

Create a list of businesses

Brainstorm and list all of the businesses that should be contacted about buying ads. If you sold ads last year, update the list by adding new businesses and deleting ones no longer in business. Divide this list among the staff – working in pairs is best.

Practice, then just do it

Using the scripts provided on pages 5-7, practice making the phone calls. Then make the calls and set up appointments. See page 4 for tips on setting appointments. Scripts for meeting with businesses are on pages 8-15.

Learn about your potential customers

Once you have set up an appointment, prepare for the sales pitch. Making a good sales pitch is all about *preparation*. Much like other planning done for your yearbook, the ad sales pitch must be carefully thought out and executed. Making a sale can be a tough thing to do, but the more you prepare, the more comfortable you will be during the meeting and the more likely you will close the deal. Here are five simple ideas for preparing for an ad sales meeting:

1. **Visit in person and online.** Go to the business as if you were a customer and find out what they sell that can be marketed to your readers. This is also a good way to know where the business is located, so that come meeting time, you are not lost or late. Visiting the business' website can also be a good way to learn about it.
2. **Research current ads.** Check to see if they are advertising in professional publications such as newspapers, magazines and phone books. If you find their ads, this will show the business values print ads and will also show the business that you did your research.
3. **Brainstorm and list why they should buy.** Make a list of simple reasons the advertiser should buy an ad from you. These can include value to the business for reaching a target audience of students, parents or faculty, or showing parents that the business supports the school. Be creative when brainstorming. Every business is different, so determine why buying an ad will benefit that specific business. It is also important to understand how to respond to objections, which will be discussed later.
4. **Determine useful statistics from your market analysis.** In the early stages of your ad sales campaign, your staff should have conducted a market analysis of your student body. Staffs often skip this step, but it can be an extremely valuable tool to use in the sales pitch. The more information you have on the spending habits of the students, the more likely a business is going to want to buy an ad. After conducting the analysis, determine which information will help your sales pitch the most and print them.
5. **Prepare your packet.** Organize your media packet and sales tools so you are prepared to answer buyer questions and get contracts signed. These tools should include:
 - Rate sheets
 - Sample ads
 - Copy of last year's book
 - Market analysis
 - Two pens
 - A calculator
 - Contracts

Sales time

Now that you have prepared for the meeting, the time to make the sale has come. When making a sales pitch, students should dress in business professional attire – a tie, button-down shirt and dress slacks for guys and a dress or nice blouse with dress pants or skirt for girls. Wearing nice clothing will boost your confidence and make a good first impression on the business. Also, make sure to arrive early to the appointment. Being late will make you more nervous and could hurt your chances of making the sale.

Script Outline

Below is a script similar to the scripts provided on pages 8-15, but with instructions and explanations provided on how to act, when to use the items in the sales packet and why certain verbiage should be used.

Opening

(Firmly shake person's hand) "Hello, Mr./Ms. _____, thank you again for taking the time to meet with me today. I am very excited to tell you what we at (*name of yearbook*) have to offer you."

Manager might begin small talk, such as asking what grade you are in or how old you are. This is a great way to calm your nerves or break the ice of the conversation. Just try to be as relaxed and personal as you can.

Sales pitch

After you open and introduce yourself, it's time to get down to business. This is when you explain the advertising policies and give the information that will convince the business to buy advertising.

"So like I said to you on the phone when we first spoke, I believe your business would benefit greatly from advertising in this year's publication of (*name of yearbook*)."

Bring out a copy of last year's book and let them look through it while you give them general info about it. This can include number of pages, number of students that buy the book, when the book is delivered, and awards the book has received.

Explain reasons to advertise in the book. "Now since you know a bit about the book, let me explain to you how it could help you promote your business. By purchasing advertising space, you will be able to target an entire school of students, as well as their parents and faculty. Not only would you be promoting what your business has to offer, but you are also demonstrating that your business cares about supporting the community."

This is when you should state all of your reasons to buy and significant facts from your market analysis, which you did during the prep-stage. For example: "As you can see from this market analysis that the yearbook staff conducted earlier this year, 75% of our 1,000 students eat out at a local restaurant with their friends at least once a week, each spending an average of \$15. That's more than \$11,000 a week of potential business waiting to come through your doors." You see, don't just state the facts, connect the facts to a bigger selling point.

Explain your advertising process. "All of that being said, here are the options and services we can provide you. We offer three different sizes of ads: full page ad for (price), half page for (price) and quarter page for (price). The larger the space you buy, the lower the cost per square inch." This is now the time to state what different services you offer, such as advertising design or copy writing. Businesses might want to design their ads themselves or let you and your staff produce them. It doesn't really matter which one they choose, as long as they get exactly what they want.

Objections

“After hearing all of that, do you have any questions for me?” *This is the time when the manager might ask a typical objection question. Typical objections include:*

- **“Advertising rates appear to be too high, I don’t think I can afford that.” Or “my advertising budget is used up.”**
You can suggest that the ad will be printed in many books and will reach a wide audience of students, parents and faculty. The money spent will return in the form of new business.
- **“Business is poor.”**
You should suggest that today is the time to bolster that business through advertising in your publication. Business grows when advertising money is well spent.
- **“I didn’t have major results from previous ads.”**
You should suggest that repetition leaves a lasting impression. Why not try again?
- **“Business is booming. I don’t need to advertise.”**
You should suggest they keep the momentum by placing an ad in the yearbook.

Close

It’s time to close the deal. Ask a question to get a commitment from the customer. DO NOT just ask “do you want an ad?” Ask them in a way which gives them a purchase choice.

“Would you like a full-page ad or would a half-page work best for you?”

BUSINESS ADS Set Up Appointment

When selling business ad space in your school's yearbook, selling in person is best, especially if the business has never advertised in your book before. However, to meet with the business' decision-maker in person, you must first contact them by phone and set up an appointment. The cold-call appointment set up is your first chance to make an impression on the business and create the relationship. The purpose of the cold-call is not to sell the advertising space, but to get your foot in the door. Once you meet face-to-face, that is when you make the sale.

Prep work

Before you call to set up an appointment, information must be gathered. This will help you make an effective call and give you the confidence you need to be a good salesperson. Find out:

- Whether the business has advertised in your yearbook before
- Who exactly at the business you should contact, which is the person who can write the check for the ad, known as the decision-maker
 - For example: if calling a restaurant, simply calling the main number may not get you the person you want to talk to. Instead, go on their website and try to find the number for a general manager or owner. They are the ones you want to talk to, not the hostess.
 - Many larger companies have Marketing or Public Relations departments, which you will want to contact. That information can be found online.
- What hours the business is open
- Exactly what times you can or can't meet and times the decision-maker would be busy

During the call

- At the beginning of the call, state your first and last name, the name of your school and your year book's name.
- At the beginning of the call, state the first and last name of the person you are calling to talk to, unless they answered the phone.
- As you chat, you might have to depart from the script and respond to things the person says. Make sure you are listening to them and not just reading the script.
- After a time is agreed upon to meet at the business, immediately write it down, and then repeat it as you end the conversation. For example, if you agree to meet next Tuesday at 5 p.m., end the phone call by saying, "Thank you for your time, (name of person). I look forward to our meeting at your office at 5 p.m. on Tuesday, August 2nd. Have a great rest of your day."

BUSINESS ADS Ad Sales Scripts

Successful Cold Call to Business

Business: “Hi, this is Steve at Waterway Car Wash.”

Student: “Good afternoon, Steve. My name is *(first and last name)* and I am calling on behalf of *(name of yearbook)*, the yearbook publication at *(name of school)*. How are you today?”

Business: “I am doing just fine, how about yourself?”

Student: “I’m great! I am calling today to see if you are interested in discussing advertising your business in this year’s yearbook. Advertising in our yearbook would be a great way to promote your business to students, parents and faculty of *(name of school)*, while also helping support our staff as they capture and preserve the many memories to come for this school year.

Business: “That’s great. I love yearbooks!”

Student: “Would you be willing to meet with me in person to discuss this great opportunity?”

Business: “Absolutely!”

Student: “Thank you very much. When would be a good time for me to come by the car wash?”

Business: “I’m pretty open all next week. What works best for you?”

Student: “Well, I am in school until about 4 o’clock every day, but I could swing by after.”

Business: “Actually, I am usually out of the office after 4 o’clock every day. You mind meeting this Saturday?”

Student: “That sounds perfect. I could do noon this Saturday.”

Business: “Works for me!”

Student: *Writes down name of person, time and place of meeting.* “Well thank you very much for your interest, Steve. I will see you at the car wash this Saturday the 12th at noon. I look forward to speaking with you!”

Business: “See you then! Good-bye.”

Student double checks that name, time and place of meeting are correctly written in a schedule.

Unsuccessful Cold-Call to Business

Business: “Thank you for calling Main Street Diner, this is Stacy.”

Student: “Good afternoon, Stacy. My name is *(first and last name)* and I am calling on behalf of *(name of yearbook)*, the yearbook at *(name of school)*. How are you today?”

Business: “I am busy. What do you want?”

Student: “Very quickly then, I am calling to see if you are interested in discussing advertising your business in this year’s yearbook. Advertising in our yearbook would be a great way to promote your business to students, parents and faculty of *(name of school)*, while also helping support our staff as they capture and preserve the many memories to come for this school year.”

Business: “OK. So what do you want from me?”

Student: “Would you be willing to meet with me in person to discuss this great opportunity?”

Business: “No, sorry. I’m really busy and my business doesn’t advertise.”

Student: “Are you sure? Our advertising space is reasonably priced and is a great way to help out our school. We would love to do business with you.”

Business: “You know what, I’m just not sure it’s the right time for me to begin advertising. Sorry! If business is doing better next year, I will be more than happy to help.”

Student: “Then we will contact you again next year. Thank you for your time and have a great rest of your day.”

Student marks business off potential business list and writes down that it should be contacted next year.

Cold-Call Voicemail

Voicemail: “Hi, you’ve reached Michael Colwell, general manager of McDonald’s on Main Street. I am sorry I missed your call, but if you leave your name and number, I’ll get back to you as soon as I can.”

Student: “Hello Mr. Colwell, my name is (first, last) and I am calling on behalf of (*name of yearbook*), the yearbook at (*name of school*). I was calling to see if you were interested in discussing advertising your business in this year’s (*name of book*). If you would please give me a call back at (*phone number*) when you get this message, I would love to talk to you and schedule a meeting. Once again, this is (*first, last*) calling about advertising in (*school*)’s yearbook. Thank you and I look forward to hearing from you.”

Student writes down in a call log that message was left on this date and will await return call.

Successful Sales Pitch – No Objections

Student arrives at car wash 10 minutes early, dressed in business clothing, with all necessary documents in a binder and a copy of last year's yearbook. Walks up to Steve Colwell, the general manager, and shakes his hand and looks him in the eye.

Student: "Hello Mr. Colwell, pleasure to finally meet you. Thank you for taking this time out of your Saturday to meet with me."

Manager: "Oh, no problem, glad we could find a time that worked. Here, sit down."

Student sits down and places materials on desk.

Manager: "So, what grade are you in?"

Student: "Well, I am now a *(grade)* at *(school)*."

Manager: "Oh I miss those days. Do you enjoy being on yearbook staff?"

Student: "I love being on yearbook. I am really excited to get to work on this year's book. We have a lot of really cool stuff planned!"

Manager: "That's awesome. So how can I help you today? You said something about advertising, I think?"

Student: "Yes. So like I said when we first spoke, I believe your business would benefit greatly by advertising in this year's publication of *(name of book)*."

Manager: "OK. Tell me more."

Student: "Well Mr. Colwell, this will be the *(volume number)* year of publishing the book and it is purchased by almost every one of our *(number of students)*. We take great pride in our book. *(Hands last year's book to Mr. Colwell.)* As you can see, our book is always really cool and students love to read it. The parents love it just as much! We have even received some awards and recognition for our work."

Manager: "Wow! This thing is really cool. I used to love my yearbooks when I was in school."

Student: "Well, now since you know a little bit about the book, let me tell you about this great opportunity we have in front of us. By purchasing advertising space in the yearbook, you will be able to target your advertising to an entire school of students, as well as their parents and the faculty. Have you ever tried to advertise toward high school students before?"

Manager: "Actually, no I haven't, but I know a good amount of your students and their parents come through the car wash every day. So why should I advertise?"

Student: First of all, your ad will be seen by hundreds, maybe thousands, of people, getting your name out there and creating new business. Second of all, you will be helping fund a program at your local school, which would look great for your business. Everyone loves when businesses help the community.

Manager: Yes, that is a good point. So how can I know that my advertising will help my business? Do you have any proof?

Student: Actually, yes I do have some information here. *(Pulls out Market Analysis results.)* As you see, my staff and I conducted a Market Analysis survey of the student body and the results were very interesting. Of the students surveyed, 85% of students who have cars wash their car at a car wash at least once a month, spending on average around \$10 per wash. That's thousands of dollars of potential business that can be generated from the advertisement in the yearbook.

Manager: Yeah, that is a lot of money. I know a lot of students have been going to the cheaper car wash down the street, but maybe if I advertise, more students will want to wash their cars here.

Student: Exactly! By buying ad space from us, I'm sure your business will grow.

Manager: You know what? This doesn't sound like a bad deal. So how much money are we talking? I'm not sure I can spend a lot.

Student: Our advertising prices are cheaper than other outlets and target a more specific audience. Full-page ads run *(price)*, half-page ads are *(price)* and quarter-page ads go for *(price)*.

Manager: OK, those prices aren't too bad and they go to a good cause.

Student: So which size ad would you like to buy?

Manager: I'll take a half page.

Student: Are you sure you don't want a full page? The larger the ad, the cheaper per square inch it is.

Manager: Ah, why not. Sure, I'll take the full page. You've sold me.

Student: Great! Thank you so much. Let's fill out the contract and discuss the contents for your ad. Do you already have an ad you would like to run, or do you need our designers to create one for you?

Manager: Well, let's see what one of your designers can do for me? How does that process work?

Student: I'll add the information you want in the ad to the contract. Our designer will create it, and I'll bring the ad by for approval or any changes. The ad won't be run until you sign off with final approval. So let's get the information down, and if you have a business card or letterhead with your company's logo on it, we can use that for the ad.

Manager: Sounds great.

When all of the paperwork is done, student gets up to leave.

Student: *(Shakes hands and makes eye contact)* Thank you again for doing business with us. I believe you have made a great decision.

Manager: See you soon with a copy of the ad.

Successful Sales Pitch with Objections

Student arrives at car wash 10 minutes early, dressed in business clothing, with all necessary documents in a binder and a copy of last year's yearbook. Walks up to Steve Colwell, the general manager, and shakes his hand and looks him in the eye.

Student: "Hello Mr. Colwell, pleasure to finally meet you. Thank you for taking this time out of your Saturday to meet with me."

Manager: "Oh, no problem, glad we could find a time that worked. Here, sit down."

Student sits down and places materials on desk.

Manager: "So, what grade are you in?"

Student: "Well, I am now a *(grade)* at *(school)*."

Manager: "Oh I miss those days. Do you enjoy being on yearbook staff?"

Student: "I love being on yearbook. I am really excited to get to work on this year's book. We have a lot of really cool stuff planned!"

Manager: "That's awesome. So how can I help you today? You said something about advertising I think?"

Student: "Yes. So like I said when we first spoke, I believe your business would benefit greatly by advertising in this year's publication of *(name of book)*."

Manager: "OK. Tell me more."

Student: "Well Mr. Colwell, this will be the *(volume number)* year of publishing the book and it is purchased by almost every one of our *(number of students)*. We take great pride in our book. *(Hands last year's book to Mr. Colwell.)* As you can see, our book is always really cool and students love to read it. Parents love it just as much! We have even received some awards and recognition for our work."

Manager: "Wow! This thing is really cool. I used to love my yearbooks when I was in school."

Student: "Well, now since you know a little bit about the book, let me tell you about this great opportunity we have in front of us. By purchasing advertising space in the yearbook, you will be able to target your advertising to an entire school of students, as well as their parents and the faculty. Have you ever tried to advertise toward high school students before?"

Manager: "Actually, no I haven't, but I know a good amount of your students and your parents come through the car wash every day. So why should I advertise?"

Student: First of all, your ad will be seen by hundreds, maybe thousands, of people, getting your name out there and creating new business. Second of all, you will be helping fund a program at your local school, which would look great for your business. Everyone loves when businesses help the community.

Manager: Yes, that is a good point. So how can I know that my advertising will help my business? Do you have any proof?

Student: Actually, yes I do have some information here. *(Pulls out Market Analysis results.)* As you see, my staff and I conducted a Market Analysis survey of the student body and the results were very interesting. Of the students surveyed, 85% of students who have cars wash their car at a car wash at least once a month, spending on average around \$10 per wash. That's thousands of dollars of potential business that can be generated from the advertisement in the yearbook.

Manager: Yeah, that is a lot of money. But, I know a lot of people have been going to the cheaper car wash down the street, so my business is struggling. I don't know if I can afford to spend any cash on advertising right now.

Student: If business is struggling, this is a great time to promote your business and bring in new customers. You can't afford not to buy the advertising. By simply buying ad space from us, I'm sure your business will grow.

Manager: Yeah, that makes sense. But in the past I have done advertising and didn't really see many results.

Student: Advertising doesn't always work on the first time. Repetition leaves a lasting impression. This is also an opportunity to target a new audience and look very good in the community.

Manager: You know what? This doesn't sound like a bad deal. So how much money are we talking? I'm not sure I can spend too much.

Student: Our advertising prices are cheaper than other outlets and target a more specific audience. Full-page ads run *(price)*, half-page ads are *(price)* and quarter-page ads go for *(price)*.

Manager: OK, those prices aren't too bad and they go to a good cause.

Student: So which size ad would you like to buy?

Manager: I'll take a half page.

Student: Are you sure you don't want a full page? The larger the ad, the cheaper per square inch it is. Half page ads often get lost in the clutter.

Manager: I'm sure. I can't afford the full page. I'll stick with the half page.

Student: That's great Thank you so much. Let's fill out the contract and discuss the contents for your ad. Do you already have an ad you would like to run, or do you need our designers to create one for you?

Manager: I do have a little ad I used once in the local weekly paper. Could you use that?

Student: Yes. I'll just note any changes you want to it. Once the ad is done, I'll bring it back by for approval or any changes. The ad won't be run until you sign off with final approval.

Manager: Sounds great.

When all of the paperwork is done, student gets up to leave.

Student: *(Shakes hands and makes eye contact)* Thank you again for doing business with us. I believe you have made a great decision.

Manager: See you soon with a copy of the ad.

Unsuccessful Sales Pitch

Student arrives at car wash 10 minutes early, dressed in business clothing, with all necessary documents in a binder and a copy of last year's yearbook. Walks up to Steve Colwell, the general manager, and shakes his hand and looks him in the eye.

Student: "Hello, Mr. Colwell, pleasure to finally meet you. Thank you for taking this time out of your Saturday to meet with me."

Manager: "Oh, no problem, glad we could find a time that worked. Here, sit down."

Student sits down and places materials on desk.

Manager: "So, what grade are you in?"

Student: "Well, I am now a (*grade*) at (*school*)."

Manager: "Oh I miss those days. Do you enjoy being on yearbook staff?"

Student: "I love being on yearbook. I am really excited to get to work on this year's book. We have a lot of really cool stuff planned!"

Manager: "That's awesome. So how can I help you today? You said something about advertising I think?"

Student: "Yes. So like I said when we first spoke, I believe your business would benefit greatly by advertising in this year's publication of (*name of book*)."

Manager: "OK. Tell me more."

Student: "Well Mr. Colwell, this will be the (*volume number*) year of publishing the book and it is purchased by almost every one of our (*number of students*). We take great pride in our book. (*Hands last year's book to Mr. Colwell.*) As you can see, our book is always really cool and students love to read it. Even the parents love it! We have even received some awards and recognition for our work."

Manager: "Wow! This thing is really cool. I used to love my yearbooks when I was in school."

Student: "Well, now since you know a little bit about the book, let me tell you about this great opportunity we have in front of us. By purchasing advertising space in the yearbook, you will be able to target your advertising to an entire school of students, as well as their parents and the faculty. Have you ever tried to advertise towards high school students before?"

Manager: "Actually, no I haven't, but my business is doing really well and I don't think I need to really do so. Why should I advertise?"

- Student: First of all, your ad will be seen by hundreds, maybe thousands of people, getting your name out there and creating new business. Second of all, you will be helping fund a program at your local school, which would look great for your business. Everyone loves when businesses help the community.
- Manager: I get that it helps the community, but how can I know that my advertising will help my business. Do you have any proof?
- Student: Actually, yes I do have some information here. *(Pulls out Market Analysis results.)* As you see, my staff and I conducted a Market Analysis survey of the student body and the results were very interesting. Of the students surveyed, 85% of students who have cars wash their car at a car wash at least once a month, spending on average around \$10 per wash. That's thousands of dollars of potential business that can be generated from the advertisement in the yearbook.
- Manager: Yeah, that is a lot of money. But, I make a lot more money than that in a given day. Business is booming, so why change and start advertising?
- Student: If business is booming, this is a great time to take advantage of your success and bring in even more customers. You can afford to buy the advertising. By simply buying ad space from us, I'm sure your business will continue to grow.
- Manager: I'm still not sold. I just don't think it's right for my business. But as long as we are talking, how much do you charge for your ads?
- Student: Our advertising prices are cheaper than other outlets and target a more specific audience. Full-page ads run *(price)*, half-page ads are *(price)* and quarter-page ads go for *(price)*.
- Manager: That's way more money than I would have guessed. Why is it so expensive?
- Student: Well Mr. Colwell, since our book is getting better and better every year, prices may have gone up a bit. But with higher quality, more people will read the book and see your advertisement. It may seem expensive, but the money will return very soon in the form of new business.
- Manager: You know what, I just don't think it's right for me. Nothing personal, I just don't think advertising is best for my business at the moment. If things change I will let you know.
- Student: That's fine. I understand your situation. I wish we could have worked out a deal, but I am glad we were able to meet. I hope the business continues its success and if you ever change your mind, let us know. Could you sign this Advertising Refusal Form? I just need to show my teacher that I came here today and tried to make the sale.
- Manager: Absolutely! You were a great salesman. It just isn't the right situation for me right now. I wish you best of luck in your future sales. You'll find the right businesses, I'm sure.
- Student: Thank you again, Mr. Colwell. *(Shakes hand and makes eye contact.)* Have a great rest of your weekend.

Compiled and written by Mark Chapline

MARKET SURVEY

Please complete this survey. The results will be used to inform potential business advertisers in the yearbook about students' spending interests and habits.

1. **Do you have a job?** (circle one) yes no
 If so, how much do you earn per week? (circle one) Under \$25 \$25-50 \$50-75 More than \$75

2. **Do you receive an allowance?** (circle one) yes no
 If so, how much do you receive per week? (circle one) \$5-10 \$10-25 More than \$25

3. **Do you have your own checking account?** (circle one) yes no

4. **Do you have your own savings account?** (circle one) yes no

5. **Do you have your own credit cards?** (circle one) yes no

6. **Do you own:** ___ a car? ___ a motorcycle?

7. **Do you own:** ___ a cell phone? ___ computer/laptop? ___ tablet? ___ MP3 player? ___ camera? ___ DVD player?

8. **On average, how many times per month do you go to a theater to see movies?**

9. **On average, how many times per month do you watch movies online?**

10. **On average, how many times per month do you eat out?**

11. **What restaurants in the community do you eat at most?**
How often do you eat at each restaurant listed?

_____	_____
_____	_____
_____	_____

12. **How much do you spend per month on**

- Car/transportation?.....\$ _____
- Gifts (birthday, etc.)?.....\$ _____
- Hobbies/personal interests?.....\$ _____
- Fitness/health club?.....\$ _____
- Entertainment (movies, concerts, etc.)?..\$ _____
- DVDs/music downloads?.....\$ _____
- Hair, makeup, tanning?.....\$ _____
- Clothes? School supplies?.....\$ _____
- Eating out?.....\$ _____
- Other?.....\$ _____

13. **Age:** _____

14. **Gender:** ___ Male ___ Female