

# South River High School

## *Tides* Yearbook Summer Assignment



Student's Name \_\_\_\_\_

**South River High School**  
Home of the *Seahawks*

### Selling Yearbook Ads

**Purpose:** To represent the SRHS Yearbook team as a sales person and BOOST our ad sales!

**Tasks:**

- Make at least four ad sales calls “attempts” (with completed call confirmation sheets)
- Attempt to generate at least \$300 in ad sales. (Grade based on attempt not actual sale)
- Record your progress in the charts on page two, and bring your cash/checks to Ms. Zimmerman in the main office *within 5 days of each sale*. Attach all receipts.
- Type a reflection about your sales experience.

**Incentives and Requirements:**

You must complete your tasks and “attempt” to sell a minimum of four business ads by **September 6**. That gives you 3 months! *If a business prospect declines to buy an ad, be sure to ask the business owner or manager to indicate why on the call confirmation sheet for future reference.* Failure to meet your required ad sales attempts will result in a failing grade for this assignment. **Without ads the Yearbook could not exist!** If any individual sells more than \$500 in ad sales a **FREE** yearbook will be awarded.

**Evaluation:** Upon completing all of the above tasks your assignment will be marked “complete/yes” and the total number of 100 points will be awarded. If you miss any of the goals outlined above, your assignment will be marked as “incomplete/no” and you will need to meet with the Adviser (Mrs. Rospigliosi). Fill out the chart on page two to record your progress—this must be handed in along with the receipts and a typed reflection on the first day of class.

### My Sales Schedule:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Sale? \_\_\_ Yes \_\_\_ No Amount: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Sale? \_\_\_ Yes \_\_\_ No Amount: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Sale? \_\_\_ Yes \_\_\_ No Amount: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Sale? \_\_\_ Yes \_\_\_ No Amount: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Sale? \_\_\_ Yes \_\_\_ No Amount: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Sale? \_\_\_ Yes \_\_\_ No Amount: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Sale? \_\_\_ Yes \_\_\_ No Amount: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Sale? \_\_\_ Yes \_\_\_ No Amount: \_\_\_\_\_

### My Cash/Check Deposits:

*All cash/checks must be delivered to **Ms. Zimmerman** in the main office at South River High School within 5 days of receipt. Deposits can be made Monday-Thursday 8:00 a.m. -2:00 p.m.*

**\*Ms. Zimmerman will give you a receipt for each deposit. All receipts must be attached.**

## Reflection:

You must complete a typed reflection (MLA format) that addresses the following questions. I am looking for deep insight here!

1. Describe your sales experience. Include a discussion about your sales effort, skills and ability. How did your approach or success rate change over the weeks?
2. What will you always remember about this sales experience?
3. What suggestions would you make to me or another student/staff member for the next sales launch?

## Tips for Successful Sales Calls:

### Sample Script for Ad Sales:

Hello. My name is \_\_\_\_\_ and I am a member of the South River High School yearbook staff. Could I please speak to the person in charge of advertising?

*(speaking with person in charge of advertising)* Hello. My name is \_\_\_\_\_ and I am a member of the South River High School yearbook staff. *(If applicable say...)* We appreciate your past support and would like to ask you to once again place an ad in our yearbook. Here is a copy of the ad that you purchased last year *(use your yearbook)*. Would you be interested in purchasing an ad for our yearbook? *(Give them the letter and discuss the types of available ad space and pricing options.)*

*(If they say no, then...)* I understand. Thank you very much for your time. Would you mind filling out a call confirmation sheet to provide me feedback on our meeting? *(Provide them with the call confirmation sheet, and thank them again for their time before you leave.)*

*(If they say yes, then...)* Thank you so much! Could you please complete my call confirmation sheet? Thank you. I have marked that you would like a \_\_\_\_\_ ad at a cost of \$\_\_\_\_\_. Would you like to provide us with the ad (electronic or print) or would you prefer that we create one for you? *(Get all information and a business card if they purchased a business card ad, or something with their logo if we are going to create the ad for them)*. How would you like to handle payment for the ad? Would you like to provide me with cash/check now, or is there a time that I could return to pick it up? *(If they prefer to mail it, the school's address is on the letter and they should send it to ATTN: Ms. Zimmerman-Yearbook Business Ad)*. Thank you so much for supporting our high school and the *Tides* Yearbook staff!

### Before the Sales Call

- Create a prospect list of past supporters, family, friends, neighbors, realtors, doctors, dentists, nail/hair salons, etc.
- Contact business owner or manager ahead of time to schedule an appointment—don't just drop in!
- Review the provided "sample script" and practice your talking points.

### During the Sales Call

- Conduct yourself professionally and make a good impression—it makes a difference!
  - Dress appropriately/professionally when selling ads—nice pants and a nice shirt is preferred. You want to portray yourself as a business professional.
  - Turn off your cellphone and don't take calls, send text messages, or play games.
  - Don't play with the merchandise while waiting.
  - Don't eat or chew gum. Don't take your friends!
- Introduce yourself to the business owner or manager and shake hands. **Ask for a business card.**
- Present the business manager or owner with the signed letter (add your signature beforehand) and use the talking points you practiced to discuss why you are there, the ad purchase options and pricing structure, etc.
- If you have a yearbook from this year, bring it with you so you can show them how awesome our yearbook is and why they should want to be included! Make sure to show them the advertisements section so they can picture their own ad in our yearbook.
- Answer any questions they may have about our school, yearbook program, etc. If there is something you can't answer, don't get nervous, just tell them you will find out and get back to them or suggest they contact the Yearbook Adviser for more information (Mrs. Rospigliosi's contact information is in the letter).
- If they say "yes" make sure you get their business card (contact information) and determine if they will provide the ad electronically. *(If it's a business card ad purchase, we can just scan their business card; if it's a quarter/half/full page ad purchase, they can send us an ad electronically or request that we create one for them and we will follow up with a proof for their approval.)* Also determine if they will be paying by cash or check, and if you will need to pick up the payment from them then or come back later. They can also mail payment to the school if they prefer—the address is on the letter and they can send it to **ATTN: Ms. Zimmerman (Yearbook Ad)**. *If they request an invoice for payment, contact an Editor-in-Chief or Mrs. Rospigliosi for follow-up.*
- **Thank them for their time!** Even if they are a "no" make sure that you show appreciation for the time they spent with you. Also ask them to complete a sales call confirmation sheet for you. (You do not need one for each sales call, but FOUR must be completed as part of this assignment.)

**After the Sales Call**

- Make sure to bring any cash/checks for deposit to Ms. Zimmerman (her office is in the main office at South River High School) within **five** days of receipt. ***Checks have to be reissued if they are not deposited in time, so please don't delay!*** Make sure to obtain Ms. Zimmerman's signature and fill out the chart on page two for each deposit.
- Record your sales call in the chart on page two and keep a file of any information that needs to be retained and delivered to Mrs. Rospigliosi at the beginning of the school year (e.g., business cards, electronic ad files, print ads for scanning, etc.)

**If you have any questions about the summer assignment, please contact Mrs. Rospigliosi—  
don't wait until the first day of school!**