

# 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."