

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.

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AD SALES SCRIPTS

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.

BUSINESS ADS

AD SALES SCRIPTS

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?"

BUSINESS ADS

AD SALES SCRIPTS

- 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."

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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?"

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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?"

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- 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."

BUSINESS ADS

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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 or 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."

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UNSUCCESSFUL SALES PITCH

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

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

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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?"

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- 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