



## B.E.S.T Curriculum 2006

### Behavior Styles – Adapt to their personality

	<b>Relater</b>	<b>Thinker</b>	<b>Director</b>	<b>Socializer</b>
<b>Behavior Pattern</b>	Open / Indirect	Self-Contained / Indirect	Self-Contained / Direct	Open / Direct
<b>Performance Known for:</b>	Steadiness	Compliance	Dominance	Influencing others
<b>Appearance</b>	Casual, conforming	Formal, conservative	Businesslike, functional	Fashionable, Stylish
<b>Work-Space</b>	Personal, relaxed, friendly, informal	Structured, organized, functional, formal	Busy, formal, efficient, structured	Stimulating, personal, cluttered, friendly
<b>Pace</b>	Slow, easy	Slow, systematic	Fast, decisive	Fast, spontaneous
<b>Priority</b>	Maintaining relationships	The Task / The Process	The Task: The Results	Relationships: Interacting
<b>Fears</b>	<b>Confrontation</b>	<b>Embarrassment</b>	<b>Loss of Control</b>	<b>Loss of prestige</b>
<b>Under Tension Will:</b>	Submit, acquiesce	Withdraw, avoid	Dictate, assert	Attack, be sarcastic
<b>Seeks</b>	<b>Attention</b>	<b>Accuracy</b>	<b>Productivity</b>	<b>Recognition</b>
<b>Needs to Know (Benefits)</b>	How it will affect their personal circumstances	How they will justify the purchase logically, how it works	What it does, by when, what it costs	How it enhances their status, who else uses it
<b>Gains Security By:</b>	<b>Close relationships</b>	<b>Preparation</b>	<b>Control</b>	<b>Flexibility</b>
<b>Wants to Maintain</b>	<b>Relationships</b>	<b>Credibility</b>	<b>Success</b>	<b>Status</b>
<b>Support Their:</b>	<b>Feelings</b>	<b>Thoughts</b>	<b>Goals</b>	<b>Ideas</b>
<b>Achieves Acceptance by:</b>	Conformity, loyalty	Correctness, thoroughness	Leadership, competition	Playfulness, stimulating environment
<b>Likes YOU to be:</b>	<b>Pleasant</b>	<b>Precise</b>	<b>To the Point</b>	<b>Stimulating</b>
<b>Wants to be:</b>	<b>Liked</b>	<b>Correct</b>	<b>In charge</b>	<b>Admired</b>
<b>Irritated by:</b>	<b>Insensitivity, impatience</b>	<b>Surprises, unpredictability</b>	<b>Inefficiency, indecision</b>	<b>Boredom, routine</b>
<b>Measures Personal Worth by:</b>	Compatibility with others, depth of relationships	Precision, accuracy, activity	Results, track record, measurable progress	Acknowledgement, recognition, compliments
<b>Decisions are:</b>	<b>Considered</b>	<b>Deliberate</b>	<b>Decisive</b>	<b>Spontaneous</b>

- Those in BOLD are key things to remember in your sales calls with this customer style.

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## B.E.S.T Curriculum 2006

### Matrix for Working with Others with THEM in Mind:

<b>STYLE TOPIC</b>	<b><u>Director</u></b>	<b><u>Socializer</u></b>	<b><u>Thinker</u></b>	<b><u>Relater</u></b>
<b>Needs to Know About:</b>	<b>What it does / by when / what it costs</b>	<b>How it enhances their status and visibility</b>	<b>How they can justify it logically / how it works</b>	<b>How it will affect their personal circumstances</b>
<b>Do It With:</b>	<b>Conviction</b>	<b>Flair</b>	<b>Accuracy</b>	<b>Warmth</b>
<b>Save Them:</b>	<b>Time</b>	<b>Effort</b>	<b>Embarrassment</b>	<b>Conflict</b>
<b>To Facilitate a Decision-Making Provide:</b>	<b>Options with supporting analysis</b>	<b>Testimonials and incentives</b>	<b>Data and documentation</b>	<b>Personal service and assurances</b>
<b>Likes You to Be:</b>	<b>To the point</b>	<b>Stimulating</b>	<b>Precise</b>	<b>Pleasant</b>
<b>Support Their:</b>	<b>Goals</b>	<b>Ideas</b>	<b>Procedures</b>	<b>Feelings</b>
<b>Create This Environment:</b>	<b>Businesslike</b>	<b>Enthusiastic</b>	<b>Serious</b>	<b>Personal</b>
<b>Maintain This Pace:</b>	<b>Fast/decisive</b>	<b>Fast/spontaneous</b>	<b>Slow/systematic</b>	<b>Slow/relaxed</b>
<b>Focus on This Priority:</b>	<b>The task/ the results</b>	<b>The relationship/ interaction</b>	<b>The task/ the process</b>	<b>The relationship/ communication</b>
<b>At Play Be:</b>	<b>Competitive and aggressive</b>	<b>Spontaneous and playful</b>	<b>Structured/ Play by the rules</b>	<b>Casual and cooperative</b>
<b>Use Time To:</b>	<b>Act efficiently</b>	<b>Enjoy the interaction</b>	<b>Ensure accuracy</b>	<b>Develop the relationship</b>
<b>Write This Way:</b>	<b>Short and to the point</b>	<b>Informal and dramatic</b>	<b>Detailed and precise</b>	<b>Warm and friendly</b>
<b>On the Telephone Be:</b>	<b>Short and to the point</b>	<b>Conversational and playful</b>	<b>Businesslike and precise</b>	<b>Warm and pleasant</b>



## **B.E.S.T Curriculum 2006**

### **ICR's Interest Creating Remarks**

I'd like to show you how to maximize the income potential of your program with VIS...

Verizon SuperPages.com is the #1 online Yellow Pages site, attracting the highest number of unique visitors. (Super Solutions)

A typical consumer uses the yellow pages over 5 times per month. (2004 Yellow Pages Industry Usage Study, Knowledge Networks/SRI)

In 2005, Florida was the 3<sup>rd</sup> most searched state on SuperPages.com with more than 50 million searches. (Top Cities, States & Categories 2005)

According to an independent research organization, The Gallup Organization, 78% of Clearwater consumers possess the Verizon Yellow Pages. (Gallup Org., August 05)

Verizon Yellow Pages & SuperPages.com can reach customers 24/7, 365 days a year.

Advertising in the yellow pages may help replace the third of the customers you may lose this year.

We are compiling information for our 2006 Yellow Pages in Myrtle Beach, and I can help you effectively reach more customers looking for a business like yours this year.

In 2004 there were over 1.6 million purchasers in the Dentist heading from yellow pages across the Verizon Yellow Pages footprint. (AIM Study 2005)





## **B.E.S.T Curriculum 2006**

### **INITIAL Contact Script APPROACH & APPOINTMENT SETTING**

**PRE-APPROACH PREPARATION:** Before contacting the customer to set up an appointment the following should be completed:

- ◆ Initial preparation
- ◆ Review the contract(s)
- ◆ Review collaborative information (Claims, Customer Comments, etc.)

#### **THE APPROACH:**

"Hello, Mr. Customer,

This is \_\_\_\_\_ with the Verizon Yellow Pages and SuperPages.com, how are you today? First, I would like to thank you for your business with Verizon. I am going to be handling your advertising and I'd like to explain how we're going to be working together this year.

Even though I have familiarized myself with your business, I would like to find out more so that the advertising program we design will help achieve the goals you have for your business. First, I'd like to check a couple of things for our records.

- ◆ Are you still the person I should speak with to confirm the advertising program? Is anyone else involved with the decision? Have you acquired any other business phone numbers?

#### **T-SALES: - ESTABLISH PARTNERING**

Today we'll discuss your business, what your plans are, what's going on and share with you what's happening at Verizon Yellow pages and SuperPages.com Then, after I have taken some time to do further research, I'll call you (state when – X hours or days) to discuss my recommendation for your advertising for the next year. Sound O.K? (gain agreement)

#### **PREMISE: - ESTABLISH PARTNERING**

I'd like to arrange a time/date to discuss your business, what your plans are, and share with you what's happening with Verizon Yellow Pages and SuperPages.com After our meeting, I'll do some research and will then be making a recommendation. We'll meet again and discuss your advertising for the next year. Sound O.K? (gain agreement)



## B.E.S.T Curriculum 2006

### Initial Contact -Account Types Scripts SALES PROCESS

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**INITIAL CONTACT** - Use your BEST Account booklet as a guide.

#### **A. Revenue**

(If you know who the contact person is) Hello, this is \_\_\_\_ from Verizon Yellow Pages and SuperPages.com. I am your account executive for the upcoming year, and I want to come by and meet with you to discuss the new print and online directory that will replace the current one. I want to take 15 minutes of your time to have a conversation with you to discuss advertising decisions that are pertinent to your business (if they query who we are, refer to the directory and distribution if required.) Customer responds.

What significant changes occurred within your business in the past year? Have you acquired any other businesses or business phone numbers? Have you changed any of your products or services, any expansion plans or closing any locations, changes to your website? May I confirm that your address is \_\_\_\_\_, and does anyone else who has input in making this type of advertising decision need to be at the meeting? (leave coordinates). So, Mr. Customer I will see you \_\_\_\_ at \_\_\_\_.

*Tip-Remember to look for the behavior style of your customer*

#### **B. Revenue-wants to cancel**

If the customer indicates he wants to cancel and is not interested in getting together, after you ask for the appointment? Here's what you do:

*(If they indicated they want to cancel print):*

That's what I want to talk to you about, your current program with Verizon Yellow Pages. Let me remind you Mr. Customer that all advertising has value. We know there are 4 reasons why an ad doesn't work. Notice I said ad, not yellow pages because yellow pages is proven to be an effective advertising medium. Those four reasons are:

1. Wrong size
2. Wrong heading
3. Wrong information
4. Wrong directory

It sounds as though you feel you are in the wrong directory. So, Would I be correct in assuming that you also feel your investment in the Verizon Yellow Pages isn't working?

*(If they indicate they want to cancel online):*

That's what I want to talk to you about, your current online program with Verizon SuperPages.com. Let me remind you Mr. Customer that all advertising has value. We know there are 5 reasons why an online ad doesn't work. Notice I said online ad, not online yellow pages, because all online yellow pages advertising has value and is proven to be an effective advertising medium. Those reasons are:



## **B.E.S.T Curriculum 2006**

1. Wrong Product,
2. Wrong Placement
3. Wrong Appearance
4. Wrong Reach
5. Wrong Information.

It sounds as though you feel that you have the wrong product. Would I be correct in assuming that you also feel your investment in our online directory, SuperPages.com isn't working?

Customer responds:

I understand, (pause for a minute). However, I still need to meet with you, as we have a policy where I must have a signature whether you cancel, change or keep the same advertising program, but whatever you do I am still going to require a signature. The reason this has come about is because advertising programs were being cancelled that shouldn't have been and we didn't have a signature authorizing the decision.

**If a current advertiser still refuses to give you an appointment, proceed as follows...**

A. Bottom line Mr. Customer, regardless of what you end up doing in the directories,

I'll need to see you to authorize the paperwork, so may I stop by on Tuesday @ 10:00?

B. You had to authorize the paperwork to put it in, and you have to authorize the paperwork to take it out, so may I stop by on Tuesday @ 10:00?

(Be forceful here)

*Tip-Remember to look for the behavior style of your customer*

### **C. New Business.**

I don't suppose you can help me... I'm looking for the person who is in charge of making the advertising decisions for your business (or business name).

(Gatekeeper gets customer) Customer comes on line...

Hi, this is \_\_\_\_\_ from Verizon Yellow Pages and SuperPages.com. "The reason I am calling you today is because I want to speak with you about the new Verizon \_\_\_\_\_ Yellow Pages and SuperPages.com, our online directory. We are distributing over \_\_\_\_\_ copies to homes and businesses in the \_\_\_\_\_ area.

(Customer responds)





## **B.E.S.T Curriculum 2006**

### ***F. New Business-Drop in***

When you go by: (To the Gatekeeper) Hi, I was wondering if \_\_\_\_ is available?

Gatekeeper responds...Are they expecting you?

Actually, I was speaking with \_\_\_\_ on the phone on \_\_\_\_, and I mentioned that I would be stopping by.

Gatekeeper responds: He's out

Oh!!! (act surprised) When will he be back?

Gatekeeper responds:

So, will he be out for the rest of the day?

Gatekeeper responds:

Well, to better prepare me for my meeting with \_\_\_\_ would you mind answering a couple of questions? (get the gatekeeper on your side-win her over)

Proceed to Needs Analysis questions:

(When you go by the customers office-say to the Gatekeeper)

Hi, it's me again from Verizon Yellow Pages and SuperPages.com, is \_\_\_\_ in?  
(Gatekeeper gets decision maker)

Hi, I am \_\_\_\_ from Verizon Yellow Pages and SuperPages.com. I spoke with you last week, and I said I was going to be popping by regarding our yellow pages and online product, Superpages.com.

Mr. Gatekeeper was kind enough to update me a little bit about your business. (confirm what Gatekeeper said) So, Mr. Gatekeeper told me your products and services you carry are, and the areas you service are etc. (recap Needs Analysis)

I took the opportunity based on what Mr. Gatekeeper told me to explore how we can build your business and capture market share, and I would like a few minutes to review that with you.

Sound O.K. (proceed into Sales call)

*Tip-Remember to look for the behavior style of your customer*



## B.E.S.T Curriculum 2006

### Initial Contact Leaving **POWERFUL** Messages

#### ADVERTISERS

##### **MESSAGE #1** Rank \_\_\_\_\_

My name is rep \_\_\_\_\_ I'm calling from Verizon Yellow Pages & SuperPages.com I am responsible for handling your current advertising program. I noticed that on the page your ad is on a lot of your competitors have a website address listed in their ad & I see that you don't. I wonder if that was an oversight on our part. Please contact me with in the next 2 or 3 business days to handle the changes in your ad for next year. I can be reached at Phone # \_\_\_\_\_. Looking forward to hearing from you soon.

##### **MESSAGE #2** Rank \_\_\_\_\_

"Hi, this is \_\_\_\_\_ from Verizon Yellow Pages and Superpages.com. I am calling to set up an appointment with you to review your current representation in our print and electronic directories. Please call me at your earliest convenience at \_\_\_\_\_"

##### **MESSAGE #3** Rank \_\_\_\_\_

Hi, this is \_\_\_\_\_ I'm calling from Verizon Yellow Pages and Superpages.com. The reason I am calling is that I need to review your advertising for the upcoming year. I made you one of my first calls of this campaign this year because when I was researching your account I noticed something in your ad and had some questions about it. And if it needs changes, I obviously want to begin working on them just as soon as possible, I can make sure the ad makes it into the directory perfectly. Please call me at your earliest convenience.

##### **MESSAGE #4** Rank \_\_\_\_\_

Mr. Customer, I'm calling today to review you representation on Superpages.com. The #1 online yellow pages in the country. Your results to date have been phenomenal and I'd like to share these statistics with you. Please return my call so that we can review your results and update your program for the upcoming cycle. My number is \_\_\_\_\_

##### **MESSAGE #5** Rank \_\_\_\_\_

I would like to confirm your program on SuperPages.com to see if it is in sync with your business needs for 2006 and discuss with you how we can increase your exposure and help you reach a wider customer base. Please call me at your earliest convenience

##### **MESSAGE #6** Rank \_\_\_\_\_

Hi, this is \_\_\_\_\_ from Verizon Yellow Pages & Superpages.com. We are currently working in your market to ensure all our advertisers are listed accurately in both Verizon yellow pages and Superpages.com, Verizon's on line directory. I'm not sure you're aware that you have a free listing (called an Enhanced Business Profile) on the #1 internet yellow pages in the country, and I'd like to offer you the opportunity to review the information it contains, and ensure everything reflects the image you want to portray to the online public. Please give me a call back so we can update the information on your free Enhanced Business Profile.

##### **MESSAGE #7** Rank \_\_\_\_\_

Hi this is \_\_\_\_\_ calling from Verizon Yellow Pages & Superpages.com I will be working with you this year for your existing advertising program. As a valued advertiser, you are entitled to 5 categories with us free on Superpages.com which is the Nations #1 Online Yellow Pages. Please call me so you can maximize you visibility with us today!





## B.E.S.T Curriculum 2006

### NON ADVERTISERS

#### **MESSAGE #8** Rank \_\_\_\_\_

My name is rep \_\_\_\_\_ I'm calling from Verizon Yellow Pages & SuperPages.com. I have been assigned to your account by Verizon because having a business line with Verizon entitles you to be listed under 5 categories or headings and to have a Business profile, which is like an ad, that explains your business products hours etc. on Verizon's yellow pages. Please contact me with in the next 2 or 3 business days to handle this for next year. I can be reached at Phone # \_\_\_\_\_ Monday to Friday 8am to 5pm. Looking forward to hearing from you soon.

#### **MESSAGE #9** Rank \_\_\_\_\_

"Hi, this is \_\_\_\_\_ from Verizon Yellow Pages and Superpages.com. The reason for my call today is to make sure you are aware of the opportunities that you are currently missing from not being found in either our print or electronic directories. Our directory is in every household and business in your area - and you currently have no representation there.. And, in just the last month, there were \_\_\_ visits to \_\_\_ heading on superpages.com - you're currently not there either! These are huge opportunities for new business that you are missing! Please call me at your earliest convenience to discuss how we can get you in front of these people who are looking for businesses like yours in this area!! My number is..."

#### **MESSAGE #10** Rank \_\_\_\_\_

Hi, My name is \_\_\_\_\_ from Verizon. The reason I'm calling is that your account has been "red-flagged": A) I just got a note across my desk that your listing has not been set up for Directory Name and pub date. B) The publisher does not know which category your listing is supposed to appear in, Pet Supplies, Pet Grooming, Kennels, Pet shops. I just can't tell. C) There was a change to your listing on Service Order Activity Date. I need to make sure the listing will publish correctly and in the correct category. Please call me just as soon as you get this message. (Whether you use A), B), or C) the key to success is frequency. Calling 3 times a week sends the message that it is important without being rude. Call just once and it will likely go ignored).

#### **MESSAGE #11** Rank \_\_\_\_\_

Good \_\_\_\_\_, this is \_\_\_\_\_ from Verizon Superpages.com. (City) is currently the \_\_\_\_\_ most searched city in \_\_\_ with \_\_\_\_\_ million searches for 2005. You currently have a free listing with us that has performed quite well, and I have some statistics I'd like to share with you regarding the categories you currently appear under. We may also need to make some changes to your existing Business Profile, as well as to the categories in which your business appears, to maximize your opportunities and I'll need your input. Please call me back at \_\_\_\_\_. Thank you.

#### **MESSAGE #12** Rank \_\_\_\_\_

I wanted to confirm your complimentary listing in the \_\_\_\_\_ directory and discuss which categories you would like to be listed under on SuperPages.com, the nation's largest on-line directory. Please call me back at \_\_\_\_\_. Thank you.

#### **MESSAGE #13** Rank \_\_\_\_\_

Hi, this is \_\_\_\_\_ from Verizon Yellow Pages & Superpages.com. We are currently contacting business owners in your market because we want to update the way your business is listed on Superpages.com, the #1 internet yellow pages. We offer all owners of home-based and small businesses a free listing on the online yellow pages, so please call me so we can discuss your business and the best way to represent it on Superpages.com!



## B.E.S.T Curriculum 2006

Hi, my name is \_\_\_\_\_ I'm calling from Verizon Superpages and SuperPages.com. I am responsible for your Yellow Pages account. I noticed on our online directory many of your competitors are listing their web site address at the category of \_\_\_\_\_ (*indicate the main category*). I also noticed that you have not yet done that and I wonder if that was an oversight on our part? Therefore, the purpose for my call is to schedule an appointment to meet and discuss with you opportunities that exist for your business on SuperPages.com, the #1 online yellow pages directory and shopping experience.

- Possible Customer Responses:

- a) Ok, when would you like to meet? (*Confirm and close the appointment*)
- b) I'm not interested
- c) I don't have a website

- d) I don't do online advertising
- e) What are you talking about?

- f) I don't have a computer

- Rep Responds:

May I share with you some facts about the type of opportunities that have come your way on SuperPages.com? You had \_\_\_\_\_ (*refer to prepping link # 10 Geography Search Report*) opportunities that have been made to your category of \_\_\_\_\_ in Washington, DC alone!

- Rep Responds:

If you searched today you'd find your business listing on SuperPages.com at your main heading of \_\_\_\_\_. (*refer to prepping link # 1 Tier search*) Since SuperPages.com is an online directory, users that are searching our site are looking for a **business to buy from** just like yours! In fact our site receives on average **114** million business searches each month from users wanting to buy a particular product or service. Our online directory allows all 58,000 cities within the US to be at your fingertips, kind of like a city directory for the whole country!

If you could spare just 10 minutes sometime this week to allow me to show you how I can bring more business your way, and at the same time, I can also set up or improve upon your complimentary online business profile. I want to make sure you don't miss any potential business opportunities when someone is searching SuperPages.com to buy from. Sound OK?

- Rep Responds:

Actually it isn't important whether or not you have a computer. What's important is that potential customers who are searching for you online do have a computer! In fact, nearly 148 million Americans are wired online and on a daily basis search for a business to buy from. Let me make sure you can be found when someone is looking for your type of business so that opportunities are never missed!

Before we schedule the time, can I ask you just a couple of questions before meeting with you face to face? That way I'll be sure that what we discuss suits your business needs.





**SECTION: Power words**

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**A FEW POWER WORDS THAT WILL SELL VERIZON YELLOW PAGES & SUPERPAGES.COM™**

surprising	rewarding	at last
amazing	valuable	professional
remarkable	enjoy	low key
incredible	benefit	traditional
fantastic	take advantage of	understated
sensational	cash in on	old school
exciting	protect	stand out
perfect	insure	enhance visibility
ideal	guarantee	attract interest
exactly	safeguard	attention grabber
just right	market share	create an impression
new	piece of the pie	arouse curiosity
improved	competitive edge	eye catching
expanded	advise	flashy
inexpensive	recommend	impact
cost-effective	suggest	proven
economical	toot your horn	immediate
budget-minded	now	year round results
profit-building	no longer	day in and day out
moneymaking	time and time again	return on investment
dominate the heading	emphasize your features	
specialty		
reasons why people should call you over others		
project an image of success		
reliability		
prominence		
create the right appeal		
pulling power		
effectiveness		
put it in writing		
that first phone call		
how much is a new customer worth to you?		
It allows/permits/enables you to...		
It's designed for business like yours that...		
the reason why this will work so well for you is because...		
make one advertising dollar do the work of ten		
cross traffic		
buying patterns		
market territory		
mile/radius		





**Initial Contact Observation Checklist**  
**B.E.S.T Curriculum 2006**

**BEST Practice**  
**(Mastering the Process)**

**Salesperson** \_\_\_\_\_ **Observer** \_\_\_\_\_

**Initial Contact – (Use BABS)**

<b>Did the salesperson:</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
11. Introduce himself/herself	<input type="checkbox"/>	<input type="checkbox"/>	
12. Confirm who the decision maker is	<input type="checkbox"/>	<input type="checkbox"/>	
13. State the purpose of the call; ask permission to continue	<input type="checkbox"/>	<input type="checkbox"/>	
14. Thank the customer for the business	<input type="checkbox"/>	<input type="checkbox"/>	
15. Make a recommendation for how to work together	<input type="checkbox"/>	<input type="checkbox"/>	
16. Gain agreement on the timeframes	<input type="checkbox"/>	<input type="checkbox"/>	
17. Set an appointment for needs assessment	<input type="checkbox"/>	<input type="checkbox"/>	
18. Verify account information (name, address, phone number/numbers)	<input type="checkbox"/>	<input type="checkbox"/>	
19. Check for additional business locations or phone numbers	<input type="checkbox"/>	<input type="checkbox"/>	
20. Premise: Conclude the call	<input type="checkbox"/>	<input type="checkbox"/>	
Telephone: Transition to the needs assessment			

**Initial Contact Observation**

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**Page 1 of 1**

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## Auto Repair

### ROLE PLAY SCENARIO

Alex owns an auto repair shop and has three auto technicians working for him. Alex has been in business for 8 years and has been doing auto repair for more than a decade. Located on the north side of the city, his shop has state of the art diagnostic and repair facility. They work on both foreign and domestic cars. They do all kinds of auto repairs from oil changes to engine rebuilding. They take pride in providing excellent customer service. Their prices are half of what you pay at the dealer.

<p><b><u>PRODUCTS &amp; SERVICES</u></b></p> <p>What products and/or services do you sell?</p> <p>What brand names do you carry?</p>	<ul style="list-style-type: none"> <li>• Oil changes, tune-ups, electrical, engine diagnostics, brakes, engine valve jobs and engine rebuilding</li> <li>• Specializes in European &amp; Asia cars</li> <li>• Foreign &amp; Domestic</li> </ul>
<p><b><u>CUSTOMERS</u></b></p> <ul style="list-style-type: none"> <li>▪ Who is your most profitable customer? What do they buy? Who would you most like to attract?</li> <li>▪ What is your average transaction/customer worth?</li> </ul>	<p><b><u>Owners of Mercedes Benz, BMW, Jaguars, Lexus etc. needing:</u></b></p> <ul style="list-style-type: none"> <li>• Routine maintenance</li> <li>• Check Engine light. Engine diagnostics</li> <li>• Oil changes \$25.00, Brakes \$200, Engine Diagnostics \$ 85, Tune ups \$100.00</li> </ul>
<p>How many can you serve per day/week/month?</p>	<p><b><u>Current</u></b></p> <ul style="list-style-type: none"> <li>• Routine Maintenance 3/day</li> <li>• Special Engine diagnostics 3</li> <li>• Brakes 3/day</li> <li>• Engine rebuilding 2/month</li> </ul>

## Beauty Salon

### ROLE PLAY SCENARIO

Deb Sherman has been in business for 5 years. Deb has a full service salon that does Hair cuts, colors, perms, styling, highlight and braids. Salon has now started offering nail services, manicures and pedicures. Deb has four stations and has three fulltime stylists and one part-time stylist.

<p><b><u>PRODUCTS &amp; SERVICES</u></b></p> <p>What products and/or services do you sell?</p> <p>What brand names do you carry?</p>	<ul style="list-style-type: none"> <li>• Hair cuts, colors, perms, styling, highlight and braids.</li> <li>• Salon has now started offering nail services, manicures and pedicures</li> <li>• Redken, Biolage/</li> </ul>
<p><b><u>CUSTOMERS</u></b></p> <ul style="list-style-type: none"> <li>▪ Who is your most profitable customer? What do they buy? Who would you most like to attract?</li> <li>▪ What is your average transaction/customer worth?</li> </ul>	<ul style="list-style-type: none"> <li>• Real hair extensions, color and highlight</li> <li>• \$40</li> </ul>
<p><b><u>How many can you serve per day/week/month?</u></b></p>	



## Tire Dealers

### ROLE PLAY SCENARIO

Mr. McMahon has been in business since 1990. They have 3 employees who work on tires and 2 on wheel alignment. They carry all major brands, however, they are a dealer for BF Goodrich. They take pride in excellent customer service they provide

<p><b><u>PRODUCTS &amp; SERVICES</u></b></p> <p>What products and/or services do you sell?</p> <p>What brand names do you carry?</p>	<ul style="list-style-type: none"> <li>• Tires, Tires, Tires for cars, trucks, SUVs Rigs, Motorcycles</li> <li>• Rims, Wheel alignments</li> <li>• Replace Shocks, Struts &amp; More</li> <li>• Batteries</li> </ul>
<p><b><u>CUSTOMERS</u></b></p> <ul style="list-style-type: none"> <li>▪ Who is your most profitable customer? What do they buy? Who would you most like to attract?</li> <li>▪ What is your average transaction/customer worth?</li> <li>▪ How many calls or inquiries does it take to make a sale?</li> </ul>	<p><b><u>Owners motor vehicles who need anything related to wheels:</u></b></p> <ul style="list-style-type: none"> <li>• Tires &amp; Rims</li> <li>• Tires - \$300</li> <li>•</li> <li>•</li> </ul>
<p>How many can you serve per day/week/month?</p>	<ul style="list-style-type: none"> <li>•</li> </ul>

## **Customer Behavioral Style: Director**

### **ADVERTISER'S OPENING CONCERNS ABOUT THE CALL: STEPS 2 & 3**

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**Opening Statement:** "I'm thinking about keeping everything the same this year. Most of my customers come from referrals."

**Possible Follow-up Statements:**

- "Have your rates gone up? I want you to tell me what I'll pay if I just renew?"
- "The rep from Yellow Book came by and told me I could get an ad twice the size of mine for half of what I'm paying for yours. Do you know anything about this?"

## Veterinary Clinic ROLE PLAY SCENARIO

Dr. Graham has 3 associates and has been in practice for 12 years specializing in companion pet care. Located on the north side, PVVC is a modern animal clinic complete with state of the art diagnostic, laboratory, and surgical facilities. They provide boarding for post-surgical cases and up to an additional 15 dogs and cats. The staff includes 3 veterinarian technicians and provides premium-level care, including bathing & grooming, massages, supervised exercise/play time, and doggie birthday parties. They sell a wide variety of nutritious treats, medicines, shampoos, dips, pet foods, etc to help pet owners enjoy a healthy and happy pet.

<p><b><u>PRODUCTS &amp; SERVICES</u></b></p> <p>What products and/or services do you sell?</p> <p>What brand names do you carry?</p>	<ul style="list-style-type: none"> <li>• Routine veterinary services &amp; exams, medicine sales &amp; vaccinations, lab &amp; diagnostic procedures, &amp; surgery-anesthesia.</li> <li>• Specializes in diagnosis and treatment of serious digestive, cardiac, tumor/ cancer cases, as well as dietary/nutritional consulting.</li> <li>• Pet boarding &amp; grooming services</li> <li>• Retail shampoos, flea dips, prescriptions/pharmacy, etc.</li> <li>• Retail dietary supplements &amp; pet food products – Hills Science Diet, Eukanaba</li> </ul>
<p><b><u>CUSTOMERS</u></b></p> <ul style="list-style-type: none"> <li>▪ Who is your most profitable customer? What do they buy? Who would you most like to attract?</li> <li>▪ What is your average transaction/customer worth?</li> <li>▪ How many calls or inquiries does it take to make a sale?</li> </ul> <p>How many can you serve per day/week/month?</p>	<p><b><u>Owners of dogs, cats, rabbits, ferrets, birds, etc. needing:</u></b></p> <ul style="list-style-type: none"> <li>• Routine veterinary care = \$400/yr./pet (4 visits/yr/pet)</li> <li>• Care for serious digestive, cardiac, tumors/cancer, and related illness; nutritional consulting = \$1200/yr./pet (8 visits/yr/pet)</li> <li>• Pet Boarding = \$300/yr (10 days/yr @ \$30/day)</li> <li>• Pet grooming customers average \$160/pet/yr (4 visits/yr @ \$40/visit)</li> <li>• It takes 2 calls/inquiries to schedule 1 appointment/session.</li> </ul> <p><b><u>Current</u></b></p> <ul style="list-style-type: none"> <li>• Routine Veterinary care: 20 appts/day @ \$100/visit (\$2000/day)</li> <li>• Special digestive, cardiac, tumor cases: 100 cases = 2 appts/day @ \$150/appointment (\$300/day)</li> <li>• Boarding: 8 pets/day @ \$30/day (\$240/day)</li> <li>• Pet Grooming: 10 pets/wk @ \$40/session (\$400/wk)</li> <li>• Retail &amp; Pharmacy: 15 sales/day @ \$40/sale (\$600/day)</li> </ul> <p><b><u>Desired</u></b></p> <ul style="list-style-type: none"> <li>• Routine Veterinary care: 35 appts/day @ \$100/visit (\$3500/day)</li> <li>• Special digestive, cardiac, tumor cases needing more extensive or frequent care: 200 cases = (4 appts/day @ \$150/appointment)</li> <li>• Boarding: 15 pets/day @ \$30/day (\$450/day)</li> <li>• Pet Grooming: 30 pets/wk @ \$40/session (\$1200/wk)</li> <li>• Retail &amp; Pharmacy: 25 sales/day @ \$40/sale (\$1000/day)</li> </ul>