

Ad Selling "Script," 2013-2014

Directions: Use the following script to help you sell advertisements. The script is a guideline, so use your judgment when deciding what exactly the customer needs and what we can provide. Always start with return customers, family members, seniors you know, or business that interest you personally. Good luck!

1. Warm, Inviting Greeting (Hi, my name is... and I'm calling from...)
2. Ask to speak to a manager or someone in charge of purchasing.
3. Establish why you are calling and what our organization is about (member of the Belleview High School Yearbook class; calling to find out if your organization might be interested in purchasing an advertisement in our upcoming 2013-2014 yearbook)
 - If yes, proceed to next question.
 - If person is NOT INTERESTED, proceed to #7.
 - If you have called at a bad time, schedule a time to call back or to visit in person. Make sure to record this in your Log sheet (in Duotang)
4. Explain reasons to buy:
 - Full-color, 224 page, 100 pound paper (thickest)
 - Yearbook is published in May of 2014
 - Yearbook reaches a target audience of 1400, 14-18 year olds and approximately 3000-5000, 35-55 year-old parents, guardians, and caregivers.
 - Offer Facebook and orientation advertising.
 - Students, even those without jobs, spend an average of \$150/week on products and services in and around the North Florida area. Their parents spend at least twice as much.

TIP: Try to link how placing an with boost their business (for example, if selling to a pet store, explain how buying an ad might potential boost sales of a product or service they are currently selling)

5. Explain prices (always start with highest first):
 - \$350 Full page
 - \$200 ½ page (1/2 page or larger receives free Facebook advertising and free orientation advertising)
 - \$125 ¼ page (1/4 page or larger receives free orientation advertising)
 - \$100 1/8 page
 - \$75 Business card size
 - Deadline for purchasing is 10.31.13

We also offer additional services, such as photography and advertisement design if interested (for extra money)

Businesses don't need to pay today (Hampton will set that up later, since I am the only one who can collect money and write receipts)

6. Ask them if they'd like to purchase a certain size of yearbook advertisement, or if they would prefer talking in person. Whatever the response, make sure to record this contact in your Log sheet (in Duotang).
 - If yes, thank the customer for their time and patience and tell them the yearbook adviser will be calling them within a few days.
 - If they prefer talking in person, schedule a time for you to come in after school or on the weekend
 - If no, go to #7.
7. If customer was not interested in creating an advertisement, ask them if they would consider making a donation of supplies or any monetary amount for the yearbook fund. Donors will be included in a special section of our yearbook to help show their community support.