**Tips for Selling Ads**

**1. MAINTAIN A BUSINESSLIKE APPEARANCE.**

Your appearance should be neat and professional, appropriate to a business situation.

**2. SEE THE RIGHT PERSON, THE DECISION-MAKER.**

Make initial contact with the business by calling in person on the individual making the ad decisions. Do not telephone. If that person is unavailable, leave a card or information sheet for the advertiser and ask for an appointment. Jot a personal not on the card saying you will ball back at that time.

**3. MAKE A GOOD FIRST IMPRESSION.**

When you meet the decision-maker, a good way to start is with a handshake and by introducing yourself clearly as a member of the yearbook staff. Present your business card. Use language appropriate to the business transaction – not overly casual.

**4. TALK BENEFITS.**

Give the advertiser an information sheet telling about your publication and the benefits of purchasing an ad. Show a copy of the publication to the advertiser. Be sure to tell the advertiser about how many copies of the yearbook are published.

Talk about how the yearbook captures the history of the community and is a book of memories that everyone in the school and community will treasure for a lifetime.

**5. SELL THE AD SIZES AND PRICES.**

Explain the ad rates and size offered. Give the business owner a copy of the rate card. Show a sample page of ads that allows the customer to see the ad sizes available.

**6. SHOW AN AD IDEA.**

Show a sample ad that you designed and get the advertiser’s comments. A sample ad is a great tool for increasing sales. Prepare the sample ad on the computer and as either a ½ or full page.

**7. HANDLE OBJECTIONS.**

If an advertiser gives reasons for not buying an ad, respond with some answers to eliminate the objection.

**8. ASK THE BUSINESS TO PURCHASE.**

Be sure you actually ask prospects to buy an ad. Avoid asking a “yes-no” question at this point. Instead, say, “Which size ad would be most useful to you this year?”

**9. GET COMPLETE INFORMATION.**

Take the time to get all the necessary information during the sales call: type of ad; size and price; copy suggestions; logo; photo; or art instructions; business name; address; and phone number/email address; payment status; customer’s signature on the contract. Be prepared to ask for payment that day and know who to write the check out to or discuss how payments will be handled.

**10. SAY THANK YOU.**

A sincere thank you is the most important way to complete the selling presentation, even if the business does not purchase an ad.

**Be… Prompt, Polite, Prepared, Persuasive, Persistent**

***What Do I Say?***

1. “Hello. I am from the Clare High School Yearbook Staff. Could I speak to a manager, please?”
2. “Hi! *(go in for the impressive hand shake and establish confident eye contact!)*  I’m \_\_\_\_\_\_\_\_\_\_\_ from the Clare High School Yearbook Staff. I would like to talk to you about supporting our yearbook program by purchasing **tax deductible** advertising space in our 2015-2016 yearbook. It is going to be the best yearbook yet and we really need support from the community and local businesses.”
3. *Hand the manager a brochure. Pull out your CHS yearbook and show them the color ad section* ***(maybe even an ad from a similar or rival business)****. Be sure to tell them that our team pictures will be included in the community section this year and assure them that our students and their parents REALLY DO look through the ad section! Let them hold the book. Hand it right to them and encourage them to look through the book.*
4. *With all the confidence in the world ask them,* “Which type of ad are you interested in?” *Have a contract started before you go in and get it out at this time to finish up! Be sure to get a signature and a contact name, phone number and address. DON’T ask them IF they would like to buy an ad! WHICH ad would they like?*
5. “When can I pick up your artwork and payment?” *It is best to try and get the artwork and payment at the time of sale if at all possible! We can take a business card and scan it or we can make one from scratch. They can also email an ad to us at jcleary@clare.k12.mi.us.*
6. *Go over the prices and sizes on the brochure with the manager. Make sure they have a copy in their hands too!*
7. **“Thank you for your time and support!”** *(And, shake their hand!)*
8. *Turn in your ad contract, payment and artwork to Mrs. Cleary. Be sure that a thank you note, bill or request for artwork is sent right away!!!*