

## HANDY TIP:

When the client says yes, you must LEAVE AS QUICKLY AS POSSIBLE. If you stay, the client will likely change his mind or revise the amount he agreed to spend with you. After the client signs the contract, get up and leave. Your business is done for the time being and the client has other things to do. Say, “thank you very much. I’m going back to the station right now to lock these spots into our system and consult with our production people.”