

It's Worth It

ROCK YOUR SALES TO WIN \$1,000!



Track your yearbook options sales

Calculate your options buy rate percentage in 2009:

$$\frac{\text{\# of options sold in 2009} \quad \boxed{}}{\text{2009 student enrollment} \quad \boxed{}} = \boxed{} \text{ 2009 buy rate \%}$$

Number to beat in 2010:

2010 student enrollment

X 2009 buy rate %

= This is the number to beat
to be in the running.

The school with the highest buy rate percentage increase wins.



Check out walsworthyearbooks.com/idea-file
for great ideas on how to increase your buy rates!