

The Rules of Negotiating: *Your* *Yellow Pages Ad*

Michael Kirkpatrick

michael@kirkpatrickcreative.com



www.kirkpatrickcreative.com

Rule #1

Know What They Want.



Rule #1

Know What They Want

- Reps will talk a big game. They will say they need certain rates to meet quotas
- You remember: Print media is not competing with the internet.



www.kirkpatrickcreative.com





Rule #1

Know What They Want

- Your Yellow Pages publisher and representative want one thing:

**To Keep Your Ad in Their Book.
(at whatever rate they can get)**



www.kirkpatrickcreative.com

Rule # 2

Know What You Want.





Rule #2

Know What You Want

- Create a game plan before negotiations
- Prioritize what is most important to you (a bigger ad, a lower rate, etc.)



www.kirkpatrickcreative.com

Rule #2

Know What You Want

- Knowing your priorities, and what they are worth to you will help you avoid making needless mistakes in the quicker-pace of negotiation.

Always set your own pace.



www.kirkpatrickcreative.com



Rule #3

*If You Don't Ask For it,
You Won't get It.*





Rule #3

*If You Don't Ask for it,
You Won't get It*

- Plan for any "extra expense" that might go into your ad.
- If you need a lower rate (to cover expenses), then ask for a lower rate.



www.kirkpatrickcreative.com

Rule #3

If You Don't Ask for it, You Won't get It

- You might negotiate for a lower rate to contract an independent designer for your ad.

A designer can bring a focused "pop" to your ad.



www.kirkpatrickcreative.com



Rule #4
*Don't Be Bullied by Scare
Tactics.*



Rule #4

Don't Be Bullied by Scare Tactics

- Yellow Pages representatives are trained to use certain tactics to push you into buying at their rates.

Don't give in.



www.kirkpatrickcreative.com





Rule #4

Don't Be Bullied by Scare Tactics

- One tactic is used when you try to reduce your ad size.
- Your rep might threaten that you'll lose interest if you move deeper in the book with the smaller ads.



www.kirkpatrickcreative.com

Rule #4

Don't Be Bullied by Scare Tactics

- More often than not, you're only losing a couple of pages of placement.



www.kirkpatrickcreative.com





Rule #4

Don't Be Bullied by Scare Tactics

- A second tactic we've seen, is the ticking clock of the printing deadline.
- Yellow Pages reps will pressure you because they have to get your ad into print by a certain date, or you won't be in the book.



www.kirkpatrickcreative.com

Rule #4

Don't Be Bullied by Scare Tactics

- This clock is their problem not yours. It is on them to close the sale before printing. Don't do their job for them.
- This gives you the chance to "be the bully." Take it down to the wire, and they might make more concessions.



Rule #5

*If the Numbers Aren't There,
Neither is Your Business.*



Rule #5

If the Numbers Aren't There, Neither is Your Business

- You've probably been running ads in the Yellow Pages for decades.
- The game is changing, and you don't have the budget for loyalty.



www.kirkpatrickcreative.com





Rule #5

If the Numbers Aren't There, Neither is Your Business

- If you have stopped generating leads from your Yellow Pages ad, then it is time to move on.
- You don't owe them any more business, if they aren't bringing you any more leads.



www.kirkpatrickcreative.com

Kirkpatrick Creative

Kirkpatrick Creative has been advertising for law-firms and businesses in the Southeast since 1978. We have developed lasting client relationships through successful, engineered, data-driven marketing strategies. We apply old school know-how through new-school methods to ensure the most bang for your buck.



www.kirkpatrickcreative.com