Do you sell yearbooks?
Do you want an easy and cost-free way to remind parents to buy?
Do you want an easy way to track your yearbook sales?

Sales Assist may be your answer.

OVERVIEW
How do I sign up?

- Get a whole-school student roster in Excel or similar format. Include student names, grades and parent email addresses. (Mailing addresses are great to have too, but not essential for this process.)
- Set up your eBusiness sales and upload your student list into eBusiness.
- Ask your rep to set up your Sales Assist account.

STEP-BY-STEP
What do I do first?

- Get a copy of our your school calendar and our Sales Assist Calendar from your rep.
- Set up eBusiness:
    - On **MyHJYearbook.com**, under the Setup tab, go to Setup Sales.
    - If you're new to eBusiness, under the Learn tab, go to eBusiness Help.
    - Work your way through the Setup Sales menu on the left and get help from your sales representative as needed.
    - If you are using tiered pricing, make sure the dates of your price increases match the dates on the Sales Assist calendar. And, make sure your in-school sales messages line up as well.
- Once eBusiness is set up and your name list is loaded, you are ready for your sales representative to sign you up. Refer to the email calendar, and with your rep, decide when your campaign should start.
- Make sure your in-school sales are entered and up-to-date in eBusiness two days before each send. You can use **Task Manager** to set deadlines for yourself!
- Make your in-school sales announcements match the message timing for Sales Assist. For example, there's a message just before Halloween, so think about an in-school campaign like, "Haven't bought a yearbook yet? That's so scary!"
- Keep an eye on your copy-count deadline, which is Jan. 27 (or May 11 if you have a summer/fall delivery book). This is the day you have to set the number of copies you will buy for the year. You don't want to sell too many or too few.

ADDITIONAL INFO
I need help with the list!

- Start with your administrative or guidance office.
- Remind your principal, Sales Assist takes a lot of work off your plate and helps keep your yearbook program healthy.
- Administration will need to get all of the new students enrolled before pulling your list. This means less work for you. However, you can always enter new students into eBusiness.
- Refer to our privacy policy and FERPA information sheet at **herff.ly/FERPA** (Canadian schools, go to **herff.ly/PIPEDA**)
- Contact our Technical Support Advisers if you need help with the upload.
- Contact your Sales Representative if you need help navigating privacy issues.

HERFF **H** JONES.