**WPPB - AFTER THE SALE**

1. DELIVER WHAT YOUR PROMISED – QUICKLY!

* Have a checklist
* Make sure they have approved everything before it airs or goes on website

1. GIVE THEM A RECEIPT
2. GIVE/SEND THEM A COPY OF ANYTHING PRODUCED
3. THANK THEM
4. GO TO THEIR BUSINESS AND ENCOURAGE OTHERS TO DO THE SAME
5. ASK IF YOU CAN PUT UP A WPPB “SPONSOR” POSTER AT THEIR PLACE OF BUSINESS
6. THANK THEM AGAIN

* Give them a “thank you” card signed by all WPPB Staff

1. SEND A CHRISTMAS CARD FROM ALL WPPB STAFF
2. VISIT THEM AT LEAST THREE TIMES PER MONTH AND MAKE SURE THEY KNOW WHAT IS GOING ON AT THE STATION

* Give them a list of events, shows, etc.

1. GET IDEAS FROM THEM FOR THE STATION

* Events, features, promotional items, etc

***\*\*\*After the contract is up, ask them for a testimonial***

***and continue your relationship\*\*\****