

What does a **Yearbook Sales Manager** do?

The **Yearbook Sales Manager** gets the book & all your hard work into the hands of your primary audiences: students, parents and community.

HIGH SCHOOL: A yearbook staff member or student in a business-oriented club on campus. This person should have an interest in marketing, promotions, public relations, sales and/or management. This person does NOT necessarily work on the production of the yearbook.

MIDDLE SCHOOL: A student or teacher. If this is a student, see description above.

ELEMENTARY SCHOOL: A PTO parent or teacher with an interest in assisting the yearbook program and driving sales on campus. This parent or teacher should be someone with interest in promotions.

SALES MANAGER Job Description

- Completes the **Yearbook Sales Manager (YSM) Enrollment**
- Executes a simple marketing strategy with the help of the **YSM Enrollment Plan**
- Keeps track of promotions on checklist poster
- Receives monthly tips & ideas from Balfour's marketing team
- Instructs and motivates staff members on sales campaign techniques
- Keeps records of all yearbook purchases
- Organizes an event to distribute the yearbook
- Oversees the yearbook distribution

LEARNED SKILLS IN THIS POSITION:

- The sales manager position nurtures entrepreneurial skills:
- Recognizing opportunities
 - Identifying strategies
 - Acquiring resources
 - Charting progress
 - Developing interpersonal communication
 - Managing a budget (revenue & expense)
 - Managing & training staff

At the high school level, this student could receive credit for taking on this responsibility as independent study with the business department or DECA program.

All YSMs will receive a fun starter kit as a gift.