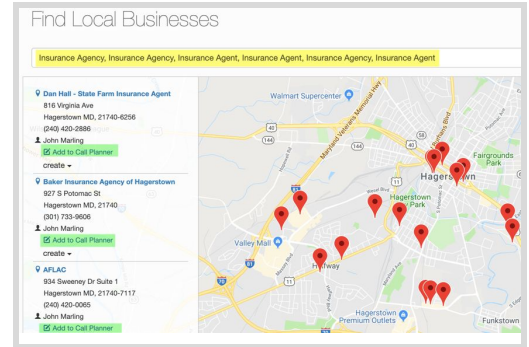


PULSE CALL PLAN QUICK LAUNCH GUIDE

Step 1. FIND PROSPECTS TO ADD TO YOUR CALL PLAN

5-Ways to find prospects for your call plan

- + Identify prospects from a **map** of your sales territory.
- + From **Pulse Hot Prospects** identify hot leads based on close % and most sold. Tip: Pulse Top 10 list.
 - + Special Sections. Sort by category column such as Automotive for Automotive Special Section leads.
- + Add a business to your call plan from **Accounts**.
- + Search from **Business To Help** on dashboard.
- + From **Reader Buying Power** find a business in a category that has huge spending like RV dealership.
- + Add any business to your call plan with one-click.



Step 2. RECORD YOUR SALES ACTIVITY

- + Record sales activity for a business on the account page. Either click on the **business name** on your call plan or go to the Accounts tab
- + Click on **Add New Call Planner Activity** and enter the appropriate sales activity steps for the business.
- + Add more sales activity throughout the week for each business on your call plan.

CALL PLANNER ACTIVITY

1. Record Call Type:

2. Record Call Purpose:

Cold Call
 Contract
 Close
 Get Appointment
 Got Appointment
 Needs Analysis
 New Business
 Proposal
 Service Call
 Spec Ad

3. Pulse Product Showed

Teaser
 Flyer
 One Page
 AdSeller Plus
 Calendar
 Calcul

4. Record what was Presented

Print only
 Web (O&O)
 Print & Digital
 Special Section
 Insert
 Special Package
 Digital Agency
 Event
 other
 none

5. Record Sales Status:

Step 3. SUBMIT YOUR CALL REPORT / SHEET

- + Print a daily or weekly Call Sheet
- + Or save as PDF and email to Sales Manager

MON	TUE	WED	THU	FRI	SAT	SUN	PROPOSAL	SPEND
Made to Perfection	NO	IN PERSON	COLD CALL NEW BUSINESS	TEASER	WEB-AD			
Skarvet Subaru	NO	IN PERSON	COLD CALL NEW BUSINESS	TEASER			PROPOSAL	\$657
Messy Hybrids	NO	VOICE MAIL	COLD CALL GET APPOINTMENT					
Baker/Baker	NO	TEXT	GET APPOINTMENT				PROPOSAL	\$656
Fuchs Motors	NO	IN PERSON	COLD CALL NEW BUSINESS SPECIAL	TEASER	SPECIAL PACKAGE	PENDING		\$656
U-Haul Moving	NO	IN PERSON	COLD CALL NEW BUSINESS	FLYER	PRINT ONLY SPECIAL PACKAGE	PENDING		\$656
Flair 1	NO							
Lover's Home Improvement	NO							
Made to Perfection	NO	PHONE CALL	COLD CALL		PRINT & DIGITAL			
Uniquis Basement	NO	IN PERSON	COLD CALL NEW BUSINESS	FLYER	SPECIAL SECTION			
Big Lots	NO	IN PERSON	COLD CALL	FLYER	PRINT & DIGITAL	PENDING	PROPOSAL	\$656
Best Factory Outlet	NO							
New Balance Factory Store	NO							
Best Factory Outlet	NO	IN PERSON	COLD CALL NEW BUSINESS	TEASER	SPECIAL SECTION			
New Balance Factory Store	NO	IN PERSON	COLD CALL	TEASER	SPECIAL SECTION	PENDING	CONTRACT	\$656

PULSE TIPS

- + Track all sales activities each day and keep detailed notes for reference.
- + Use the Call Planner to track the use of Teasers
- + Keep the Business profile up to date. Remember to add new account information.

MANAGER

PULSE CALL PLAN TIPS & BEST PRACTICES

REVIEW STEPS - AD REP CALL PLAN LAUNCH

- + Quickly review the Call Plan Guide with your Sales Team to get their buy-in.

HOLD CALL PLAN LAUNCH SALES MEETING

- + Identify day to start using the Call Planner

ASSIGNING PROSPECTS TO AD REP

- + Add a couple of businesses to the Call Plan to get them started
- + You can add prospects and leads to your reps call plan at any time. They will get an email notification that you have added a business to their Call Plan.

MONITOR YOUR TEAMS CALL ACTIVITY IN REAL TIME

- + Track daily and/or weekly Call Plan use and results
 - + You can see your teams' sales activity in real-time. You no longer have to wait and beg to get their sales report.
- + Provide feedback and encouragement
 - + Since you "see" their prospects and progress in real-time, you can engage much more effectively.

PULSE TIPS

- + Inside Sales Team. Quickly increase service directory revenue. The team can create category targeted prospect lists in seconds (like insurance agencies) and then have the words to say to get the attention of the business and make the sale. (thought you might like to know there are 2,837 households who plan to change or get a new insurance agency)
- + As the manager, you can add businesses to an ad rep call plan/prospect list.