**A calendar keeps business ads sales on track**

This is the business ads sales calendar developed by Stephanie Emerson, yearbook adviser at Wynne High School, Wynne, Ark. The Wynne yearbook delivers in the spring, so the first month listed in the heading is for spring delivery schools, and the second month listed is for summer/fall delivery schools.

**April/July-September**

* Once your book delivers, that is the beginning of your next sales year.
* Write thank-you letters to every business that purchased an ad in the newly delivered yearbook. Have students go to the businesses with a yearbook, show the owner or manager their ad, and ask them to buy for next year.

**June/August**

* Pick a day when school is out for the staff to spend the entire day selling business ads.
* Students are to be in business dress.
* Meet in the yearbook room at school about 8 a.m. Give quick coaching on how to introduce themselves, ask for the decision-maker, explaining our ads and filling out the contract.
* Give them sales kits that include contracts, rate cards and manila envelopes for signed contracts and payment.
* Pair up students, with an experienced staff member going with a new one. Pairings also reflect students who will work and not go out for coffee and donuts. They are made to understand that this activity is part of their grade.
* Divide the territory into quadrants, and assign each pair a sales area. Students make sales calls until about 11:30 a.m., when they return with their envelopes and eat lunch. They go back out until 2 p.m., when they return with their envelopes and for treats, and then go back out until 5 p.m. and return to turn in their money envelopes.
* An envelope for each sales call must be returned. The envelope must contain the signed contract, ad specifications, business cards, artwork and payment or a request for billing, or the form signed by the merchant stating the student tried to sell an ad. On the outside of the envelope, students need to write the name of the business, ad size, paid or billed, amount and their name. This speeds the sorting and tallying process.
* Accept cash or checks, or bill them. Send invoices three times, with self-addressed, stamped return envelopes. If they have not paid by the third time, don’t run their ad.

**August/October**

* If business owners or managers were unavailable that sales day in June, students are sent back to those businesses to sell on the first day of school. This way, your business ad sales are complete by Labor Day, and those ads are part of the first deadline.
* Now, start senior ad sales. Mail a letter to parents of seniors, explaining what can be included in senior ads (copy and images), the sizes and costs. The letter also contains a disclaimer about valuable baby photos, noting the possibility that we may damage or lose them. Parents must turn in materials and payment for senior ads by the third Friday in September. If it is late, a $25 late fee is assessed, and parents are informed that their ad may not run. Money is refunded if an ad does not run.
* So, by the end of September, all ad money is in, and you can determine your budget.