



**Yellow page
sales reps:
Are these
problems
costing you
sales?**





Highlights from David Parks' presentation at the 2016 Association of Directory Publishers (ADP) Annual Convention in Las Vegas.

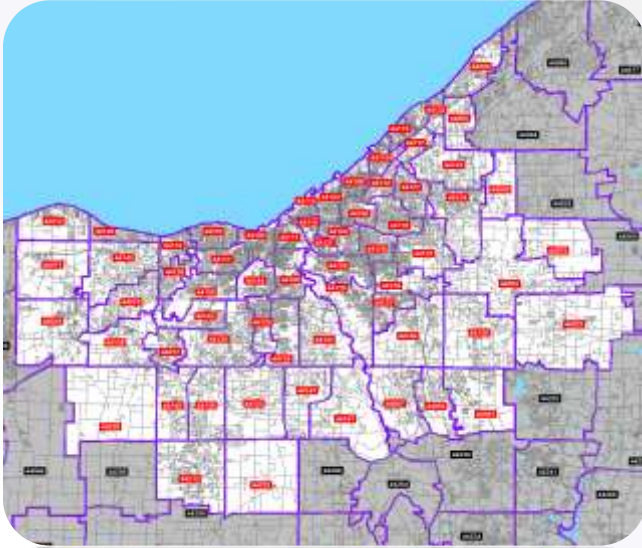
David is founder and president of DirectoryDistribution.com. Prior to his start in the yellow pages industry 30 years ago, he was vice president of Buescher Communications, an ad agency, and U.S. Press. David has an MBA in marketing and strategic management and has sold yellow page advertising.





Yellow page publishers invest a fortune in print costs. It is critical to circulate those books where they will **maximize sales and **retain advertiser accounts**.**

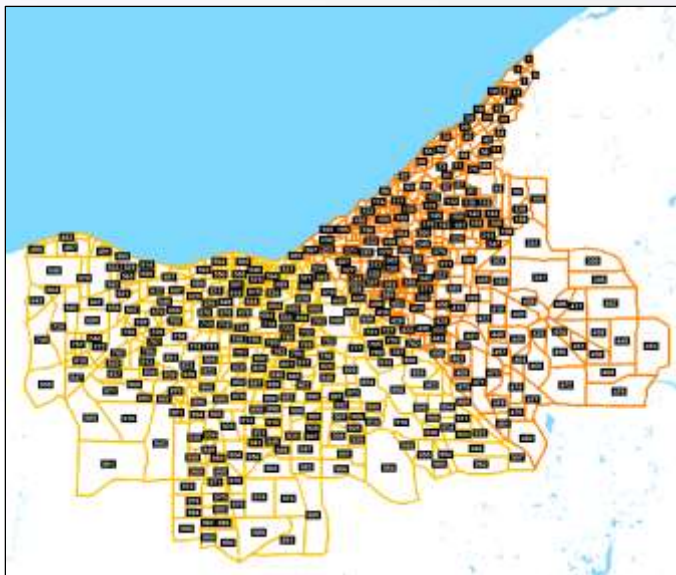




Most yellow page markets are made up of groups of ZIP Codes.

But ZIPs have zip to do with anything.

Yellow page market boundaries should be optimized around demographics, shopping patterns, drive times, and proximity to advertisers. ZIP Codes do not meet these needs unlike yellow page Flex-Zones.



ZIP Codes are also too big. They often contain undesirable areas that **waste books. Smaller geographical units are needed.**

Yellow page Flex-Zones are 5 to 10 times more precise. We divide your markets into simple, smaller, logical, block-based zones.

These smaller, custom-designed geographical units allow you to **keep the good parts of each ZIP Code. Meanwhile, take books from the bad areas and re-allocate them where they will help you **retain accounts and sell more ads!****





Flex-Zones aren't just for scoping. They can also be used as sales territories and delivery zones.

Not only does that **save money, it puts your sales reps, market planners, and delivery people on the same page. That facilitates communication and team work.**

Grouping and mapping your accounts into Flex-Zones will minimize travel times between sales calls.



How much do Flex-Zones and all the related services cost?

Under a penny per book.

Stop paying for scoping, sales territory design, and delivery routes. Use Flex-Zones for all three.



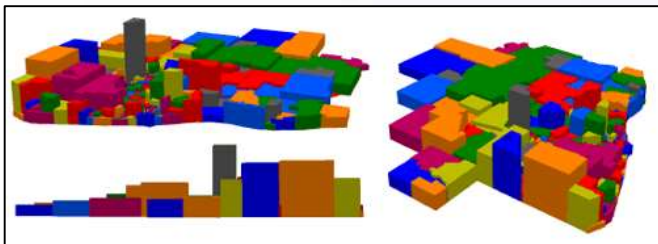


Many yellow page market boundaries replicate telco markets that are based upon wire centers and other artificial boundaries.

These legacy boundaries often don't align well with current consumer shopping patterns or advertiser service areas.

Use Flex-Zones to **tweak these markets for maximum sales.**





Are you wasting books with excessive cover overlaps?

Flex-Zones make it easy to review overlaps and gaps between covers. Flex-Zones can be displayed in many ways to highlight these areas. You can even explore them in Google Earth and GE Street View.

In this 3-D example, each zone's height is proportional to the zone's ad revenue. Heights and colors can represent prospect counts, advertiser locations, and demographics.





Economic realities may require publishers to periodically cut back on print quantities. These cut backs are usually implemented by eliminating one or more ZIP Codes.

But dropping entire ZIPs usually means cutting some good areas often containing current and potential advertisers.

Flex-Zones provide far more precision when downsizing. It's like using a scalpel instead of a chainsaw.



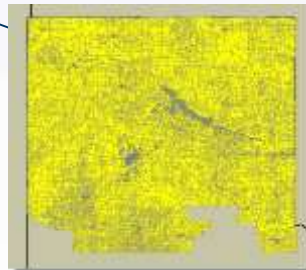


Flex-Zones are particularly useful in regions with extreme variations in population density.



Unpopulated or sparsely-populated areas such as grazing lands and rough terrain can be segregated into their own zones and excluded from sales canvassing and distribution (or processed last).

Example: This 23,000 square mile market included 53,000 miles of roads. Density-based Flex-Zones provided enormous time and cost savings.



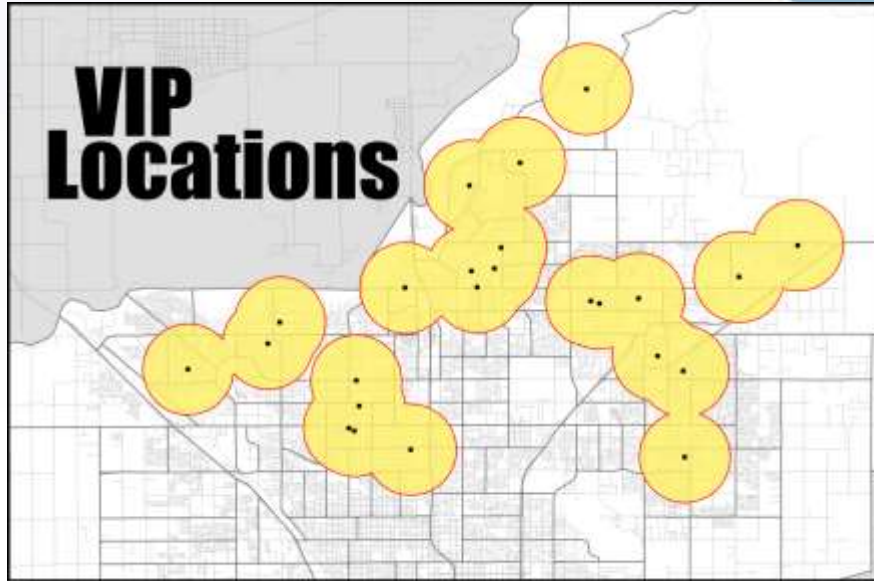


Flex-Zones provide **more options:**

- **Prioritize zones based upon proximity to advertisers, downtown, major streets.**
- **Stretch print quantities by grouping zones into regions with their own delivery rules (e.g., complete saturation, exclude apartments, business-only, etc.).**
- **Rules and priorities can be easily changed for every edition.**



Advertiser-focused scoping and distribution:



- Deliver VIP zones first.
- Assign best workers.
- Focus quality control.
- **Micro-scope:** Tweak market boundaries to encapsulate advertisers just outside original market boundaries.



While Flex-Zones are much more precise than ZIP Codes, ZIP Codes are still useful. ZIPs are convenient and a standardized way of defining markets. **ZIPs and Flex-Zones are completely compatible.**

Flex-Zones can even be combined with mailed ZIP Codes for combo hand/mailed delivered markets. Hand deliver high-density ZIP Codes and mail low-density ZIP Codes for maximum savings.





Your delivery vendors can use Flex-Zones in place of carrier route boundary files. Or, for an additional penny or two per book, we can provide complete yellow page delivery kits.

These kits include all the opt-out processing, forms, reports, and delivery maps required for door-to-door yellow pages distribution. Just add books and labor.





Flex-Zones also solve a number of other problems associated with ZIP Codes.

ZIP Codes are made up of postal carrier routes. All mailed and most hand-delivered directories are delivered using these postal routes.

But many rural areas are served by post office boxes and centralized mail boxes and are thus excluded from the carrier route system creating gaps. Flex-Zones don't suffer from these problems.



And the gap problem is going to get much worse even in suburban and urban markets.



The Canadian postal service recently announced the end of house-to-house deliveries. The US Postal Service is also slashing door-to-door deliveries in favor of neighborhood cluster boxes. The result: More gaps in the postal network and more books that end up in trash cans next to the cluster boxes.



The postal system will become increasingly unsuitable for yellow pages distribution. Switch to Flex-Zones now and avoid these problems.





Flex-Zones

**Multiple applications
for the price of one:**



- Sales and canvassing territories.
- Hyper-local scoping (5 to 10 times more precise than ZIP Codes).
- **Dynamic delivery** (real time changes in priorities and delivery rules).
- Delivery zone maps.
- **Delivery progress tracking.**
- Ride-along sales (group zones into sub-markets).



Flex-Zones

Retain sales accounts

Stretch print orders

**Lower delivery labor costs
by 20 to 35%**





These are just a few advantages of Flex-Zones for yellow page sales territories, scoping units, and delivery zones.

**Order custom-designed Flex-Zones for your markets.
Call or email:**

David Parks

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Toll-free 1-888-585-6933



Sell more while stretching print orders

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