

HERFF JONES

DISTRIBUTION DAY CHECKLIST

BEST PRACTICES FOR SUCCESSFUL YEARBOOK SALES AT EVENTS

- ☐ Will you be moving boxes and setting up tables?
- ☐ How will you hand out dust jackets and autograph supplements?
- ☐ Think through how you'll hand out personalized books (without mixing up any names)!
- ☐ Will students need places to sign books? Will it be a party atmosphere?
- ☐ How will students prove their payment? Did you know Herff Jones has wristbands you can hand out as an entry ticket?
- ☐ Check out yearbookdiscoveries.com > products for all the goodies you need to pull off the best yearbook day ever.
- ☐ Make a kit for last-minute sales with a receipt book, computer, pens and envelopes. Make sure you have staffers assigned to this duty.
- ☐ Print a distribution list from eBusiness and resolve any potential issues such as duplicate orders, balances due, missing information or students who have moved.
- ☐ You should receive name plates in time to check spelling and cross-check against your eBusiness list. You may even have time to order replacements before distribution.
- ☐ When books arrive, take a minute to have a special reveal moment with your editors and staffers. Make it special and take lots of pictures!
- ☐ Inspect and count all of your books when they arrive. If there are problems, contact your rep immediately.
- ☐ Don't forget to pull extra books for your classroom, administrators and the library. Don't sell every single book right away. When you get down to about five books, start a waiting list and sell them once the dust settles.
- ☐ Even after books deliver, keep entering all sales into eBusiness so your records are correct. You'll want to use those reports next year.

