Tips for Ad Sales Meetings (Face-to-Face):

* + Professional dress: Dress appropriately. The advertiser will take you more seriously.
  + What to take: Carry contracts, past newspapers, and a pen.
  + Smile! Attitude goes a long way!
  + Ask for the manager or person in charge of advertising.
  + Introduce yourself by name, staff position, and name of publication, *The Talon*, while shaking the person’s hand firmly and making eye contact.
  + Use your charm and build rapport. Comment on the store and its importance for teens or establish some kind of rapport with the manager before you try to sell him/her an ad. Make sure you have thought about this prior to going to the store.
  + Show manager the size ad you are selling and samples of past ads, if possible.
  + Ask the manager what size he/she would like to buy, *not if* he/she wants to buy (Don't give manager a chance to say 'no') Remind the manager that he can pay in the month of ad publication. Try to sell for the multiple issues or the entire year if possible.
  + If they decide to purchase an ad, you can take their money or check made payable to LHS Newspaper right then, or if they prefer, we can bill them.
  + Do not take rejection personally if the manager does not want an ad.
  + If the business does want an ad, fill out information on contract, leaving nothing blank
  + Get clean artwork on a white or light-colored background or get their email so we can acquire it digitally.
  + Thank the manager whether they bought an ad or not. Do not burn bridges.

Contacting Potential Advertisers Via Telephone:

Hi, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and I am a \_\_\_\_\_\_\_\_\_ (reporter/editor/etc.) for the *The Talon*, Landstown High School’s student newspaper. I am calling prestigious companies such as yours to tell you about advertising opportunities. We would like to create a link between the community businesses and the school by giving you a chance to advertise through our publication. Our school's population is now over 2,200 students and has about 200 faculty members, which means that more than 2,400 people will be seeing your advertisement. When would be the best time to meet with you to discuss rates and show you some samples of our paper?