

# MAKE IT EASY...

## *Simplify the purchase process*

In order to successfully garner yearbook sales, the buying process must be super simple. It is your and the yearbook staff's job to make buying the yearbook one of the easiest processes ever. Many schools use the Yearbook Order Center to sell books in which case, clear direction to the site and instructions once there are absolutely necessary. No parent wants to navigate a website without clear instructions, especially when it comes to spending their money. This could be a time when posters, eBlasts, announcements and other communication outlets can be used most efficiently to list the website, login with school number, deadlines etc. Simplifying the process is the most important thing you can do for your buyers.

Some schools choose not to use Yearbook Order Center. They have traditional sales that are held in the school, and perhaps with order forms mailed home to parents. If this is the case, make sure you have all the information needed to order a yearbook (location, time, date, payment type etc.) advertised in advance throughout the school or stated very clearly on the letter and order form sent home. Also include purchase deadlines, and be sure to reiterate those dates so no one misses out.

Having both options is also a possibility. There is more flexibility, but there is more to keep track of, so still make sure you are thorough when you let parents know all the important details. Let them know they have the option to choose how they buy — online or in person. Advertise dates, times, deadlines just as you would if you were offering only one option. Keep them informed throughout the year to eliminate any ambiguity or questions.

- Find out from the school finance office if they can accept payment by cash, checks or credit cards. Whatever the policy is, be sure to clearly share that information with buyers.
- Using the Herff Jones eBusiness software program is a great way to keep track of yearbook sales that are completed either on campus or online.
- The Yearbook Order Center allows yearbook purchasers to buy with a credit card and provides an accurate sales log for the yearbook business staff as well as the school's financial office. More and more schools are going strictly to the HJ Yearbook Order Center as a way to avoid students needing to handle money from book sales.
- Regardless of whether you are doing yearbook sales on campus, through the Yearbook Order Center or a combination of the two systems, it is imperative to publicize dates, prices and final ordering dates.
- If books are being sold on campus during parent events, be sure to have sufficient sales stations and workers to make it a fast and efficient process.

No matter which way your school chooses to sell the yearbook, your goal is to make it as easy as possible for buyers. Ease of purchasing can help increase sales. So, whether you hold actual face-to-face sales or direct buyers to the Yearbook Order Center, make sure they know what to do, how to pay, when to pay and when to order by. Make sure to reiterate these details throughout the year, not just once, since the yearbook is on sale for the majority of the school year. Do this, and your sales will be stronger.

