



Lesson Plan

GOALS AND OBJECTIVES

Students will understand, practice and learn skills for successfully selling yearbook advertising.

1. Students will recognize why advertising is essential for a financially solvent yearbook.
2. Students will identify the four steps of a successful advertising campaign – prepare, train, run the campaign, follow up.
3. Students will demonstrate successful selling skills by responding appropriately to objections to close a sale.
4. Students will recognize the importance of gathering accurate information and payment from advertisers.

RESOURCE MATERIALS

The following resource materials are provided by Jostens to assist with your yearbook advertising sales campaign:

- Kick-off Letter
- Ad Packet
- Tips for Selling an Ad handout

Advertising (Module 23) of the *1,2,3 Student Yearbook Guide*, pages 142B-147B. A copy of the *1,2,3 Student Yearbook Guide* is provided in the Plan It! Kit in the Jostens Yearbook Kit.

STEPS FOR SUCCESS

STEP 1: Prepare

Before beginning the sales campaign, the yearbook adviser and staff needs to prepare by:

- Creating a target list of businesses, groups and patrons, etc. who might be interested in advertising in the yearbook. Enter target list on Yearbook Avenue.
- Send Kick-off Letter to targets.
- Assign targets to specific ad sales teams.
- Collect permission slips.
- Prepare ad packets for ad sales teams.

STEP 2: Train

Before ad sales teams make sales calls, training is essential:

- Motivate students.
- Review Ad Packet materials and how to use.
- Distribute and teach Tips for Selling Ads handout.
- Practice role-playing.

STEP 3: Run the Campaign

- Send student teams out to call on the businesses on their target lists.



STEP 4: Follow Up

- Tally sales.
- Give out awards to individual/team achievers.
- Determine businesses that need to be contacted again and follow-up.
- Enter sales on Yearbook Avenue.
- Write thank-you notes and send invoices.
- Design and proof advertisements for the yearbook.

ONE-DAY TIMELINE

Using this approach, students will sell advertising in a single, focused day dedicated to the activity. For best results, use a teacher work day, a field trip day or summer break. The one-day approach is suggested for situations where students are not allowed to leave campus during class to sell advertising.

- Train students in the morning. (approximately 1.5 hours)
- Send student ad teams out. (approximately 4 hours)
- Collect advertising orders, payments and sales log sheets. (30 minutes)
- Have a party or celebration. (30 minutes)

FIVE-DAY TIMELINE

If students are permitted to leave campus during yearbook class, the adviser might consider devoting a week for the advertising unit. Note that the adviser and editors will need to prepare Ad Packets the week before.

- **DAY 1:** Training and role playing.
- **DAY 2:** Selling.
- **DAY 3:** Selling.
- **DAY 4:** Selling.
- **DAY 5:** Collect advertising orders, payments and sales log sheets, follow up by sending thank-you notes and invoices, review experience, celebrate success.

GRADING AND EVALUATION

Advisers should clearly indicate in writing how students will be evaluated before they begin making sales calls. Many advisers are more comfortable placing emphasis on the number of sales calls rather than the income generated:

- **SALES CALLS:** The number of sales calls made by the student ad team as documented on the sales log sheets. [50%]
- **SALES:** Dollars generated by sales team. [20%]
- **ACCURATE RECORDS:** Gathering accurate information and payment from advertisers. [15%]
- **FOLLOW UP:** Sales entered on Yearbook Avenue, thank-you notes and invoices mailed, advertisements designed and proofed. [15%]