



ADVISER ASSISTANCE



VARSITY YEARBOOK

Reaching parents can be easier

If you're concerned about book sales, now's the time to sign up for **Sales Assist for Books (and Senior Ads)**. Our data shows that schools using Sales Assist have seen significant increases in sales. And, advisers in the program say they love the ease of using Sales Assist instead of collecting money. [Click here to learn more](#) and get started.

How to start the magic of Sales Assist:

1. [Obtain a list](#) of student names, grade levels, and parent emails from your front office.
2. Upload the list to eBusiness and ensure your sales are active in the Yearbook Order Center with an accurate book count.
3. Connect with your rep to activate Sales Assist for Books and/or Senior Ads.
4. [Mark email send dates](#) on your calendar to avoid overwhelming parents' inboxes.

Once you're signed up, parents will receive emails with links to purchase, and they're removed from the list after they buy. It's simple and effective!



eDesign Tip of the Week:

Schedule additional parent communications around Sales Assist through [eDesign's Send and Sell](#). Reference the Sales Assist calendar before emailing.

Need to rewind? All previous [Adviser Assistance emails](#) are available on their own page.



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