

Program Book Ad Sales

1. Speak clearly and introduce yourself as a member of the Savannah Children's Choir
2. You are calling to set an appointment to speak with them about an opportunity with the Savannah Children's Choir
3. Give them a couple of options ("I could come by tomorrow after school at 4pm")
4. Be on time
5. Walk in and ask for the contact by name. Look them in the eyes, shake their hands and thank them for taking time out to speak with you.
6. Introduce yourself, your age, and that you are in the Savannah Children's Choir
7. Explain that the program book is distributed at SCC performances including the Vienna Boys Choir, Night at the Opera, Holiday Concert and more.
8. Explain that the proceeds from the program book are used for the travel fund. Tell them that we are going to Ireland (Premier) and Asheville (Prep).

Here are some common questions

Question

Answer

How many books are printed?

About 3,000 throughout the season

What kind of events?

Opera, family concerts, and more.

Why should I advertise?

Long shelf life, reaches families with children and concert-going individuals.

Urgency

If you get your ad in by the October 1, you'll be in the Vienna Boys Choir program!

The sale does not end with collection of check.

1. Send thank you note (you will need to keep their name and address)
2. Drop a copy of the program book off to them
3. Invite them to events
4. Send postcard while on tour