

Advertising Accountability

Part of your job as a broadcast sales professional is to teach your clients how to hold their advertisers accountable. Advertising accountability is a great tool for convincing clients to put more money into broadcast than other media. The example in the table below shows how you can double a client's growth rate with only 3 new prospects a day.

	Typical Year	Better Year
Gross Sales Over Past 12 Months	\$2,000,000	\$2,000,000
Expected Growth	5%	5%
Additional Growth Objective	—	5% (10% total)
Average "Ticket"	\$400	\$400
"Tickets" Needed	5,250	5,500
Closing Ratio	30%	30%
Prospects Needed/Year	17,500	18,333
Prospects Needed/Month	1,458	1,528
Days Open Each Month	26	26
Prospects Needed/Day	56	59