

OVERRUNS SALES SCRIPT

If you received overrun books, then you have an opportunity. Extra yearbooks mean more happy readers.

SAMPLE SCRIPT:

► Use this as a guide to create your own custom message to your community.

“Hello my name is [FIRST AND LAST NAME] and I am representing [SCHOOL NAME'S] yearbook program. This year, we were fortunate enough to receive some extra books and we thought of you. We thought you might use a yearbook [YOUR IDEA HERE] or to attract new employees to our area and show off our great schools.”

IF THEY AGREE: Offer to drop off a book by a certain date and ask them to make a check out to your yearbook program. Enter the sale into eBusiness and print an invoice just in case they need one to cut the check.

IF THEY SAY NO: Thank them for their time, but end with something like this:

“We only have 10 books left, so if you change your mind, please be sure to contact [ADVISER NAME].”

[PROVIDE CONTACT INFO: PHONE/EMAIL]