

GETTING BOOKS DISTRIBUTED

There are so many details wrapped up in the actual book hand-off. Here are things to consider.

GET YOUR LIST STRAIGHT

- ▶ Make sure not to pull the distribution report until all of the book sales are accounted for – and consider a one- to two-day “black out period” where last-minute buyers will need to wait and purchase at the distribution event. Taking too many last-minute orders causes confusion. Divide up your distribution list based on the number of buyers. Divide it up into more tables to make sure there aren’t long lines. Make clear signs for each table.
- ▶ Download your distribution report as an Excel doc and sort it to match how the tables are set up – alphabetically or by grade level. Pump up the font size so it’s easy to read and print multiple copies.

REHEARSE THE HAND-OFF

- ▶ Decide how you will keep up with which books have been picked up – highlighter, strike out, having buyers initial next to their name. All are good methods, just make sure the whole staff is on the same page and it’s done consistently.
- ▶ Consider using wrist bands and/or tickets to make sure students get what they ordered.
- ▶ Here’s one way:
 1. Print the final distribution report
 2. Using Excel/Microsoft Mail Merge create a label with all of the important information (student name, grade, plain or personalized book, etc.).
 3. Print the labels and put them on an index card or some other item that students can turn in at the table.
 4. Some students will inevitably lose this card or their wristbands, so enlist homeroom teachers in handing these out. Even better if you can figure out a way to distribute them right before the event.

NOTES TO REVIEW WITH YOUR STAFF

- ▶ Be mentally prepared for problems. There are always glitches. Such is life. Just keep smiling.
- ▶ Students will SWEAR they have bought a book when you have no record of it. Prepare for this. The great thing about Yearbook Order Center is that parents will have received an email at the time of purchase. Ask mom or dad to search for yearbookordercenter@herffjones.com.

▶ If you sell in-school, you should be using a receipt system. Herff Jones offers receipt books to customers. Even one of these situations will make you a believer.

▶ Remember, these are TEACHABLE moments for your staffers. Teach them basic customer service skills: take a deep breath, remain calm at all times, expect mistakes. No one is perfect, and we are all on the same team.

▶ Assume that someone will come to you with evidence of a mistake in the book. Be calm, apologize, take down their information and let the adviser deal with it. This is a good time to refer to your policy on selling your book. (See the [Selling Your Book](#) section of [LearnYBK.com](#))