

# ONE-TO-ONE SELLING

## THE BEST WAY TO SELL THE REST OF YOUR YEARBOOKS!

### Have you sold more than 90% of the students at your school a yearbook already this year?

We hope you have, but if you haven't, we want to give you a concrete plan for selling any remaining yearbooks to get you to that goal.

This plan works when you have less than 10% of your books still to sell. It is based on one-to-one selling by your yearbook staff to less than ten students each.

If you have 10 students on your staff and more than 100 books left to sell then please see the Sell It box in your Yearbook Kit for the best way to mass market your book to your entire school.

But we are pretty sure that all of you have already sold the majority of your yearbooks and you only need to sell a few more to reach your goal of 90% of your students purchasing a yearbook this year.

If this is the case in your school, then follow the easy steps at left and you should be able to sell those books in no time.

### Step 1: Where are you?

Let's say you have 1,000 students in your school, you have sold 900 of those students yearbooks, and you want to make sure that the last 100 students buy one. And let's say you have 20 people on your yearbook staff. Get a list of those students who have not purchased a yearbook.

### Step 2: Divide logically

Divide the list up so that each person on your staff is responsible for five prospective buyers. If you have only 10 staffers, give everyone 10. More than 10 is usually too many.

Make sure and divide the list logically. That means give seniors, seniors, give friends their friends. Make it as easy for your staffers to talk to their prospects as possible.

Then make it a competition among the members of your staff. Have prizes for the staffers who sell yearbooks to all five or 10 of the people the staffers are assigned.

### Step 3: Remind them

It is very likely that half the students who have still not purchased a yearbook have just forgotten. So start with a reminder. That reminder can start as an e-mail, a text message or even an old fashion-

ed note, stuffed in their locker. Just something that says, "According to yearbook staff records, you haven't purchased a yearbook yet." Then give them a way to buy the book. Explain in the message exactly what they have to do to purchase a book. Follow up with another reminder within a few days if they don't buy at that point.

### Step 4: Get personal

When they still haven't bought, each staffer should make a point to find those students some time during the school day and simply remind them in person and ask them if they plan to buy. If they say no, try to find out why. Then come back to the yearbook staff and brainstorm how to overcome their particular objection.

For instance, if a student says he isn't going to buy the yearbook because he isn't usually in the book, go back and find out how many times he is in the book and let him know.

### Step 5: Call Mom

Or Dad for that matter. Parents often value yearbooks a lot more than their kids. When you are in high school, it seems like you know everyone, and you will remember everything. Parents realize that their children won't remember any more classmates

than they do. Parents understand the value of their memories. So if you have done steps 4 and 5, it's time to make an evening phone call to the parents. Just let them know that Mary (or Tom) hasn't bought a yearbook yet and did they want to make sure they got one. This is especially important if the student non-buyer is a senior. Then you will have parents calling at the end of the year complaining because no one told them that they were going to miss the yearbook sales deadline.

You might also suggest that a yearbook would make a great holiday gift.



### Step 6: Help some

This can be a sensitive subject so if you hear back from someone on your staff that a certain student would really like a yearbook but honestly can't afford one. See if you can find a way to make that happen. Many schools have ASB or booster club funds available for this type of situation, but you need to handle it yourself.

### Not all but most

We are betting that if everyone gives this their total effort for two weeks, you can sell at least 60% of the remaining students yearbooks. What have you got to lose?

