



Advantages of a Simple Idea Package Selling

When you stop for a quick burger and a drink, but leave with fries and dessert, too, you have experienced package selling at its best. One of the best sales techniques around, package selling can help you get the most out of your yearbook sales.

First, ask what kind of extras the students are interested in, and what's been popular in the past. Once you determine what they want, build your packages accordingly. For example, develop three different packages, beginning with your "base" model, and work up to "fully loaded," like this:

PACKAGE #1

Yearbook
One-Line Name Stamp

PACKAGE #2

Yearbook
Two-Line Name Stamp
World Yearbook

PACKAGE #3

Yearbook
Two-Line Name Stamp
World Yearbook
Plastic Dust Jacket

Remember, the point of package selling is to offer students a better value for items as they buy more. This will give students the products they want for prices they like, while at the same time increasing sales and making money for the yearbook program.

- Charge more for each item in your package than what you paid for it. Make profit on each item.
- Most people will buy the middle package. Build the most profit in the middle package.
- Use the template on the YOUR MONEY CD to create package flyers.
- Use packages, not price, as an incentive to buy early!