

Dublin Trader



AGENT NAME:

Independent Newspapers

TESTER:

DATE:

(✓) Mark off each step upon agents completion

<p>PROCEDURE:</p> <p>Correct Greeting: Thank you for calling Dublin Trader <u>Free Advertising Section</u>. This is [Agent Name]. How may I help you?</p> <p>Agent asks is caller renewing an advert or submitting a new advert.</p> <p>Callers advert and contact number is taken</p> <p>All details are read/spelt back to client</p> <p>The agent advises what edition and when the advert will be featured</p> <p><i>(If the caller asks for rates pf commercial adverts all details should be taken and passed on to the Sunday Independent.)</i></p> <p>Correct Closing: Thank you for calling Dublin Trader. If you any further queries we'll be glad to help.</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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KNOWLEDGE:**How is my advert published?**

(As a free insert with Dublin editions of Wednesday's Irish Independent & Evening Herald)

Can I advertise my trade or service?

(Yes but not a company or business.)

Can I advertise automobiles?

(No, only items under 1000 euro can be advertised.)

****SALES ABILITY DOES NOT APPLY ****

Additional Comments:

Signed by Tester: _____ Date: _____