

YEARBOOK SALES

USING SALES TABLES

2016

Yearbook sales using sales tables

Sales tables are a great way to physically take your sales to potential buyers, possibly increasing your sales. This PDF will help you successfully use sales tables by:

- Recommending events for using them.
- Providing a supply list for a well-equipped table.
- Offering ideas for promotion.
- Providing additional information about using them at fall registration events.

Let's get started!

Sales table location

Place your sales table in a high foot-traffic location, where people would be likely to buy a yearbook.

Think about school events that parents attend

- Registration** — Place your table in sequence with other stations that parents must visit during the registration process; avoid placing your table with the other organizations promoting their ventures.
- Back-to-School Night/Open House**
- Homecoming events** — Also sell leftover books from previous years (but don't discount the price)
- Parent/Teacher Conferences**
- Fun Nights/Special events**
- Holiday events** — Promote the yearbook as a gift.
- Sports events** — Consider which regular games and tournaments would be best for sales. Give a script about the sale to game announcers, radio commentators and web-streaming announcers.
- Homecoming events**
- Band/Orchestra/Choir concerts**
- Dance corps performances**
- Plays**
- Talent show**
- Graduation ceremony** — Sell extra books or pre-sell for next year.

Think about school events/ areas where students are

- Lunch period (cafeteria)
- School's common area
- Assemblies
- Outside the yearbook room

Think outside the school

- Contact businesses to sell yearbooks out front, such as grocery stores.
- Contact radio stations to arrange remotes. Combine with an event at a local business for maximum impact.
- Encourage radio stations to give out small prizes.
- Have a sales table at community festivals. Contact your town's Chamber of Commerce.
- Have a sales table at memorial events such as a 5K Run/Walk or marathons and donate a \$1 from each book sold.
- Have a sales table at local parades. And, ask if you can enter a yearbook float in the homecoming parade to raise awareness of the yearbook.

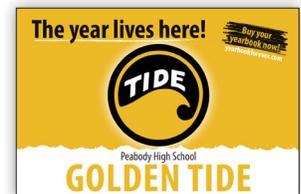
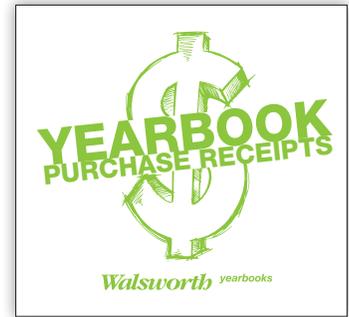


Recommended materials for sales table

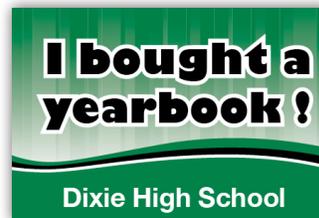
- One or more laptop computers for online ordering
- Order forms for people unable to pay online at your event
- Cash box — Do not turn away cash buyers; start with enough money to make change.
- Receipt booklet
- Accept payments via Square or PayPal (Learn how by visiting squareup.com or paypal.com/here.)
- Power cords
- One or more tables, depending on the number of order-taking stations
- Internet connection — You may need wireless Internet cards if you cannot connect to the school's network or if your event is away from school.
- Assign one person per laptop/table, and at least one person to “work the crowd.”
- Create large banners or signs as advertisements and post them around and outside the sales table area.
- If you are offering **Yearbook 3D**, **Yearbook Shout** or **Yearbook Snap**, make sure to have examples of these items to get people excited.
- For a professional appearance, use a table skirt or tablecloth.
- Display previous volumes of your yearbook so people get an idea of what they are buying.
- Pens and paper
- Fliers or postcards — Use these to promote yearbookforever.com and future sales table events to people who come to the sales table but are not prepared to buy today.
- “I bought a yearbook” stickers — Give them to buyers, so they can be a walking promotion for your sale.
- Examples of Yearbook Shouts
- Yearbook Snap cards to hand out



Vertical vinyl banner



Customized fliers, postcards and stickers



Promotion

The key to a successful event is to promote it before, during and after. Look for ways to draw attention to your sales event that are different than those used by all the other organizations hawking their products.

Before the event

- **Flier/Postcard** — Put ordering information on it and distribute, and give to people at the table who do not order.
- **Make large signs** — Put these up around school, inside and out, before the sales event to promote it.
- **Make more large signs** — Place in a high-traffic area near your sales table to promote yearbookforever.com. Place signs to greet people from all directions and lead

them to your table. Signs must be visible even if a crowd is standing in front of the sales table.

- Have yearbook staffers **wear promotional T-shirts**, buttons and/or stickers that promote the event.
- **Enlist the faculty and staff.** Give them promotional T-shirts, buttons and/or stickers. Try to get 100% participation; maybe stagger the participation during the week. For example, the cafeteria staff wears shirts one day and front office and administrators on another.
- **Offer discounted books or free options** during your event. For example, if the sales table is at a sporting event, assign one player as the Yearbook Player of the Week and each time that player scores, give a discount or free option for books purchased during that event. Determine other ways to get the audience excited and involved with the event and your sales.

- Spread the word using:
 - School website
 - PA announcements
 - Facebook, Twitter, Instagram, Pinterest and other social websites. To learn more and get started on creating your official yearbook page, visit facebook.com/pages/learn.php.
 - School newspaper
 - Parent newsletter
 - School's automated phone messaging system
 - Script for game announcers
 - Posters
 - Locker stuffers
 - Car window fliers, making them look like parking tickets to get attention
 - Email to parents promoting upcoming sales table events
- Use a “Buy A Yearbook, Get A Pass” promotion. Students who buy a yearbook get a pass redeemable with participating teachers for an excused tardy, 10 points on a quiz or other goodies.
- Have a drawing for a free yearbook or free option at your event to create a sense of urgency.

After the event

- Identify students who have not purchased a book and contact them and their parents, promoting the next event and other ways to order a book.
- When you contact these students, tell them if they are already in the yearbook and on what page.
- Continue to promote yearbookforever.com with PA announcements or on the school website.
- Continue to promote future events.

During the event

- Make it easy to find yearbook staff members by having them wear a staff T-shirt or special promotional shirt at the sales table.
- While one person is assigned to each computer, assign at least one person to “work the crowd.” Get the entire staff involved; create a staff contest to see who can attract the most people to the sales table.
- Greet people arriving, making sure they know the yearbook is on sale and where.
- Thank people leaving, especially those wearing the “I bought a yearbook” sticker or button.
- Hand out fliers or postcards to non-buyers promoting the next event or alternative ways to order.
- Collect email addresses. If parents are unable to purchase the book at the event, get their email address so you can send them a personalized message after the event.
- Make sure everyone working the sales table knows when the next event is scheduled and knows to direct people to yearbookforever.com.
- Do whatever you can to keep your event visible. Have a “dress as my parents did as seniors” contest, or ask faculty to dress as they would have in high school.
- Have games to draw attention, such as ladder ball or trivia questions; let winners earn discounts on the yearbook or free options like a clear book protector.
- Work with other clubs for cross-promotion. For example, give yearbook sales fliers to concession stand workers to hand to people as they buy food. Get the workers to ask, “Have you bought a yearbook?” and point people to your sales table.

Reminders

- Work with the principals, administration and appropriate authorities about all planned sales table events prior to the event. Avoid surprises. Cooperation is the key to success.
- Test the Internet connection in the sales table location prior to the event.
- Don't wait until the day of the event to decide where to place your stations and signs. Make sure electricity is available where you need it. Don't assume.
- Train staff members. Make sure all participants understand their tasks. Practice.
- Arrive early enough to get all signs and stations up and ready.
- Arrive early and stay late. Don't miss sales because your station is not up and running for those arriving early and for others working the event. Don't leave early.

Additional info for Registration/Back-to-school events

Schools that start selling during registration sell most of their books early in the school year. It's a fact! Just imagine how great it would be to get most of your sales done before school even starts. It would save you so much time and frustration throughout the year!

Sales tables at registration and back-to-school events need a little more planning, a few more items and some TLC.

- Use this PDF to gather the items you will need for a sales table at registration or other events early in the school year.
- Check out the items on page 5 to see if you can use them to promote sales during registration.
- Then use the checklist on page 8 to stay organized and get your sales table ready in plenty of time.

Fee Page Line Item Copy

One of the most important things you can do for Registration/Back-to-School is make sure the yearbook is listed as a line item on the fee page (if your school hands one out) in the Registration/Back-to-School events information. The fee page usually only lists the item and then a price. However, if your page accepts more text explaining what an item is, you can choose to use some of the below copy or write your own.

option 1

Yearbook _____ \$ _____

option 2

Yearbook _____ \$ _____

The (yearbook name) yearbook is an invaluable keepsake your student will treasure forever.

option 3

Yearbook _____ \$ _____

The (yearbook name) yearbook, making memories last forever.

option 4

Yearbook _____ \$ _____

The score of the big game. The name of the girl in their English class. The clothes and hairstyles. The (yearbook name) yearbook will help your student remember all of these and more, forever.

option 5

Yearbook _____ \$ _____

The score of the big game. The name of the girl in their English class. The clothes and hairstyles. Buy the (yearbook name) yearbook today, to help your student remember these and more tomorrow.

Phone scripts

Also consider giving phone scripts to the front office staff, and sending all-calls and Custom Emails. Scripts for registration/back-to-school events and for other situations are available at walsworthyearbooks.com/marketing under Market to Parents.

Back-to-school Event Checklist for your Marketing Manager

12 weeks before event

- Work with adviser/administrator to determine event time and location.
- Reserve location (if necessary).
- Submit copy for registration book.
- Submit line item copy for fee page.
- Consider selling the yearbook for a special price during the event.

10 weeks before event

- Contact Walsworth to order event materials:
 - Vinyl banner
 - Vertical vinyl banner
 - Buttons
 - Customized posters
 - Customized fliers
 - Order forms

6 weeks before event

- Submit event copy for school paper.
- Submit event copy for school website.
- Work with adviser/administrator to:
 - Set up an All-call message to parents.
 - Gather parent email addresses.
 - Get table and chairs.
 - Reserve school laptops for online ordering at event.

4 weeks before event

- Send first email telling parents yearbooks will be on sale at event.
- If accepting cash orders, get cash box, calculators and receipt pad.
- Hang up posters at school.
- Give custom fliers to front office to hand out to parents.
- Ask mascot if they'll appear at your table.
- Give phone script to school receptionist. Ask them to remind parents about event and to buy a yearbook.
- Assign staff/volunteers to work event.
- Agree on uniform/dress for event.

1-2 weeks before event

- Determine where to place tables, chairs, posters.
- Confirm in writing volunteer duties at event (arrival, expectations, clean up, departure).
- Make sure items ordered from Walsworth have arrived or will arrive before event.
- Send All-call message to parents.
- Send second email one week prior, reminding parents yearbooks will be on sale at event.
- Find a CD player or iPod docking station to use.

Week of event

- Send out parent reminder email about yearbook table at event.
- Confirm table and chairs for event.
- Confirm school laptops for event.
- Purchase decorations to draw attention to your table: crepe paper, balloons, tablecloth, confetti in school colors.
- If accepting cash, make sure cash box is stocked with change.
- Create music playlist to draw in a crowd.
- Confirm student workers/volunteers.
- Confirm mascot will be there.
- Pick up laptops.

Day of event

- Set up sales table:
 - Place vinyl banner outside.
 - Place posters around school.
 - Set up table.
 - Set up vertical vinyl banner next to table.
 - Set up laptops.
 - Set out buttons.
 - Set out order forms.
 - Set out fliers.
 - Set up CD player/iPod docking station.

During event

- Place volunteers at entrances to hand out fliers and direct people to your yearbook table.
- Place volunteers at exits to make sure parents ordered a yearbook.
- Play music.
- Hand out buttons to parents who stopped by the table.

End of event

- Clean up.
- Return area to original condition.
- Place all items of value in secure location (cash box, laptops, CD player/iPod docking station, etc.).
- Return table and chairs to appropriate locations.

After event

- Return laptop rentals.
- Enter all cash sales from event into database.
- Write thank you notes to all volunteers.
- Keep track of new ideas and areas of improvement for the next event.

Take some or all of the ideas and suggestions listed here and adapt them to your school and situation. Planning, practice and preparing for the unexpected are the best ways to create successful sales events.

Know where to go

- For help with any of these items and more ideas, visit walsworthyearbooks.com/marketing.
- For questions, email us at marketingyearbooks@walsworth.com.
- The Online Sales URL is yearbookforever.com.
- Send Customized Marketing questions to schoolmarketing@walsworth.com.
- Walsworth Yearbooks' website is walsworthyearbooks.com.