

Journalism I-IV
2014-2015 Ad Script
Mr. Jonathan Hampton

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. And, good luck!

1. Start with a **warm, inviting greeting** (“Hi, my name is... and I’m a student from...”)
2. Ask to **speak to a manager** or someone in charge of purchasing.
 - If not available, ask if anyone else is available to discuss purchasing an advertisement in our 2014-2015 yearbook.
 - If no, then schedule a time to call or come back.
3. **Establish why you are calling** (“I am a member of the *Belleview High School* Yearbook class; would you be interested in supporting our program by purchasing an advertisement in our yearbook this year?”)
 - 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. Ask if they would like to know the **features of our yearbook**. If yes:
 - Yearbook is full-color, 224 pages, 100 pound paper (thickest) and published in May of 2015.
 - Reaches a target audience of 1400, 14-18 year olds and approximately 3000-5000, 35-55 year-old parents, guardians, and caregivers.
 - Advertisements can show a new product, service, or sale they are currently running.
5. Ask if you can **explain the sizes and prices** (always start with highest first):
 - \$350 Full page
 - \$200 ½ page
 - \$125 ¼ page
 - \$75 1/8 page
 - \$50 Business card size
 - Deadline for purchasing is **12.19.14**
 - We also offer photography services (free with 1-page ad; local businesses only)

If they ask for my contact number, it’s **671-6210**.

If they need an **official document from the school**, ask for a fax number or email address and sent them the “**Ad Information**” form found on the jhampton.pbworks.com site.

6. **Are they interested in purchasing an ad?**
 - If yes, take the customer’s information and arrange a time to pick up their money (checks only)...deliver it to Hampton.
 - If they prefer talking in person before deciding, schedule a time to come in after school or on the weekend. Make sure to bring the **Ad Information form** found on the jhampton.pbworks.com site.
 - If no, thank the customer for their time. Next, fill out a **rejection notice**, found on the jhampton.pbworks.com site. Make sure to get a representative from that business to sign off on it. Leave the rejection slips on Hampton’s desk at the end of class.
7. **Record this contact** in your Log sheet (in Duotang).