

The Who, What, When, Where, Why & How of Selling Yearbook Advertising

Who to sell to!

- 1) Past advertisers. They are easiest to sell.
- 2) Parents, relatives, friends, parents of friends.
- 3) People who sell to your school.
- 4) Alumni
- 5) Churches—have a church page in your book.
- 6) Businesses that sell to teenagers.

What to sell!

To really be different—sell a yearbook advertising package. It might include...

- 1) Yearbook sponsor ads—One line in book uses 2-3 pages max.
- 2) Gratitude or sponsor award to be placed in the window of the business.
Needs school name and mascot.
- 3) Letter from the principal to parents thanking ad buyers.
- 4) Phone List—List of all advertisers at this level along with emergency numbers and school mascot.
- 5) Local newspaper ad listing all advertisers at this level, features mascot and name of school.

These above features can be used with yearbook ads or without.

When to sell!

- 1) Best time—Late summer, early fall!
- 2) Worst time—Nov. 15th to Jan. 31st.
- 3) Best time of day. Pattern this to the type of business. Restaurants in the afternoon, retail stores in the morning. Unfortunately, after school is not a good time for most businesses. That's why you should sell during the summer.

Where to go! Geographically, that is.

- 1) Anywhere you can, the more places the better.
- 2) The smaller the school and the community, the further you will have to go.

How to sell! (Making the call)

- 1) Send a letter in advance from your principal letting the businesses know that you will be in their area during a specific time period.
- 2) If you can, speak to local service clubs.
- 3) Do not call for an appointment. It's too easy to get turned down.
- 4) When you go in, ask to see the owner or the manager. Talk to the right person.
- 5) Ask to sit down, at a table, in a booth or an office.
- 6) Show another letter of introduction from your principal.
- 7) Take out contract. (Already filled out.)
- 8) Go over contract and ad program with customer.
- 9) Explain your product well.
- 10) Ask for the sale. Ask what type of ad they want. Never ask a yes or no.
Never ask—"So, do you want to buy an ad." Instead, ask, "What size would you like?"

What every good advertising salesperson should know

Number of pages in the yearbook this year: _____

Number of copies that will be printed: _____

Delivery time: _____

Ad billing procedure: _____

Deadline for ad copy, art, photos: _____

- Dress sharp, conduct yourself in a business-like manner, and be on time for any appointments. The impression you create may make the difference between a sale or no sale.
- Be confident. You are selling a valuable product: advertising that will help that business.
- Ask to speak to the person who handles advertising. Identify yourself as a yearbook representative from the high school. Explain why you are there.
- Be positive in your approach. Don't ask questions that can be answered "no." Instead, after you have presented ad sizes, rates, and sample ads, ask, "Which size ad can we prepare for you this year?"
- Be sure you explain the benefits of advertising in your yearbook.
- Point out the information you have that shows that students from your school spend money on that business' products. Point out that students also influence their families' spending choices.
- Tell how ads will be handled in this yearbook, to give them special appeal and greater readership.
- Explain any additional advertising exposure the business will receive through special yearbook ad techniques: a thank-you ad, listing in a special telephone index, or other publicity.
- Take complete and accurate notes. Be sure to write down details if you are to follow up with someone else or if you are to call again.
- Fill out the ad contract completely.
- Have the advertiser double-check the information for accuracy.
- Always THANK business people for their time spent with you, whether or not they purchased an ad.