

# SELLING MADE EASY

**Herff Jones knows the book only matters if you can sell it. Here's how we help.**

## **eBusiness**

- ▶ Our online business management tool offers popular features such as name list importing and personalization options in addition to book/package/ad/school merchandise sales with in-school receipt printing and reports.
- ▶ eBusiness is integrated with our order center and inventories the same items and packages you sell in school.

## **Sales Assist**

- ▶ We conduct an engaging email campaign to remind parents and guardians about the importance of yearbook and the possibility of purchasing books and ads. The calls to action direct buyers to our sales center. Provide us with email addresses, and we will take care of the rest.

## **Send and Sell**

- ▶ If you can't share your parent email list, that's O.K., too! Create your own email campaigns with prewritten emails in Send and Sell. Just input your email list, pick a banner and a message and watch the sales roll in.

## **Sales posters and banners**

- ▶ Let students, teachers and parents know it's time to buy a yearbook.

## **Create and Share**

- ▶ Use our fliers, or create your own. Here you can drag and drop our templates to customize, print and place all around your school.

## **Coverage reports**

- ▶ Run coverage reports on eDesign, our proprietary design software, to determine who is on which page. Then let everyone know they're in the book!

## **Sales merchandise**

- ▶ Purchase everything from "you're in the yearbook" cards to banners to buttons to distribution day decorations. Find it all on [yearbookdiscoveries.com](http://yearbookdiscoveries.com).