

### **Football Program Ad Selling Tips and Taking Order**

The businesses most likely to buy ads are those who know you well. Most important however is comparing this to the protected ad list. The protected ad list is a list of businesses that purchased ads last year from someone in an RHS organization. The person who sold the ad last year originally, gets that businesses ad the next year. If that person doesn't sell the ad then it becomes the ad of someone within that organization to get. If the ad isn't sold by June 1st, it will be placed on a list of businesses that were not contacted and it would become available to the other people at RHS to sell. The protected ad list is available on the Eaglette website or contact Joan Wunderlich @ wunderjoan@hotmail.com 469 438 2886. So before you start selling ads, check the protected ad list to make sure this business is not on that list. If it is, look elsewhere until you are later informed of the updated list.

#### **Be sure and take the following with you each time you go to sell ads:**

- Contracts
- Camera
- "Sorry I missed you" letters with your contact information completed
- Last year's Spring Show program

#### **Making the Sale**

- Introduce yourself as a Richardson High School student and a member of the Eaglette Drill Team
- Explain that you are selling ads for the 2011 Football season program, and this helps fundraise money for your individual Eaglette account, social officer or dance officer account.
- Show the potential buyer ads in the 2010 Football program
- Let the customer know that these programs are provided for purchase at every home football game. More than 1500 of these programs are sold annually. This is a great opportunity to be actively involved in supporting the local school. (Supporting the community!)

#### **The Order Form**

- Fill out the order form completely with the customer. It will guide you through the sale.
  - Discuss the ad size and price
    - Show them actual ads in the book so they can see the actual sizes and quality.
    - Price range from \$85-\$550 depending on the size. The prices are on the contract
    - They can order their ad in color or in black and white
  - Be sure to ask if they want an Eaglette Member to be in the ad picture
    - Explain that ads get the most attention when Eaglettes members are pictured in the ads. Ask if they want Eaglettes in the photo, offer for them to also be in the photo with you
- Since a Richardson student in the ad draws more attention to the ad than a coupon, ask if their ad could include a discount by presenting a valid student ID. (then note that on the order form)
- Take a picture or schedule a time to take a picture if needed. If you take the photo be sure you take them in "Large File" "High Resolution", "fine" option on your camera.
- Eaglettes should be in matching clothes in the picture or in clothes provided by the customer. (use common sense here, no swim wear, no alcohol in picture, ect...)

- If businesses are submitting their own ad photos ask them to submit their ad photos in high resolution digital form (.jpg or pdf, eps, or Tiff).
- Mark Paid on form only when payment is received
- Tear off the back copy (pink) and give to the customer WHEN THEY HAVE PAID
  - Please make two copies of the completed form. Keep one copy if you sell an ad to someone and they are sending in their own ad and/or are sending in their money direct please email Miss Hamiter a copy of the ad so you'll have it on record.
    - We do this so we can prove we sold the ad, and the money will go into the appropriate account. Example –Betty Eaglette sold an ad to Embassy Suites and the check came later from corporate with totally different name on it and they had no clue what/who it was for. If we have a copy of this on file we will have no problem proving where the money should go.
  - Please also send Joan Wunderlich @ [wunderjoan@hotmail.com](mailto:wunderjoan@hotmail.com) a copy
- SAY THANK YOU!!!! (and a thank you note makes a huge impression!)

## Sorry I missed you.....

Richardson High School

Eaglette Football Ad Sale

Please contact me when the most convenient time to come in and talk to about possibly purchasing a RHS Football Program Ad

Eaglette Name: \_\_\_\_\_

Eaglette Email : \_\_\_\_\_

Best Phone Number I can be reached at: \_\_\_\_\_

## Sorry I missed you.....

Richardson High School

Eaglette Football Ad Sale

Please contact me when the most convenient time to come in and talk to about possibly purchasing a RHS Football Program Ad

Eaglette Name: \_\_\_\_\_

Eaglette Email : \_\_\_\_\_

Best Phone Number I can be reached at: \_\_\_\_\_