

MUSIC OF THE KNIGHT

Ad Book Sales Tips

1. **Begin selling early** – Local businesses are asked to financially support numerous school related organizations. Sometimes the first few organizations are told yes by a business owner, while the rest lose out.
2. **Always sell in person** – The most effective way to sell ads is face to face with the owner of the business. Get right out there and knock on some doors!
3. **Play the numbers** – Remember that selling is a numbers game. No matter who you are and what you are selling, some people are going to say yes while others will say no. Don't let this discourage you.
4. **Make a day of it** – Go with a friend and hit one business after another in a certain area of town. Alternate between the two of you.
5. **Practice your pitch** – It might go something like this “*I’m _____ with the Southington High blue Knights Marching Band. Would you like to support the arts in Southington AND promote your business by placing an ad in our MUSIC OF THE KNIGHT program guide.*”
6. **Be organized** – Have everything you need to make a sale. Show your prospect last year's Ad Book. Have the sign-up sheets and Proud Sponsor fliers handy.
7. **Be resourceful** – Ask your parents and relatives if they know of people in town that might own a business and ask them to take out an ad.
8. **Study last year's book** – Last year's book is a great source for leads. These businesses have supported the Band in the past and will likely do so again if asked.
9. **Leave with the order** – If they say they will send it in, most likely they won't. So don't leave materials behind in hopes that they will mail the order in.
10. **Submit orders as you get them** – don't wait until the last minute to turn in paperwork and checks. Be sure all checks are made out to Southington Band Backers.