

May 1, 2003

Classified Sales Activity Sheet

TYPE OF ACCOUNT

- *New Account* – **Sales** call on any business that has NEVER advertised with our company.
- *Inactive Account* – **Sales** call on any advertiser who is currently in your database but has not advertised in six months or longer.
- *Active Account* – Any call made to an account as it relates to their regular and ongoing advertising that you must deal with.
- *Special Section* – Any **sales** call made to any type of account (new, inactive, active) to which a sales pitch for a specific special section is made.
- *Competing Pubs* – Any sales call made to a prospect that is currently advertising in a competing publication. The name of such publication must be entered into your entries.

A sales call could theoretically qualify for more than one of the aforementioned categories.

TYPE OF SALES CONTACT

- *Sales pitch made by e-mail or phone* – Depending on the type of account you may be calling on, as well as the purpose, a pitch may be made over the phone. A sales pitch here is a presentation of the product or section you may be selling. If done by phone, then it must be made to the decision-maker, not voicemail messages. If done by e-mail, it must be addressed to the decision-maker with a specific purpose.
- *Sales pitch made via Fax* – Often times, your efforts to call out of competitive publications will yield a fax number. To make your pitch via fax, you must include the basics of a sales call including some pricing options for the prospect to consider.
- *Sales promotion* – Any calls on behalf of a specific sales promotion currently in place are to be identified as such.
- *Spec ads turned in* – Spec ads originated either by you or at the request of the client.

RESULT OF CONTACT

- *An individual Line or Display Ad sold* – A specific ad, usually a one-time or special section ad, was sold to the account as a result of your contact with such account.
- *Contract sold* – A specific size contract was sold for a certain number of ads.
- *Needs follow up* – If unsuccessful with the sale of an ad or contract, a certain amount of follow up might be required either in the immediate or distant future. However, the underlying assumption is that the account has not turned us down.
- *Not interested* – Whatever the purpose of our calls and efforts were, if the client has no interest in your offering(s), it should be deemed as uninterested.

ADDITIONAL FOOTNOTES

In determining a rep's productivity for any week/month, we also compare and contrast the following statistics:

- 1) Revenues brought in vs. goal vs. previous year
- 2) Number of incoming calls handled by each through our Automated Call Distribution (ACD) system
- 3) Number of call backs made during the week (ads that have expired and now require call back to customer for possible renewal)

We feel that the combined information give us a bird's eye view of what the rep has been doing and how productive not only have they been but also how they compare to the rest of the department.

The information on the Activity Sheets is gathered from the reps' call sheet. On a weekly basis, our Classified Manager reviews each rep's Call Sheet (takes about 10 minutes per rep) and checks the appropriate columns for each call made. She then sits down with the rep and goes over their activities for that week.

This system creates a good deal of written documentation that can be referred back to and, most importantly, accountability on everyone's part.