

Sales time

Now that you have prepared for the meeting, the time to make the sale has come. When making a sales pitch, students should dress in business professional attire – a tie, button-down shirt and dress slacks for guys and a dress or nice blouse with dress pants or skirt for girls. Wearing nice clothing will boost your confidence and make a good first impression on the business. Also, make sure to arrive early to the appointment. Being late will make you more nervous and could hurt your chances of making the sale.

Script Outline

Below is a script with instructions and explanations provided on how to act, when to use the items in the sales packet and why certain verbiage should be used.

Opening

(Firmly shake person's hand) "Hello, Mr./Ms. _____, thank you again for taking the time to meet with me today. I am very excited to tell you what we at (*name of yearbook*) have to offer you."

Manager might begin small talk, such as asking what grade you are in or how old you are. This is a great way to calm your nerves or break the ice of the conversation. Just try to be as relaxed and personal as you can.

Sales pitch

After you open and introduce yourself, it's time to get down to business. This is when you explain the advertising policies and give the information that will convince the business to buy advertising.

"So like I said to you on the phone when we first spoke, I believe your business would benefit greatly from advertising in this year's publication of (*name of yearbook*)."

Bring out a copy of last year's book and let them look through it while you give them general info about it. This can include number of pages, number of students that buy the book, when the book is delivered, and awards the book has received.

Explain reasons to advertise in the book. "Now since you know a bit about the book, let me explain to you how it could help you promote your business. By purchasing advertising space, you will be able to target an entire school of students, as well as their parents and faculty. Not only would you be promoting what your business has to offer, but you are also demonstrating that your business cares about supporting the community."

This is when you should state all of your reasons to buy and significant facts from your market analysis, which you did during the prep-stage. For example: "As you can see from this market analysis that the yearbook staff conducted earlier this year, 75% of our 1,000 students eat out at a local restaurant with their friends at least once a week, each spending an average of \$15. That's more than \$11,000 a week of potential business waiting to come through your doors." You see, don't just state the facts, connect the facts to a bigger selling point.

Explain your advertising process. "All of that being said, here are the options and services we can provide you. We offer three different sizes of ads: full page ad for (price), half page for (price) and quarter page for (price). The larger the space you buy, the lower the cost per square inch." This is now the time to state what different services you offer, such as advertising design or copy writing. Businesses might want to design their ads themselves or let you and your staff produce them. It doesn't really matter which one they choose, as long as they get exactly what they want.

Objections

“After hearing all of that, do you have any questions for me?” *This is the time when the manager might ask a typical objection question. Typical objections include:*

- **“Advertising rates appear to be too high, I don’t think I can afford that.” Or “my advertising budget is used up.”**
You can suggest that the ad will be printed in many books and will reach a wide audience of students, parents and faculty. The money spent will return in the form of new business.
- **“Business is poor.”**
You should suggest that today is the time to bolster that business through advertising in your publication. Business grows when advertising money is well spent.
- **“I didn’t have major results from previous ads.”**
You should suggest that repetition leaves a lasting impression. Why not try again?
- **“Business is booming. I don’t need to advertise.”**
You should suggest they keep the momentum by placing an ad in the yearbook.

Close

It’s time to close the deal. Ask a question to get a commitment from the customer. DO NOT just ask “do you want an ad?” Ask them in a way which gives them a purchase choice.

“Would you like a full-page ad or would a half-page work best for you?”