Know yourself and how you sound to others. You can find this out by recording your voice. Then critique your tone, manners, friendliness, and vocal quality. This is even more helpful if you are critiqued by others.
4. Always use the hold button if you must temporarily leave the phone. It's surprising what the person on the line can hear, and you may inadvertently embarrass yourself or the other person.

5. Excuse yourself when leaving the line. A simple, "One minute, please, Jim," will do. Then make sure you reassure the customer every 20-30 seconds that you haven't forgotten him. If you must do this more than twice, it's probably better to call back when you're able to talk.

6. Listen. Allow your prospect to talk and encourage her input. No one likes to be "talked at." Listen for ideas, not just words, and take brief notes to jog your memory later. In addition:

Ask as many open-ended questions as possible.

Listen to what is being said, not just the words that are being spoken.

When pauses occur, don't interrupt until the prospect is finished with her thought.

Reinforce the client's participation by giving verbal feedback. A simple "yes" or "I see" will suffice.

Make sure you understand what the client is saying and avoid jumping to conclusions. Toward the end of the call arrange for the next call and express your sincere gratitude for the opportunity to talk to you.

7. Know your company and fellow employees. A sense of camaraderie is projected if you know how to contact someone in another department or branch. You and your company look good when you try to help. Keep a list of employee names, departments, and extension numbers next to your phone so you can be as helpful as possible.

8. Know your customers. Know not only their names, but how they prefer to be treated. Then deal with them in their preferred mode. Do they like a fast or slow pace? Do they want just the facts or do they prefer to chat first before getting down to business?

9. Know your product or service. Your depth of knowledge about what you know best should shine through. Then you'll be able to match customer needs (benefits) with your product knowledge (features).

10. Keep a telephone note pad and pen by the phone so you can quickly write messages or notes. We've all waited for what seems to be ten minutes while the harried message taker searches for a pencil.

11. Screen calls for the caller's name, "Who's calling please?" When transferring a call, say, "Thank you, Miss Smith. I'm ringing Miss Jones now," or "Thank you, Miss Smith. Miss Jones is on another line at the moment. Would you prefer to hold for a minute or have her return the call?" If Miss Jones is unavailable, try, "Thank you, Miss Smith. Miss Jones is out of the office now and isn't expected back till 4:00. Mr. Robertson may be able to help you, or would you prefer that Miss Jones return your call?"

12. Plan your calls ahead. Know where you're going and how you're going to get there. Try writing a summary of everything you need to know how to

make the call. Fill out your planner in advance and have a separate one for each call. Every call you make should have an objective (goal).

13. Let them hang up first. Have you ever concluded a conversation with someone and just as they were hanging up, you thought of one more thing to say? This happens because we think so quickly. To avoid cutting off your prospect's thoughts, let the prospect hang up first. Stay on the phone during the silence until you finally hear the click and dial tone on the line.

14. When calling long distance, tell the secretary. People give long distance calls a higher priority than local calls. If they say, "Do you mind if I put you on hold?" be careful. Some people are not in the habit of checking back with the caller every 20-30 seconds to make sure they are still breathing. Your best bet is to tell the secretary that you can only remain on hold a short time.

15. Choose your words carefully. On the telephone, your words and vocal quality carry your message. In person, if there is any doubt as to the meaning, you can sense it from the person's non-verbal feedback. Over the phone, however, you may unintentionally insult your prospective client and never know it. For example, when you say, "As I said . . ." or "To put it another way . . ." you imply that the person did not understand you the first time. Another common phrase is, "Let me ask you a question." It may be subtle, but this is a command, not question. A command immediately puts someone on the defensive. A better way to say this is, "May I ask you a question?" or "Do you mind if I ask you some questions?" This involves them in the conversation and makes them want to talk to you instead of resentfully following your orders.

Are you listening, Ernestine? We hope you picked up some pointers, but we're not counting on it. As for the rest of you telephone communicators, we hope that these tips will propel you into many rewarding, people-oriented experiences on the telephone. We have a hunch that Alexander Graham Bell, and maybe even Ernestine, would have wanted it that way.

AD CHAT

The Oops! Issue

Handle Mistakes with Grace

The president does it. Your neighbor does it. Even your mother does it.

Making mistakes is a universal, albeit frustrating, part of the human experience, and when handled correctly, it can be a beneficial one.

In an article on the Lessons for Living Web Site, Daniel H. Johnston explains that making mistakes can be either earth shattering or enlightening, depending on your attitude.

"We all have "Rules for Living," Johnston begins. "Because we live in an achievement and success-oriented world, a popular rule is, "Whenever you do anything, do it right."

This creates a mindset wherein mistakes are viewed as detrimental ö something to be avoided at all costs. When the inevitable happens and you make a mistake, this viewpoint leads you to put yourself down: "What is wrong with me? Can't I do anything right?"

It may seem that you have an external cause for your internal turmoil, but Johnston says "the reality is that you have created your own mood and actions with your inner dialogue of name-calling and criticism."

The true culprit is the "Rule for Living." If you begin with a bad rule, you end up with bad results. Program yourself to look at mistakes as necessary steps to greatness.

Remember to stop yourself from giving in to negativity when you make a mistake. Consider each mishap an opportunity to progress and learn. Not only will you more easily move on after an error, you will benefit from the experience.

Johnston compares the process to learning to ride a bike. The first step is to fall. If you stopped there, you'd never learn, but if you keep trying (and falling), you will get it.

"A mistake is the first step in learning," Johnston writes. "Success comes from mistakes."

Go ahead and fall down a few times. But be sure to get back up.

"We learn from failure much more than from success; we often discover what we will do by finding out what we will not do; and probably he who never made a mistake never made a discovery." ö Samuel Smiles

A 3-STEP MISTAKE RECOVERY PROGRAM

A Accept the responsibility for your error. Trying to blame others or make excuses is poor form and often keeps you from finding a solution to the problem. The best course of action is to acknowledge that you made a mistake and begin rectifying the situation.

B Believe in yourself. You made a mistake, but that doesn't make you a bad person, and it doesn't mean you won't succeed. The best thing to do in a bad situation is to correct it and refocus on your goal.

C Correct your error and move on. If you aren't making mistakes, you probably aren't learning anything either. Resist the temptation to dwell on your blunder, and don't berate yourself for it. Just fix it and get right back on track.

Adapted from "The ABCs of Handling Mistakes" on tagnet.com

ONE VALUABLE MISTAKE

After a new Wal-Mart employee made a mistake that cost the company \$1 million in a single day, the young man was called into the office of founder Sam Walton.

Certain of his doom, the employee said, "You can spare me the lecture and just fire me and get it over with."

"Fire you?" Walton exclaimed. "I just invested \$1 million in your education. You can't even resign."

Source: American City Business Journals

"Mistakes are part of the dues one pays for a full life." Sophia Loren

SMALL MISTAKE YIELDS BIG RESULTS

When is a mistake not a mistake? When it draws the attention of readers and gets results.

Here is the ad that ran:

BIG GRAY GARAGE SALE! 5 Family. Baby items . . . crafts, more added before sale. From Blgtn. Take 37S to Old 37, turn right to Harrodsburg, turn on Hobart Rd. 1st out house on right.

Leah Leahy, classified inside sales manager at The Bloomington (Ind.) Herald-Times, said this blooper paid off for the advertiser, who "called laughing and said she had never had such a response from a classified ad."

Apparently, bargain hunters were intrigued by the unusual landmark and "just had to drive out to see the outhouse."

Leahy attributes the ad's success to more than curiosity: "The text is rather long. We think the length of the ad also drew business, but this is one case where a blooper actually generated some interest from readers," Leahy wrote.

E-NOTE

"The greatest mistake you can make in life is to be continually fearing you will make one"

Elbert Hubbard

While out to dinner last week, I watched in (amused) horror as a waiter dropped a plate of food in a customer's lap. At a local restaurant, customers are encouraged to "Try are shakes." While cooking dinner last week, I inadvertently added 1/4 cup of salt to a recipe that called for 1/4 tsp.

Mistakes are everywhere, inevitable, but not necessarily detrimental. My mother, a watercolor artist, has learned to work around drips or misapplied paint that dries too fast to correct. Sometimes, she even likes the effect of the mishaps. Those instances she calls "happy accidents."

Here's hoping all of your mishaps are happy accidents!

Traci

OOPS! Of All Kinds

Typos and misprints and flubs, oh my!

The following mistakes from Bram.net provide ample ö and comical ö reassurance that we arenât alone in our imperfections:

2 female Boston terrier puppies, 7 wks old, Perfect markings, 000-0000. Leave mess.

Lost: small apricot poodle. Reward. Neutered. Like one of the family.

A superb and inexpensive restaurant. Fine food expertly served by waitresses in appetizing forms.

Dinner Special ö Turnkey \$2.35; Chicken or Beef \$2.25; Children \$2.00.

Wanted: 50 girls for stripping machine operators in factory.

Wanted: Unmarried girls to pick fresh fruit and produce a night.

Mt. Kilimanjaro, the breathtaking backdrop for the Serena Lodge. Swim in the lovely pool while you drink it all in.

The hotel has bowling alleys, tennis courts, comfortable beds, and other athletic facilities.

Sheer stockings. Designed for fancy dress, but so serviceable that lots of women wear nothing else.

Man wanted to work in dynamite factory. Must be willing to travel.

Wanted: man to take care of cow that does not smoke or drink.

Girl wanted to assist magician in cutting-off-head illusion.

CLASSIFIED DEVELOPMENT

Collecting Delinquent Accounts by Phone

Ê

1. "This is Janice Jones calling for the credit department at The Eufaula Eagle."

2. "I'm calling about your classified bill for \$_____ that goes back to last March."

3. "Is there any question about your bill?"

Customer says:

You say:

"I never got a bill."

"I'll mail out a duplicate today, let me confirm the address."

"I don't remember placing an ad."

"Here's the wording."

"My (brother, son, etc.) placed the ad - I'm not responsible."
"Please give me his name and address and we will mail the bill to him."
"That bill has been paid."
"Our records show that no payment has been applied. Will you check your canceled checks, and I'll call you back."

4. "When can we expect a check?"

5. "I'm making a note on your record. If we don't hear from you by next _____ (day), I'll call back."

If customer promises to send a check but breaks promise:

6. "This is Janice Jones from The Eufaula Eagle. I called about your classified bill for \$_____ and you promised to send a check, but we haven't received it."

7. "If you can bring it by the office in the next two or three days (or by Friday), I won't have to refer your account to the Credit Bureau for collection."*

Remember to always be polite but firm!

The goal is only to straighten out the problem and get the account paid up.

Treat the advertiser with respect; after all, the problem might be something on our end.

* Substitute whatever formal collection procedure your publication uses. Do not threaten to do something that your publication does not do, as they would constitute harassment in some states.

Sample letter for collecting accounts

Letterhead

(Computer generated) date)

(Computer generated) name

(Computer generated) address

(Computer generated) address

(Computer generated) Invoice Number

(Computer generated) Amount Due \$ _____

Is there a reason why we haven't heard from you? In the past, we have sent two bills, but have had no response.

We value you as a customer, and would like to continue to run your ads when you request them. Your immediate response is necessary to keep your account in good standing. Please send payment or contact me within 10 days of receipt of this letter.

After 10 days from this date, the past due amount will go to our collection agency.

A reply envelope is enclosed for your convenience. Please remit the amount at the top of this page for ads placed under this phone number.

Sincerely,

Jane Johnson

Classified Credit Manager

CLASSIFIED DEVELOPMENT

Script for Taking an Ad the Right Way

1. "Classified Department, this _____. How may I help you?"

2. "May I have your phone number, name and address please?"

(If this is a business firm, you must get the name of the person who placed the ad!)

3. "What will you be advertising, Mr. Warren."

4. "We'll put that under Automobiles for Sale."

(If ad is for employment, say, "Well put that under Employment, keyed Medical.")

5. "How would you like the ad to read?"

(Take copy as written, unless the advertiser asks for help.)

6. "If you tell a little more about your Oldsmobile, Mr. Warren, you'll get a lot more qualified calls. Does it have . . ." (Any special features that make it a good deal?)

(Ask first question ò DO NOT PAUSE! Ask ONE question at a time. Rewrite the ad.)

7. "Can people e-mail you to get more details? What's the e-mail address?"

"When is the best time for people to call you? What about on weekends?"

8. "Let's put the words, Shiny New Paint in big type, Mr. Warren. That will really make your ad stand out . . . and here's the way the rest of your ad reads."

(When reading the ad back, do not repeat the headline. Also, do not pause at the end of the read back.)

9. "Just a moment and I'll give you a price."

10. "We can start your ad tomorrow at our special (2, 3, or 4) -week rate ö only \$____. Call and cancel just as soon as you get results. You'll only be charged for the days you actually use, at a declining rate."

11. "When you check your ad the first week, you'll notice that it has a NEW TODAY banner to get you off to a fast start. Thank you for using the classifieds."

INCOMING CALLS

Rep. Good Morning/Afternoon. _____ News and Shopper. This is _____ . How may I help you?

Cust. I would like to place an ad/a free ad.

Rep. What are you selling?

Cust. _____

Rep. Great! I'm sure your _____ will sell very quickly! May I have your phone number, etc.

Do you know how you'd like your ad to read or may I help you?

Let me read your ad back to you to make sure that it's perfect!

Cust. _____

Rep. Your ad may be picked up into the News/Shopper for only ____ More, and to get maximum results, run two weeks. Get the third week free. (Or free ad info).

Cust. _____

Rep. Your ad sounds great ö or ö your item is in great demand and I'm sure you'll get great response.

Will you be using your Master Card or Visa?

Thank you for using the _____ News and Shopper.

NEW PROSPECT CALL OUT

Rep. Good Morning/Afternoon. This is _____ with the Pasco News and Pasco Shopper. This is a courtesy call to let our past customers know

that if you have anything under \$100.00, we will advertise it for free. If it is over \$100.00, run two weeks, get the third week free.

Rep. Do you have anything you wish for me to put in for you?

Rep. You're familiar with the Pasco News and Shopper, aren't you? We are the largest circulated product in this area. We deliver over _____ homes each week and started in 1904.

Rep. I'm sure you will get great results and I'll call you back _____ to see if you have anything.

Thank you and have a good day/evening.

CLASSIFIED DEVELOPMENT

Tips for Success in Renewal Callbacks

Here are the most frequent reasons that ads are not successful:

1. Not enough description or confusing description.
2. Not enough insertions to attract enough readers.
3. Price not named in ad, if article for sale.
4. Price too high.
5. Not enough about benefits of the job or company, if employment ad.

Schedule your call-backs:

Have someone else "cover" for you while you make them.

Analyze ads first before you make your calls:

Bring it up on the screen. What does it need to work? A new headline? More insertions? Better description? Possible change in price?

Wait until midweek to call one-time or weekend-only advertisers back.

Otherwise they will say they haven't had time to get results.

A call-back is simply "an incoming call in reserve".

1. "I'm calling from the Eagle about your ad that expires today."
2. "Were you able to rent your apartment?" (... sell your item, ... fill the position, etc.)

(If the answer is yes, get a success story ö if no, then sell a renewal!)

3. "Mr. Johnson, I've been looking at your ad. If you tell a little more about your apartment, you'll get a lot more calls. Does it have . . ."

Or you can say, "Let's reword your ad so that it looks like a brand new ad. Does it have . . ." (Ask questions, reword the ad, get e-mail address and read back the new wording.)

4. "Let's put the words, "Luxury Living at a Great Price" in BIG TYPE, Mr. Johnson. That will really make your ad stand out. Here's the way your ad reads now . . ."

(When reading back the ad, do not repeat the headline.)

5. "We can get your reworded ad back in our next issue paper at our special 4-week rate. Call and cancel as soon as you get results. You'll only be charged for the times your ad runs at a declining rate."

Never ask "Would you like to renew?" Assume the sale!!

CALLBACK ITEM NOT SOLD (Our Paper)

Rep. Good Morning/Afternoon. This is _____ with the _____
News and Shopper. May I speak to _____?

Cust. _____

Rep. Did you sell the _____?

Cust. _____

Rep. You're kidding!? What kind of calls did you get?

Cust. _____

Rep. Analyze ad using the "5 Reasons Customers Don't Sell"

1. Circulation

2. Wording

3. Price of Item

4. Demand of Item

5. Were they home?

Rep. Since you still need to sell it, let's go ahead and make that change and get your ad back in next Wednesday. The change will increase your selling power and I'm sure you'll sell it.

Cust. _____

Rep. Thank you for using the Pasco News and Shopper. I'll call you back next week to see how you did.

PROSPECT-ITEM NOT SOLD

Rep. Good Morning/Afternoon. This is _____ with the Pasco News and Shopper. I'm calling about the _____ (be specific) for sale in the _____ (or in another paper). (Pause and wait for response, usually "Uh, huh"). Did you sell it yet?

Cust. No.

Rep. You're kidding?! How long have you been trying to sell it? It sounds great for _____!

Cust. (Answers your questions and makes positive remarks about the item.)

Rep. I can't believe you haven't sold it yet! Do you think: (Refer to "5 Reasons Why Customers Don't Sell")

1. Circulation
2. Wording
3. Price of Item
4. Demand of Item
5. Were they home?

Cust. _____

Rep. This kind of information needs to be in your ad. It will help you get more qualified buyers.

Cust. _____

Rep. You're familiar with the Pasco News and Shopper, aren't you? We're the largest circulated product in this area. We deliver to over _____ homes each week. And in business since 1904. Since you still need to sell it, we can get your ad in next week, but I would suggest making that change so our readers will know it is _____

Cust. _____

Rep. Also, remember, any items under \$100.00 is free.

Cust. _____

Rep.: I'm sure you will get great results and I'll call you back next week to see how you did! Thanks for using the Pasco News and Shopper.

ANSWERING MACHINE SCRIPTS

If absolutely no way can be found to do the various outbound private-party calls in the early evening or on weekends, the programs still shouldn't be abandoned. Messages can be left on answering machines that basically say only:

Script for answer machines for Renewals:

"Hi, this _____ at the _____. I need to talk with you about your ad as soon as possible. Please me at PHONE NUMBER between 7:00 a.m. and 4:00 p.m. tomorrow. It's really important that I talk with you right away."

Script for answering machines for solicitations from other publications:

"Hi, I'm calling about the NAME OF ITEM you advertised in the NAME OF PUBLICATION. If it is still for sale, please call me at work between eight and five tomorrow. My name is NAME and my number is DIRECT NUMBER, that's REPEAT NUMBER. Thank you.

If you try to put the whole spiel on the answering machine, you won't have many calls returned. The answering machine won't make the sale for you. You have to make them just curious enough to call you back.

RUN UNTIL IT SELLS

A good idea, but be careful or it will backfire on you!

Advertisers are not interested in buying lines for days. Instead, they are interested in selling the bicycle, renting the apartment, finding an employee, etc.

Run Until It Sells offers are good in that they charge a flat price for selling an item, whether it sells with one insertion or many insertions. The risk of an advertiser running an ad that will not generate results is

greatly reduced, and advertisers feel more confident that their ad will work.

The classified section becomes better for readers as ad count increases because they are more likely to find something of interest to them. Because the items run until they sell, hard-to-move items run long enough to find the few buyers that might be interested in them.

WAIT! Donât jump out of the plane until you inspect your parachute!

People WILL take advantage of you, unless you lay down some ground rules.

Some automobile dealers (both official and "hobbyists") will put a vehicle in the publication and let it run and run and run, because even if that vehicle is sold, the ad will still generate calls from people who are looking to buy. These callers are then switched to another vehicle that is for sale. Real estate agents are even more likely to use this tactic. Antique and used appliance dealers also are known to abuse these ads. Because these abuses are so common, Run Until It Sells SHOULD NOT be offered to "commercial" advertisers or any others who sell the same basic type of item again and again. These ads should only be offered for private-party household items (no real estate at all).

Another problem that is easily avoided is having the classified section fill up with stale ads for overpriced items as people list high prices in hopes of finding a "sucker." The easy way around this is the "Dutch Auction" concept. The ad runs until it sells, but the caller has to call in every couple of weeks to renew the ad and drop the price by a required percentage amount, generally 5% or 10%. If two weeks go by without a renewal and price drop, then the ad expires. Once the ad expires, payment will have to be made to re-run the ad.

Run Until: It Sells ads should always be paid in advance, with no refunds or discounts. A larger minimum number of lines/words should be required. This will ensure faster results and more interesting ads.

VALUE QUIZ

Take the following quiz to determine if you're focused on providing prospects with value. Answer yes or no to each question:

1. I'm not interested in a one-time sale; I'm interested in building strong business relationships.
2. I demonstrate to my prospects how I can offer lower risk than any of my competitors.
3. I explain the high-quality features and benefits of my product or service.

4. I tell prospects about the superior and prompt service my company provides.
5. I relate how each of my product's features can benefit my prospects' needs.
6. I provide prospects with testimonials to support my claims.
7. I follow up promptly to ensure that the ad message/campaign runs correctly.
8. I encourage customers to contact me if they have questions or concerns.
9. I get my prospects involved in the presentation by sending spec ads to them so they can imagine how their ads might look.
10. I volunteer to help my prospects with copy suggestions and layout ideas before they ask for assistance.

If you scored a perfect 10, congratulations! You are selling the value of your product! You understand the importance of providing prospects with the most value for their money. A score between 7 and 9 is still good, but make 10 your personal goal. If you scored below 7, talk with your manager about ways you can integrate value-selling.

ARE YOU PROVIDING THE FUNDAMENTALS

FOR PRIVATE PARTY SUCCESS?

A quiz adapted by Janet De George from a Newspaper Association of America private party research study

Rating Criteria

3 Absolutely!

2 Sort of

1 Not Really

0 Don't Know

1. We promote our classified section in our circulation area.
2. We continually ask readers/advertisers for feedback about our section and service.
3. Customers can place ads 24 hours a day, 7 days a week.
4. Our classified type size and style are readable.

5. We publish a classified section that is uncluttered and cleanly organized.
6. We have created easy-to-understand private party rate packages.
7. Our rate plan encourages advertisers to use enough words to provide readers with adequate information.
8. Our phone number is on every classified page.
9. We keyword every ad so readers can quickly find what they want.
10. We have a system to handle overflow calls.
11. Reps are trained to lead customers quickly through calls with minimal chitchat.
12. We carefully screen all ads to preserve the integrity of our section.
13. Our credit terms are reasonable, fair and updated with price increases.
14. Our classification titles are up-to-date and reflect our market's needs.
15. Our classification headers stand out on the page and are easy to locate.
16. Our index shows how the classified section is structured and provides helpful reader and advertiser information.
17. Ads in each classification appear in a sequence that aids readership.
18. Our sales reps are well trained to aid the customer in copywriting.
19. All sales reps have Internet access.
20. All sales reps have e-mail.
21. All sales reps have voice mail.
22. Reps are trained on our front-end system shortcuts to increase speed.
23. We take testimonials from customers and print them in classified.
24. We have an automated credit card system that works quickly and accurately.
25. We increase readership with featured stories on antiques, classic cars, pets and garage sale shopping.
26. Our classified promotional messages are kept fresh and current.

27. We offer every customer upsells that will enhance results.
28. All reps are empowered to handle complaints without transferring calls.
29. We offer new features such as in-column and Web photos of items for sale.
30. We discourage the use of abbreviations as well as words and phrases our readers wonât understand.

Score

90: Perfect

60-89 Need some changes. How can you turn your 1 and 2 scores into 3s?

30-59 If you are losing private parties, you have some work to do on scores of 1 and 2.

Less than 30: You may be just about to lose your most valuable customers. Make changes fast!

TRAINING TIPS

Increase Your Sales Reps Prospecting Success

One of the biggest challenges for inside salespeople is making outgoing calls. Yet, with classified numbers down and increased revenue pressure on most classified operations, classified sales reps are being called upon to call out more than ever.

Inside salespeople often have extra challenges with the outbound call because they may not have been trained in the different sales techniques that are necessary to improve success in outbound calling. Therefore, they do not get as many sales and are easily discouraged.

Use these training ideas for prospecting success adapted from a recent Telephone Selling Report article by Evonne Weinhaus, president of St. Louis-based Communication Works.

RESEARCH, RESEARCH, RESEARCH

Rather than making new business development calls by calling numbers from the yellow pages, always create a prospecting list based on which companies will most likely benefit from advertising in this particular product.

Then, before calling a new prospect, try accessing her Web site for information about the business. Read your newspaper's business section

for leads on new companies and retail stores coming to town, and get a jump on the new business.

SET A GOAL FOR EACH CALL

Prospecting is a process, not an open-and-closed sales event like most inside sales calls. You should always set a series of objectives for each prospect. Here is a sample list of sales call objectives:

Find out who makes the advertising decisions for the business.

Make a telephone appointment with the decision-maker.

Get permission to make your presentation to the decision-maker.

Make your presentation to the decision-maker.

Overcome the prospect's objections.

Close the sale.

MIRROR THE CUSTOMER'S VOICE MAIL GREETING

Mirroring is a great way to establish rapport with an advertiser on the telephone. The same concept holds true for leaving voice mail messages. According to Weinhaus, "Many times a customer's voice mail message is very telling. Listen for the clues."

For example, if the customer says, "This is Scott, leave your message," you should keep your message short and sweet. If you leave a long message, don't be surprised if Scot deletes it. His message lets you know he is all business and expects the same from vendors, suppliers and salespeople.

If, on the other hand, your prospect is a "people person" interested in building relationships, she may leave a voice mail message like the following: "This is Mary. I am so sorry to have missed your call. I hope you are having a great day, and I am looking forward to returning your call as soon as I return to the office or get off the phone."

To return a call to this person, Weinhaus suggests saying something like this, "I thought of you last week. I'll fill you in on the circumstance as soon as we talk."

Pay attention to the pace, tone, intonation, inflection and pitch of your prospect's voice mail messages, and mirror her style in the voice mail message you leave in response.

MAKE FRIENDS WITH THE SCREEN OR GATEKEEPER

The person who answers the phone is charged with protecting the boss. This person can be your best ally if you enlist her help rather than treating her as an underling not worth your time and attention.

Establish rapport with the receptionist by saying, "I need your help," or "Thank you for helping me." Once you have set up a measure of camaraderie, then ask, "When do you think would be a good time for me to call back?"

USING A TWO-STEP CALLING PROCESS

In the early stages of a call to the receptionist, say, "I have just one quick question for you: Who makes the advertising decisions for your company?" By phrasing the question in this way, you let the gatekeeper know that the call will be completed after you receive the answer to this question.

Next, ask the receptionist's name and thank her for the information: "Thanks for your time, Jane. Would Mr. Weaver be available now?" If the answer is no, end the call immediately. When you call back, acknowledge your relationship with Jane: "Good afternoon, Jane. How have you been? Could you put me through to Mr. Weaver now?" In this way, you sound like a regular caller rather than someone who is cold calling.

START YOUR COMMENTS OFF WITH THE WORD GREAT!

Use positive words to start off the conversation. If the receptionist says the decision-maker is busy, try the following statement: "Great, I will wait. Just put me on hold until he is available."

If you are asked what the phone call to Mr. Weaver is in regard to, stay positive: "Thanks for asking! I want to give Mr. Weaver the opportunity to attract new customers by running in our upcoming special section highlighting businesses such as yours."

TIME YOUR CALLS WISELY

If you are having little luck getting through the gatekeeper, you might want to try a different tactic. A good time to make prospecting calls is early in the morning, at noon, or at the very end of the work day. At this time, the receptionist will probably be off-duty, and the decision-maker likely will be answering the telephone herself.

MAKE EACH WORD AND QUESTION COUNT

When you finally get through to the decision-maker, make every word count by creating a greeting that immediately answers three questions for the decision-maker:

Who you are. "Good morning, Mr. Weaver. This is Roger Allison calling from The Journal.

Why are you calling now? "I would like to offer you a unique opportunity to advertise in our upcoming 'Brickyard 400' tabloid."

What's in it for me to listen to you? "This publication will not only reach our 125,000 regular readers, but will also be distributed in racks throughout the city the week prior to the race. Therefore, you will get

extra exposure for your restaurant while we have 50,000 visitors in the city."

POSITION YOURSELF AS A PROBLEM-SOLVER

The most important message you can give your prospect in your initial conversation is that you are a problem-solver in the information business rather than a salesperson trying to get as much money as you can out of the prospect's pocket and into yours.

If your prospect believes, by your professional greeting and telephone manner, that you know your product and you are genuinely interested in her product, you have begun the sales process correctly. You have established a relationship with your prospect that ultimately will help him see the value in becoming a regular customer.

CONDUCT PRE-CALL RESEARCH TO IMPROVE SUCCESS

One of the key elements of prospecting success is the pre-call planning stage. This step will provide you with the information you need to sell a new advertiser. Find out the answers to the following questions before you call a new prospective advertiser.

1. How much, if anything, does the prospect know about the newspaper and our advertising products and services?
2. Is the prospect aware of the diverse advertising opportunities we currently offer?
3. Which of my advertising products will be most useful to this prospect?
4. What problems can my newspaper solve for this prospect?

PROSPECTING DON'TS

Don't use the term "cold call."

Don't use abrasive openers.

Don't be afraid to close.

Don't ignore objections.

Don't be unprepared.

Don't use inadequate questioning techniques.

Don't misuse or abuse screeners.

Don't demonstrate poor listening skills.

Don't fail to review the agreements made during the call.

Don't create a poor telephone image.

Don't send unnecessary literature without getting permission.

QUICK TIPS FOR OUTBOUND CALLING

1. Offer a friendly greeting. Because this person is a stranger, be more formal than usual. Never use a first name on the first call.

2. Introduce yourself. This step is crucial for keeping the prospect's attention. Give her the reason you are calling in the introductory sentence: "Good morning, Ms. Adams. This is Joan Little from The Journal. I'd like to talk to you about increasing your customer base in the Olive Grove area."

3. Show appreciation. Let the prospect know you value her time. "I understand how busy you are, and I promise to be brief."

4. State your specific purpose. Make sure your new special page or section fits with this particular prospect's needs. "I'm calling because we are publishing a special family-owned businesses tabloid in a few weeks, and I think your company would be a perfect fit because you have been doing business in this community for close to 50 years."

5. Offer a spec ad. Small business owners often do not have a clue about creating results-getting ads. Offer to create a spec ad for the prospect so that he can envision how his company will be represented in print.

6. Say thank you. Always express your gratitude for the prospect's time, even if he does not commit to buy.

7. Follow up with a note. If the prospect becomes an advertiser, send her a handwritten thank you note. If the prospect does not buy, drop a note thanking the prospect for his time and saying you look forward to speaking with him again in the future.

