



1) Qualify Potential Customer

(Customer profile should have one or more of these qualities):

- Customer knows the value of advertising.
- Customer has a competitor(s) in the market that advertise aggressively.
- Customer needs more branding in market.
- Customer has been running non-branding audio for a year or more, without custom audio.
- Customer has the type of budget that can accommodate the purchase of a custom audio package.
- Customer looking to re-vamp their image.
- Customer starting up a new business..

2) Set meeting face to face:

- Bring "Leave with Client PDF", Demo CD, CD player, extra copy of Agreement Page and questionnaire. Have for your own reference the "Why's" of a jingle package.
- Know (or get to know!) your client's needs, budget constraints, and your asking price. Our base price: \$1,895 (\$1,200 less than most jingle houses) for most single market, local ad clients. Other price averages: regional ad client: \$5-6,000, national-large ad client.: \$10,000+. Use your own judgment based on the knowledge of the company, its personalities and its cash-flow)
- To start, we require a 25% down payment. Balance is due upon delivery of the finished package. No airplay until payment in full is received.