

SALES CONSIDERATIONS

SELLING THE YEARBOOK

- ▶ Decide where/how yearbooks will be sold (online through Yearbook Order Center, in-school sales or both).
- ▶ It is imperative to keep accurate records of all sales (talk to your rep about using eBusiness.)
- ▶ Do you need to be involved or does someone at school handle it?

PARENT/DEDICATION AD OR BUSINESS AD SALES

Ads can be sold to help offset the cost of the book, but you must plan ahead if you choose to do this.

- ▶ Will the dedication ads be available for all students or just the “graduating” class?
- ▶ Extra pages may be needed so discuss this with your yearbook rep.
- ▶ If you sell these types of ads, talk to your rep about Online Ad Creation.

YEARBOOK BUDGET

- ▶ Determine your sales goal. Is it to sell yearbooks for a profit as a fundraiser or keep prices down for your school community?
- ▶ Pay attention to your per copy price as you increase or decrease your page and copy count.
- ▶ Are there funds left over from last year’s book?
- ▶ Are you expected to keep a balance in the account after the book is paid for?
- ▶ Where will funds come from when or if a payment is needed for the invoice?

HOW MANY BOOKS TO ORDER

- ▶ If school enrollment has changed significantly, it may mean changing the number of books ordered which will affect your budget.
- ▶ Review last year’s sales - if all books were sold, you may need to consider increasing the order number (discuss with rep and principal.)
- ▶ Unsold books are bad news! If you overestimate your sales and end up with extra books, you still have to pay for them.
- ▶ Overselling is worse news. Once your copy count is set, it’s set. Contact your rep immediately if you find yourself in this situation.