

## HANDY TIP:

With the average person being exposed to a MINIMUM of 2,500 commercial impressions per day, your client's advertising MUST stand out. In fact in 2003, if ADVERTISING ISN'T OUTSTANDING, IT WON'T STAND OUT AT ALL. And, it's not just the client you need to think about. Remember that your sales call is just ONE of the 2,500 commercial impressions per day that your CLIENT is being exposed to. Is your sales call breaking through the clutter, or getting lost in the CRAPOSPHERE™?