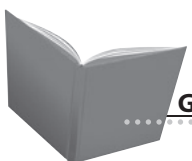


IT ALL ADS UP



AD SALES CHECKLIST

1. **Know your contact.** If there isn't a contact name next to your assigned ad, find out who the manager is by calling first. Call on your businesses NOW and find out who the managers are and what days and times are best to contact him or her.
2. **Talk to the right person.** The person you talk with should have the authority to sign a contract. Ask for the name of this person when scheduling an appointment.
3. **Be expected.** An appointment takes you out of the amateur ranks and makes you a professional.
4. **Know your product.** Be sure you know the facts about your yearbook, school and market. Be prepared to answer questions such as: "How many students buy your book?" "When will it be distributed?" "What other advertisers will be in the book?" "What options (i.e. color, page position, art, etc.) do I have with my ad?"
5. **Know the prospect.** What advertising media do they use? Why? Address why advertising in your yearbook is better. Check the yellow pages, local newspapers and magazines for advertisements they may have purchased.
6. **Be courteous.** Be polite and friendly with your prospect and with the receptionist or secretary who gets you past the front door. You never know how much influence the person out front might have on the final sale.
7. **Wait for their full attention.** If he or she is trying to conduct other business while meeting with you, ask if there is an office or someplace where you may both talk undisturbed or if there is a better time to speak with him/her. If not, be patient and be polite.
8. **Don't choke.** It's easier said than done. Many salespeople get nervous and forget everything they meant to say. Don't spend time worrying about it. It happens to everybody. The solution is practice. Role play with other staffers for experience. You may feel funny doing this, but it makes a big difference on real sales calls.
9. **Listen.** Look prospect in the eyes and listen. Then ask pertinent questions. Show an interest in him and his product(s). Sometimes just showing honest concern will win the sale.



- 10. **Answer objections.** You can plan on your prospect saying “no” at least five times before saying “yes.” Learn the common objections (see our list) and successful counterstrategies from experienced salespeople.
- 11. **Dress neatly.** This may seem elementary, but first impressions have strong impact on the sale. Guys should wear nice khaki pants or dress shorts with a collared shirt, tucked in. Girls should wear a dress, skirt and blouse or dress shorts (no t-shirts, no tennis shoes, no denim).
- 12. **Be creative.** Think about anything extra you can do for your prospect’s ad. What about copy, art and design?
- 13. **Ask for the order.** Many salespeople don’t. Don’t just present your ad package and talk about your wonderful book. You must ASK FOR THE ORDER. Have the contract and a pen ready for the prospect to sign. If you don’t ask, you won’t make the sale.
- 14. **Say thank you.** Complete the "Certificate of Appreciation" and give it to the merchant with a smile and a thank you.
- 15. **Collect data.** Ask for a business card, attach it to the contract and inform the merchant that you will contact him or her in August for clip art, copy and pictures (whatever applies).
- 16. **Renewals.** If this is a renewal, be sure to have the ad in the yearbook marked with a paper clip. The advertiser will want to see it. Try to upscale the ad (size and color). Remember the above: ask for the sale, say thank you and note changes in contract, if any.
- 17. **Collect payment.** If possible collect payment at the time of sale. Inform the merchant that he or she can receive a \$5 discount if he or she pays now.
- 18. **No sale.** If you are unable to convince the merchant to purchase ad space, be sure to get a call slip signed. Remind the merchant that you are doing this for a grade.