

Ad Sales Quick Tip Sheet

DO...

- ✓ Prepare before you go – review script, past purchase history, contact name, etc.
- ✓ Introduce yourself clearly and confidently
- ✓ Ask to speak to the manager or owner
- ✓ Present your request with confidence, clearly explaining the exposure of the ad to the community and benefit to the business – show last year's ad in the Choral Program if available
- ✓ Complete all information on the Sponsor Form and leave with Sponsor to send in with payment
- ✓ Review the ad specifications with the sponsor, offering designer services if no digital ad exists (or if they need updates) – prices on Sponsor Form
- ✓ Ask repeat Sponsors if they would like to purchase a larger ad this year
- ✓ Log each communication with your businesses on the Contact Log
- ✓ Review the next steps with the Sponsor – submitting ad and payment
- ✓ Follow-up with the Sponsor as needed to receive the electronic ad and payment by July 26, 2019
- ✓ Thank the Sponsor and invite them to your performances this season
- ✓ Update the status of your visit in Sign-up Genius (Initial Contact Made, Sale Pending, Sale Completed, Not Interested This Year, Not Interested Ever – Do Not Visit Again)
- ✓ Write and deliver a personal Thank You note to the business

DON'T...

- ❖ Assume the first person who greets you can make the decision to buy an ad
- ❖ Leave your form with someone who is not the decision maker
- ❖ End the conversation without agreeing on next steps/follow-up (unless the answer is a definite "no")
- ❖ Take rejection personally. Many of these businesses are asked to, and do regularly, donate to ZCHS activities.

Note: If approaching a chain business like Meijer, Dunkin Donuts, Smoothie King, etc., you may have to go through Corporate Headquarters to make your request. Ask who you can contact at Corporate and collect contact information for you to make your ask.