

HERFF JONES

# SALES EVENT CHECKLIST

## BEST PRACTICES FOR SUCCESSFUL YEARBOOK SALES AT EVENTS

### PRIOR TO THE BIG DAY

- Promote your event and the price of your book as an opportunity for parents to pay less by buying early in the year. Make sure they understand they are earning an early-bird discount on the book's official price. Focus on positive language around pricing. "Discount" sounds so much better than "prices are going up."
- Gain approval to set up a yearbook station/table at registration, back-to-school night, parent-teacher conferences, any event that draws parents to the school.
- If the school requires parents to visit stations and go through a checklist, make sure to get the yearbook table on that list.
- Upload a student data list to eBusiness. Try to include parent info and email addresses. Go to Set Up > Set Up Sales to get started.
- Order yearbook banners and directional signage from [YearbookDiscoveries.com](http://YearbookDiscoveries.com) > Shop
- Request permission to have a computer lab open so parents can order online through Yearbook Order Center. Provide laminated instructions by each computer. If this is not possible, bring laptops or iPads to your table.
- Send home or email a sales order flyer to parents PRIOR to the event. Request that parents fill out the form and return it with a check at your event. Critical info on form: Job number, student name, parent email, amount paid, and check number so a receipt can be sent.

### ON THE BIG DAY

- Make sure you are setup and ready for parents to make online purchases.
- If you are accepting cash, you will need to have change and a cashbox.
- If you are accepting checks you will want to record the student's name alongside the parent's name, the check number and the amount of the payment.
- Be prepared to write receipts at the event to save time later.
- Have flyers or cards with the Yearbook Order Center address and the order number to hand out to parents.
- Collect names and email addresses from parents who don't purchase at the event but who wish to be reminded later.

