

Dr. Dennis Rosen

# The Ultimate Yellow Pages Manual

A 7-Step Process for  
Yellow Pages Strategy and  
Sales Improvement

WinFluence® Solutions

The Ultimate  
Yellow Pages Manual

WinFluence  
Solutions

WinFluence® Solutions

*The Ultimate Yellow Pages Manual: A 7-Step Process for Yellow Pages Strategy and Sales Improvement*

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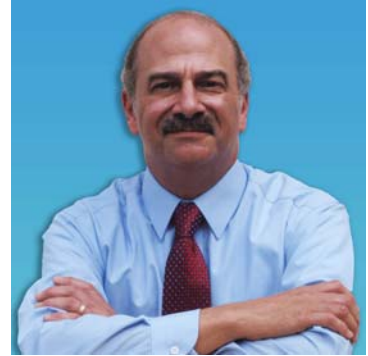
## **Disclaimer**

This book is designed to provide information on advertising and related marketing issues and activities. Much of this book reflects the author's opinions based on experience and/or research. This book is not intended to be a complete guide. Every effort has been made to have factual information accurate as of the time of printing. However, there may be mistakes present, both typographical and in content. The author and WinFluence<sup>®</sup> Solutions shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information contained in this book.

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## About the Author

Dr. Dennis Rosen helps retailers, service providers and professionals improve their sales and service through his WinFluence<sup>®</sup> techniques. Dennis is a business school professor at the University of Kansas in Lawrence. He holds a Ph.D. in psychology and is a professional speaker, trainer and author. He has published in national academic journals and has consulted with companies across the country. Dennis has provided sales training for Yellow Pages companies across the U.S., Canada and Australia emphasizing consultative sales to improve customer advertising effectiveness.



For more information on Dennis' presentations and learning materials including his book, *Create Devoted Customers* and his DVD, *The Secret to Business Success*, please visit his web site:

[www.winfluencesolutions.com](http://www.winfluencesolutions.com).

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## **Introduction - Why You Need This Manual**

Hello and welcome to my resource manual, “Effective Yellow Pages Advertising.” This manual is filled with valuable information that you need for your business. Here are two important reasons you need the information provided and should review this manual closely.

### **You Have a Big Investment in the Yellow Pages - How Do You Know If It Is Paying Off?**

If you are like most small business, the Yellow Pages is one of your largest (or maybe it is your largest) advertising expenditure. But you probably spend very little time planning this advertising. I bet you handle it like this. You don't give it much thought—except, of course, when you pay the bill. And then the day before the rep is scheduled to show up, or maybe just a few hours before, you open up the book, look at your ad and try to decide whether it should be larger or should it have any of the other options in it. You wish it cost a whole heck of a lot less, and you get ready for a battle with the sales rep, who you know is going to try to get you to spend more money.

Why is there such a battle with the sales rep? The reason is you look at your Yellow Pages advertising as a cost. And certainly a cost is something that you want to reduce as much as possible because it cuts into your bottom line. But the truth of the matter is, any advertising you do, no matter what medium, is an investment in your business. And we all understand that an investment is something with the potential for a pay-off.

Why is it you don't look at your Yellow Pages ad as an investment? Certainly, you have made other investments. Maybe you have investments in the stock market or in bonds or in CD's. They seem okay. But every time you write that check for your Yellow Pages advertising, it's like throwing your money down a black hole, right? Why?

The reason is very simple. It's difficult to get feedback on performance of your Yellow Pages advertising. With your financial investments, you get constant feedback. You can take a look at the Dow Jones Index. You get reports from your financial institution. You know whether your stocks are going up or down or what bonds are doing and what kind of rate you're getting on your CDs. And if your investments are not paying off, then you can put your money someplace else. But with the Yellow Pages – is it working? You get calls, but are they coming from the Yellow Pages? If you cut your ad in half, would it make any difference? You don't know. And that's what makes you feel uncomfortable.

Well, I'm going to take care of that for you. I'm going to show you how to get the feedback that's necessary, so when the Yellow Pages rep comes for a visit, you have information at your fingertips that gives you power and forces the rep to give you the information that you need to make proper decisions.

### **Only You Have the Information Needed to Make It Work**

There is another reason you need this manual. The sales rep can't do a proper job of designing your Yellow Pages advertising without your help—probably more help than you are giving now. After all, the sales rep doesn't know your business. *You* know your business. And that means that you should be taking it into *your* area of responsibility to really study your Yellow Pages advertising and know what to do with it.

You know, the Yellow Pages is the fifth largest advertising medium in terms of dollars spent on an annual basis. More money is spent on Yellow Pages advertising than is spent on advertising in consumer magazines. How much are you spending in it a year? It is likely to be a substantial investment. It really deserves *your* thought, *your* involvement. Proper analysis will let the sales rep do a better job of developing your Yellow Pages advertising. But

most advertisers don't know where to start with such analysis and planning or how to proceed. This manual will show you.

Now this will take some time investment on your part. This isn't something that you do an hour before the rep shows up at your door. That's the trade-off. This is a major investment in your business. It deserves—in fact it demands—an investment of your time. But if you're willing to put a little time into it, you're going to find that you may be able to cut your Yellow Pages advertising costs. On the other hand, you may find that you actually have been underspending in the Yellow Pages or spending it incorrectly. And in addition to saving money or making money, by following this manual, you are going to feel more comfortable with your decision and hopefully have a greater return on your advertising dollar.

### **What This Manual Is Not**

Since we will be talking about advertising, you might assume this manual will be an in-depth guide on how to design your ad. And yes, it does go through some aspects related to graphics and information that should be present in your ad. But it is not a manual on ad/graphics design. This is a manual on analysis and planning. The reason most Yellow Pages ads are so bad is that they are not planned. Design is much easier once planning takes place, and your rep can help you with design ideas. You will find several ad examples in this manual to help you, but more importantly, you will find the tools to help you with planning including information and necessary worksheets.

### **About the Author**

Before we begin, you should know something about my background. I am a marketing professor at a major Midwestern university. I hold a Ph.D. in psychology and have been teaching for over 25 year. I routinely teach courses in marketing, advertising, consumer behavior and services marketing. I'm also a

professional speaker and trainer. In particular, I have done quite a bit of training work for the Yellow Pages industry. I often train reps on how to sell Yellow Pages ad products. My training emphasizes their need to be consultants to customers like you, to work with their customers and understand their needs. It is through this work with the industry that I came to realize that advertisers need training, too. That's why I have written this manual—to train you on the steps to take so you can work with the sale rep to get the best results for your business.

So now you know the general purpose of this manual. Again, welcome. Let's get started.