

HELP! We have...

Unsold Yearbooks

Your book sales are over. You have ordered your yearbooks, and you have an extra 100 yearbooks that have not been sold, but have been ordered. Every night when you go to sleep, you worry about them. Well, let us help you get rid of that worry. Here is a one-week plan to sell 100 additional books. You will need 10 people working hard. If you need to sell more books, run the plan a second week.

Before you start

Sort your book's index on the number of appearances in the book from students who appear the most down to the least. If Joe Smith was in the book 12 times, he may be number one, and Bob Jones, who was in the book once may be number 1,000.

List the students in the yearbook as buyers (those who have bought a yearbook) or non-buyers (those who have not).

Compare the two lists. What you are looking for is people who appear in the book but have not bought a book yet. Create a master list of those people.

The week of the sale

Divide your list up among your staff members on Monday. Take the top 100 students who have not bought a book but are in the book numer-

ous times. As an example, if you have 16 staff members, each staffer will have a list of around six students on their individual lists. Plan and rehearse a one-on-one sales talk they can make in person or on the phone.

Your staff approaches all target students on Tuesday, talks to them, lets them know how many times they are in the book and gives them a sales form due back to that staffer by Thursday.

Remind the prospective buying students (in person, by phone, e-mail or IM) on Wednesday to remember to bring their money and where to take it.

Find the target sales prospects on Thursday to get the sales and collect the money. Any prospects who have not purchased are asked if they would like your staff to call their parents and try to sell them a book. Those calls are made on Thursday night.

Again, a sales script and rehearsal are a big help.

Thursday evening, call parents (especially parents of seniors). Let them know that their son or daughter is pictured in the yearbook and has not bought one yet. Offer them a chance to purchase a book. Make sure they know that if they don't buy



one at this time, it may well be their last chance.

One small note here: make sure to check in with your staff each day of the week to make sure they are on task and have contacted their sales prospects. As the adviser, you, should do a few spot checks with those students to make sure they were contacted by the staff.

Do it again

This should net you about 60 to 70 buyers out of the first

You don't have to strangle your sales prospects; just sell them a yearbook!

100. Continue to do this each week until you have worked through your list. Of course, you will have done a great job of making sure that everyone in your school is in your book at least three times. Because you did that, you won't have anyone who might be on a list of people with no pictures in the book, and this is great because it means that your extra books should be easy to sell.