

Taking an Order

The businesses most likely to buy ads are those who know you well.

Start with those people first. Use the leads you were given but Don't Stop There!

- **Introduce yourself** as a Hebron High School student and a member of the Hebron High School Silver Wings Drill Team.
- **Explain** that we are having a Spring Show in April 2022, and we are selling ad space in the program to fund the production (costumes, lighting, music, props, etc.)
- Let your customer know that the **programs are provided FREE** to ticket holders at all performances of the Spring Show.
- This is a **great opportunity** to be actively involved in the community and show their support for the local school. (**Supporting their community!**)
- **Fill out the order form COMPLETELY** with your customer. It will guide you through the sale.
- Discuss the ad size and price. Prices range from \$75 to \$400 depending on the size (except back covers).
- Special requests for ad placement will only be considered for full and half price ads on a first come basis as space permits. Please clearly document any special requests in the space provided.
- Remind them that **1/8th page ads are for BUSINESS CARDS ONLY**. No photos will be inserted into these ads unless the business card already has a photo on it. No personal ads 1/8th page size will be available with a photo.
- Take the picture or schedule a time to take a picture if needed:
 - Explain that ads get the most attention when Hebron Silver Wings Drill Team members are pictured in the ads. Ask if they want Silver Wings Members in the photo, offer for them to also be in the photo with you.
 - If they inquire about including a coupon on the ad, explain that district guidelines do not allow coupons on the ads, and add that seeing a Hebron Student in the ad draws more attention to the ad than a coupon.
 - **Silver Wings members should be in matching clothes in the picture or in clothes provided by the customer.** (Use your common sense here - no swim wear, etc...)
- Mark PAID on the form *only when payment is received*.
- Make a copy of the contract **and give to the customer WHEN THEY HAVE PAID**.
- This is their receipt. If the customer needs an invoice to pay from, you will need to make a copy.
- **The contract is to be turned in to Mrs. Bowling** with payment. Artwork should be emailed directly to springshow@hebronsilverwings.org.
- **SAY THANK YOU! (AND A THANK YOU NOTE MAKES A HUGE IMPRESSION!)**