



# YEARBOOK SALES USING SALES TABLES



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Sales tables are a great way to physically take your sales to potential buyers, increasing your revenue. This guide will help you successfully use sales tables by:

- Recommending events for using them
- Providing a supply list for a well-equipped table
- Offering ideas for promotion
- Providing additional information about using them at fall registration events

Let's get started!

## SALES TABLE LOCATION

**Place your sales table in a high foot-traffic location where people would be likely to buy a yearbook.**

**Think about school events that parents attend.**

- Registration — Place your table in sequence with other stations that parents must visit during the registration process; avoid placing your table with the other organizations promoting their ventures.
- Back-to-School night/Open House
- Homecoming events — Also sell leftover books from previous years (but don't discount the price because yearbooks increase in value with time, and you don't want to train people that they can get them cheaper if they wait).
- Parent/Teacher conferences
- Fun nights/special events
- Holiday events — Promote the yearbook as a gift.
- Sports events — Consider which regular games and tournaments would be best for sales. Give a script about the sale to game announcers, radio commentators and web-streaming announcers.
- Band/Orchestra/Choir concerts
- Dance corps performances
- Plays
- Talent show
- Graduation ceremony — Sell extra books or pre-sell for next year.



## Think about school events/areas where students are

- Lunch period (cafeteria)
- School's commons area
- Assemblies
- Outside the yearbook room

## Think outside the school

- Contact businesses, such as grocery stores, to sell yearbooks out front.
- Contact radio stations to arrange promotions. Combine with an event at a local business for maximum impact. Encourage radio stations to give out small prizes.
- Set up a sales table at community festivals. Contact your town's Chamber of Commerce to arrange this.
- Have a sales table at memorial events such as a 5K run/walk or marathons and donate a \$1 from each book sold. Give back and create a sense of urgency to buy!
- Set up a sales table at local parades, and ask if you can enter a yearbook float in the homecoming parade to raise awareness of the yearbook.

## Recommended materials for your sales table

- One or more laptop computers for online ordering with internet connection — you may need wireless internet cards if you cannot connect to the school's network or if your event is away from school.
- Order forms for people unable to pay online at your event
- Cash box — Do not turn away cash buyers; start with enough money to make change.
- Receipt booklet
- Accept payments via Square, Venmo or PayPal (Learn how by visiting [squareup.com](https://squareup.com), [venmo.com](https://venmo.com) or [paypal.com/here](https://paypal.com/here).)
- Power cords
- One or more tables, depending on the number of order-taking stations
- Assign one person per laptop/table and at least one person to work the crowd.
- Large banners or signs as advertisements around and outside the sales table area.
- Yearbook Snap examples to get people excited
- A table skirt or tablecloth, for a professional appearance,.
- Display previous volumes of your yearbook so people get an idea of what they are buying
- Pens and paper
- Flyers or postcards to promote [yearbookforever.com](https://yearbookforever.com) and get sales from people who come to the sales table but are not prepared to buy today.
- "I bought a yearbook" stickers to buyers, so they can be a walking promotion for your sale. Print using labels.

# PROMOTION

The key to a successful event is to promote it before, during and after. Look for ways to draw attention to your sales event that are different than those used by all the other organizations hawking their products.

## Before the event

- Consider using a QR code to directly link to your school store or any upcoming yearbook promotions.
- Create flyers and postcards — Put ordering information on it and distribute. You can also give to people at the table who do not order.
- Make large signs — Put these up around school, inside and out, before the sales event to promote it.
- Make more large signs — Place in high-traffic areas near your sales table to promote yearbookforever.com. Place signs to greet people from all directions and lead them to your table. Signs must be visible even if a crowd is standing in front of the sales table.
- Wear promotional T-shirts, buttons and/or stickers that promote the event.
- Enlist the faculty and staff. Give them promotional T-shirts, buttons and/or stickers. Try to get 100% participation; maybe stagger the participation during the week. For example, the cafeteria staff wears shirts one day and front office and administrators on another.
- Offer discounted books or free options during your event. For example, if the sales table is at a sporting event, assign one player as the Yearbook Player of the Week and each time that player scores, give a discount option for books purchased during that event.
  - Note: Never offer your book for less than your lowest price. This will train people to wait for a better price instead of buying early. Determine other ways to get the audience excited and involved with the event and your sales.
- Spread the word using:
  - School website
  - PA announcements
  - Tiktok, Snapchat, Facebook, Twitter, Instagram, and other social sites
  - School newspaper
  - Parent newsletter
  - School's automated phone messaging system
  - Script for game announcers
  - Posters
  - Locker stuffers
  - Car window flyers, making them look like parking tickets to get attention
  - Email to parents promoting upcoming sales table events

## During the event

- Make it easy to find yearbook staff members by having them wear a staff T-shirt or special promotional shirt at the sales table.
- While one person is assigned to each computer, assign at least one person to work the crowd. Get the entire staff involved; create a staff contest to see who can attract the most people to the sales table.
- Greet people arriving, making sure they know the yearbook is on sale and where.
- Thank people leaving, especially those wearing the "I bought a yearbook" sticker or button.
- Hand out flyers or postcards to non-buyers promoting the next event or alternative ways to order.
- Collect email addresses. If parents are unable to purchase the book at the event, get their email address so you can send them a personalized message after the event.
- Make sure everyone working the sales table knows when the next event is scheduled and knows to direct people to yearbookforever.com.
- Do whatever you can to keep your event visible. Have a "dress as my parents did as seniors" contest, or ask faculty to dress as they would have in high school.
- Have games to draw attention, such as ladder ball or trivia questions; let winners earn discounts on the yearbook or free options like a clear book protector.
- Work with other clubs for cross-promotion. For example, give yearbook sales flyers to concession stand workers to hand to people as they buy food. Get the workers to ask, "Have you bought a yearbook?" and point people to your sales table.
- Use a "Buy a Yearbook, Get a Pass" promotion. Students who buy a yearbook get a pass redeemable with participating teachers for an excused tardy, 10 points on a quiz or other goodies.
- Have a drawing for a free yearbook or free option at your event to create a sense of urgency.

## After the event

- Identify students who have not purchased a book and contact them and their parents, promoting the next event and other ways to order a book.
- When you contact these students, tell them if they are already in the yearbook and on what page.
- Continue to promote [yearbookforever.com](http://yearbookforever.com) with PA announcements or on the school website.
- Continue to promote future events.

## Reminders

- Work with your administration and appropriate authorities about all planned sales table events prior to the event. Avoid surprises. Cooperation is the key to success.
- Test the internet connection in the sales table location prior to the event.
- Don't wait until the day of the event to decide where to place your stations and signs. Make sure electricity is available where you need it. Don't assume.
- Train staff members. Make sure all participants understand their tasks. Practice.
- Arrive early enough to get all signs and stations up and ready.
- Arrive early and stay late. Don't miss sales because your station is not up and running for those arriving early and for others working the event. Don't leave early.

# MAKE YOUR EVENT STAND OUT

Order some cool swag to promote your yearbook sales and sales table before, during and after your event!

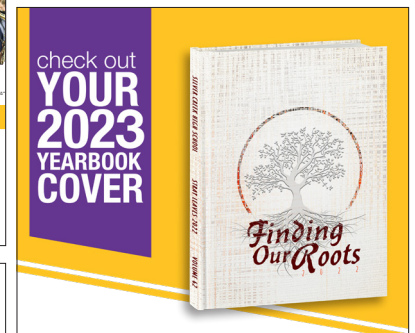
## SCHOOL CUSTOMIZED MARKETING

### Vertical vinyl banner



To order Customized Marketing, go to [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) and click on Order Customized Marketing.

### Flyers and Postcards



Buy your 2023 Silver Creek yearbook and remember these days forever.  
Cost: \$55

Deadline: April 15

Don't wait — if you want to personalize the book, namestamping starts at \$6 extra and must be purchased before Jan. 30!

#### To purchase:

- To use a credit card, debit card or PayPal, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name.
- For cash, check or money order, bring payment made out to Silver Creek to the main office.

Don't miss out — buy a yearbook today!

Walsworth yearbooks [yearbookforever.com](http://yearbookforever.com) ORDER TODAY Limited quantity available!

**Walsworth yearbooks**  
Fairfield High School  
1000 E. Main St.  
Fairfield, MO 64401  
Friends and fun, classes and clubs...  
It will all be in the yearbook.  
Cost:  
• \$50 through Sept. 15 (Best Value)  
• \$30 Sept. 16 - Dec. 15  
• \$40 Dec. 16 - Feb. 15  
Don't wait — if you want to personalize the book, namestamping starts at \$6 extra and must be purchased by Jan. 30.  
To purchase:  
• To use a credit card, debit card or PayPal, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name.  
• For cash, check or money order, bring payment made out to Fairfield High School Yearbook to the Fairfield High School Yearbook Office.  
Buy a 2022 yearbook today!

### Buttons



To order buttons and the horizontal banner, email your order to [kit.department@walsworth.com](mailto:kit.department@walsworth.com).

### Horizontal vinyl banner



# ADDITIONAL INFO FOR REGISTRATION AND BACK-TO-SCHOOL EVENTS

Schools that start selling during registration sell most of their books early in the school year. It's a fact! Just imagine how great it would be to get most of your sales done before school even starts. It would save you so much time and frustration throughout the year!

Sales tables at registration and back-to-school events need a little more planning, a few more items and some TLC.

- Use this guide to gather the items you will need for a sales table at registration or other events early in the school year.
- Check out the items on page 7 to see if you can use them to promote sales during registration.
- Then use the checklist on pages 8 and 9 to stay organized and get your sales table ready in plenty of time.

## FEE PAGE LINE ITEM COPY

One of the most important things you can do for registration/back-to-school is make sure the yearbook is listed as a line item on the fee page (if your school hands one out) in the registration/back-to-school events information. The fee page usually only lists the item and then a price. However, if your page accepts more text explaining what an item is, you can choose to use some of the below write your own.

## PHONE SCRIPTS

Also consider giving phone scripts to the front office staff and sending all-calls. Scripts for registration/back-to-school events and for other situations are available at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) under Market to Parents.

### Option 1

Yearbook \_\_\_\_\_ \$ \_\_\_\_\_

### Option 2

Yearbook \_\_\_\_\_ \$ \_\_\_\_\_

The (yearbook name) yearbook is an invaluable keepsake your student will treasure forever.

### Option 3

Yearbook \_\_\_\_\_ \$ \_\_\_\_\_

The (yearbook name) yearbook, making memories last forever.

### Option 4

Yearbook \_\_\_\_\_ \$ \_\_\_\_\_

The score of the big game. The name of the girl in English class. The clothes and hairstyles. The (yearbook name) yearbook will help your student remember all this and more forever.

### Option 5

Yearbook \_\_\_\_\_ \$ \_\_\_\_\_

The score of the big game. The name of the girl in English class. The clothes and hairstyles. Buy the (yearbook name) yearbook today to help your student remember all this and more tomorrow.

# BACK-TO-SCHOOL EVENT CHECKLIST FOR YOUR MARKETING MANAGER

Take some or all of the ideas and suggestions listed here and adapt them to your school and situation. Planning, practice and preparing for the unexpected are the best ways to create successful sales events.

## 12 WEEKS BEFORE EVENT

- Work with adviser/administrator to determine event time and location.
- Reserve location (if necessary).
- Submit copy for registration book.
- Submit line item copy for fee page.
- Consider selling the yearbook for a special price during the event.

## 10 WEEKS BEFORE EVENT

- Contact Walsworth to order event materials:
  - Horizontal vinyl banner
  - Vertical vinyl banner
  - Buttons
  - Customized posters
  - Customized flyers
  - Order forms

## 6 WEEKS BEFORE EVENT

- Submit event copy for school paper.
- Submit event copy for school website.
- Work with adviser/administrator to:
  - Set up an All-call message to parents
  - Gather parent email addresses
  - Get table and chairs
  - Reserve school laptops for online ordering at event

## 4 WEEKS BEFORE EVENT

- Send first email telling parents yearbooks will be on sale at event.
- If accepting cash orders, get cash box, calculators and receipt booklet.
- Hang up posters at school.
- Give custom flyers to front office to hand out to parents.
- Ask mascot if they'll appear at your table.
- Give phone script to school receptionist. Ask them to remind parents about event and to buy a yearbook.
- Assign staff/volunteers to work event.
- Agree on uniform/dress for event.

## 1-2 WEEKS BEFORE EVENT

- Determine where to place tables, chairs and posters.
- Confirm in writing volunteer duties at event (arrival, expectations, clean up, departure).
- Make sure items ordered from Walsworth have arrived or will arrive before event.
- Send all-call message to parents.
- Send second email one week prior, reminding parents yearbooks will be on sale at event.
- Find a Bluetooth speaker to use.
- Start social media posts.

## WEEK OF EVENT

- Send out parent reminder email about yearbook table at event.
- Confirm table and chairs for event.
- Confirm school laptops for event.
- Purchase decorations to draw attention to your table: crepe paper, balloons, tablecloth, confetti in school colors.
- If accepting cash, make sure cash box is stocked with change.
- Create music playlist to draw in a crowd.
- Confirm student workers/volunteers.
- Confirm mascot will be there.
- Pick up laptops.
- Post reminders on social media.





## DAY OF EVENT

- Set up sales table.
  - Place vinyl banner outside.
  - Place posters around school.
  - Set up table.
  - Set up vertical vinyl banner next to table.
  - Set up laptops.
  - Set out buttons.
  - Set out order forms.
  - Set out flyers.
  - Set up Bluetooth speaker.
  - Post reminders on social media.

## DURING EVENT

- Place volunteers at entrances to hand out flyers and direct people to your yearbook table.
- Place volunteers at exits to make sure parents ordered a yearbook.
- Play music.
- Hand out buttons to parents who stopped by the table.
- Post pictures on social media.

## END OF EVENT

- Clean up.
- Return area to original condition.
- Place all items of value in secure location (cash box, laptops, Bluetooth speaker).
- Return table and chairs to appropriate locations.

## AFTER EVENT

- Return laptop rentals.
- Enter all cash sales from event into database.
- Write thank you notes to all volunteers.
- Keep track of new ideas and areas of improvement for the next event.

# KNOW WHERE TO GO

## KNOW WHERE TO GO

- For help with any of these items and more ideas, visit [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing).
- For questions, email us at [marketingyearbooks@walsworth.com](mailto:marketingyearbooks@walsworth.com).
- The Online Sales URL is [yearbookforever.com](http://yearbookforever.com).
- Order Customized Marketing at [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing).
- Send Customized Marketing questions to [schoolmarketing@walsworth.com](mailto:schoolmarketing@walsworth.com).
- Walsworth Yearbooks' website is [walsworthyyearbooks.com](http://walsworthyyearbooks.com).



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