

Selling Against Yellow Pages



Our goal is to help increase your sales at a profit

In most markets, the local Yellow Pages outsells all of the radio and TV stations combined.

And yet, Yellow Pages are your most vulnerable competitor.

Our Attacking Yellow Fever training and consulting program involves three one-day in-market visits tailored to your stations' and market's needs.

We'll train your staff how to sell against Yellow Pages, we'll install a Yellow Pages attack plan, and actually make anti-yellow pages sales calls with your staff.

Your sales team will discover:

- Why we call Yellow Pages "The Directory of In-effective Marketers"
- Why your clients buy Yellow Pages
- How to spend less on Yellow Pages to get better results.
- Which categories you can generate the most revenue from
- The pitfalls of Yellow Pages advertising

Our Yellow Pages attack plan includes:

- A category by category attack plan for your market
- A client seminar on combining your medium with Yellow Pages
- Sales calls with your account executives on prime prospects
- Guaranteed sales. We guarantee a minimum five-to-one return on your investment in this program

Long after you have wrapped up your Yellow Pages attack in your market, your account executives will be benefiting from the ideas and techniques they learn from this new business development campaign.

All ENS Media Inc. workshops include a money back guarantee if you are not completely satisfied.
50% deposit due upon booking and balance due upon completion.