

Marketing Mod 5 Part 8

Selling Ads Remotely

Student's Name: _____

Selling Ads for 2021

When selling business ad space in your school's yearbook, selling in person is best, especially if the business has never advertised in your book before. In today's world, selling in person might not be possible. The purpose of this exercise is to practice and get better at selling yearbook ads on the phone.

Read the background information. Then, if possible, role play the three scripts with another staff member in class, on the telephone or on a virtual call.

Prep work

Before you call, information must be gathered. This will help you make an effective call and give you the confidence you need to be a good salesperson. Find out:

- Whether the business has advertised in your yearbook before?
- What hours the business is open?
- Who exactly at the business you should contact, which is the person who can write the check or pay the invoice for the ad, known as the decision-maker?

For example: if calling a restaurant, simply calling the main number may not get you the person you want to talk to. Instead, go on their website and try to find the number for a general manager or owner. They are the ones you want to talk to, not the hostess.

Many larger companies have Marketing or Public Relations departments, which you will want to contact. That information can be found online.

During the call

At the beginning of the call, state your first and last name, the name of your school and your yearbook's name.

At the beginning of the call, state the first and last name of the person you are calling to talk to, unless they answered the phone.

As you chat, you might have to depart from the script and respond to things the person says. Make sure you are listening to them and not just reading the script.

Successful Sales Pitch-No Objections

Student: "Hello Mr. Colwell, thank you for taking this time out of your day to meet with me."
"I'm (student) and I'm on the yearbook staff at (school)."

Manager: "Oh, glad to have the time to chat with you."

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 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?"

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 and students love to read it. The parents love it just as much! We have even received some awards and recognition for our work." (Be ready to say something positive and outstanding about your book).

Manager: "Wow! 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 have not, but I know a good amount of your students and their parents come through the car wash every day. So why should I advertise?"

Student: "First, your ad will be seen by hundreds, maybe thousands, of people. Second, I know that at least (number) of students at (school) will view your ad. Third, 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. **(Conduct and have ready some 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 \$15 per wash. That is 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 does not sound like a bad deal. So how much money are we talking? I am 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). (Don't give the 1/8page ad unless asked).

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 do not want a full page? The larger the ad, the cheaper per square inch it is. (Do not settle-Ask for more).

Manager: Ah, why not. Sure, I will take the full page.

Student: Great! Thank you so much. I will fill out the contract and send to you. Is your e-mail address (e-mail address)? 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 then I will send it to you for approval or any changes. The ad will not 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. You can send it to me at (yearbook e-mail address).

Manager: Sounds great. (Get all paperwork completed and find out if the merchant wants to pay now or later before hanging up the telephone).

Successful Sales Pitch with Objection

Student: "Hello Mr. Colwell, thank you for taking this time out of your day to meet with me."
"I'm (student) and I'm on the yearbook staff at (school)."

Manager: "Oh, glad to have the time to chat with you."

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 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?"

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 and students love to read it. The parents love it just as much! We have even received some awards and recognition for our work." (Be ready to say something positive and outstanding about your book).

Manager: "Wow! 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 have not, but I know a good amount of your students and their parents come through the car wash every day. So why should I advertise?"

Student: "First, your ad will be seen by hundreds, maybe thousands, of people. Second, I know that at least (number) of students at (school) will view your ad. Third, 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. **(Conduct and have ready some 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 \$15 per wash. That is 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 know a lot of people have been going to the cheaper car wash down the street, so my business is struggling. I do not 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 cannot afford not to buy the advertising. By simply buying ad space from us, I am 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 does not 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 does not sound like a bad deal. So how much money are we talking? I am 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: 'll take a half page.

Student: Are you sure you do not want a full page? The larger the ad, the cheaper per square inch it is. (Do not settle-Ask for more).

Manager: I am sure. I cannot afford the full page. I will stick with the half page.

Student: That is great Thank you so much. I will fill out the contract and e-mail to you but let's 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: I do have a little ad I used once in the local weekly paper. Could you use that?

Student: Yes. I will just note any changes you want to it. Once the ad is done, I will e-mail it to you for approval or any changes. The ad won't be run until you sign off with final approval.

Manager: Sounds great.

Student: Thank you.

Unsuccessful Sales Pitch with Objection

- Student: "Hello Mr. Colwell, thank you for taking this time out of your day to meet with me."
"I'm (student) and I'm on the yearbook staff at (school)."
- Manager: "Oh, glad to have the time to chat with you."
- 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 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?"
- 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 and students love to read it. The parents love it just as much! We have even received some awards and recognition for our work." (Be ready to say something positive and outstanding about your book).
- Manager: "Wow! 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 have not, but I know a good amount of your students and their parents come through the car wash every day. So why should I advertise?
- Student: First, your ad will be seen by hundreds, maybe thousands, of people. Second, I know that at least (number) of students at (school) will view your ad. Third, 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. **(Conduct and have ready some 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 \$15 per wash. That is 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 each 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 am still not sold. I just do not think it's right for my business. But if 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 is 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. **(If your prices have been constant, let them know)**. 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 do not 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 is fine. I understand your situation. I wish we could have worked out a deal, but I am glad we were able to chat. I hope the business continues its success and if you ever change your mind, let us know. (Could you sponsor a page in the yearbook? If I send you my Advertising Refusal Form, could you sign it? I just need to show my teacher that I talked to you and tried to make the sale). **Have a backup plan with they say no.**

Manager: Absolutely! You were a great salesman. It just is not the right situation for me right now. I wish you best of luck in your future sales. You will find the right businesses, I'm sure.

Student: Thank you again, Mr. Colwell.

Originally written by Mark Chapline

Assignment:

The following objections are commonly heard when selling business ads. Role play or explain how you would respond to the following concerns and questions. Try to think of at least two responses you could give to the following objections.

1. "Yearbooks are using put on the shelf after a few weeks. I don't see what I get back from taking an ad out in your yearbook."

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2. "I purchased an ad from you two years ago and the wrong telephone number was listed."

3. "I really don't understand the importance of a yearbook. I do not see the value of a yearbook. Aren't most people not buying yearbooks these days?"

4. "The yearbook staff down the road at Central has much larger book and the yearbook seems much better. I think I prefer to take out an ad from them."

5. "Most of the people who shop with me are not from your district. I think you are too far away so I prefer not to buy an ad from you."
