

2010 – 2011 FCS Business Directory Selling Tip and Fact Sheet

- Always Be Courteous.
- Take the time to listen to them. Answer their questions, and if you don't know an answer, then tell them someone from FCS will call them with an answer.
- Directory sales go from JUNE to Friday, SEPTEMBER 30, 2011. LAST DAY TO TURN IN ADS IS Friday, September 30th, 2011.
- Directory will be put together, printed and issued in November.
- Ads will go for one full year. November 2011 to November 2012.
- Student will keep approximately 50% of the profits (after administrative and printing costs). Our goal is to get more printing money donated. LOOK FOR PRINTING MONEY DONATIONS.
- Once you go out to a business, send an email to the school telling the following information. Check the list on the website WEEKLY to see the open and closed businesses.
- Take a directory and many application copies with you. DO NOT GIVE AWAY YOUR DIRECTORY COPY (we only have a certain amount printed.)
- **THIS IS MANDATORY.** To prevent students from going to the same business OVER AND OVER, TURN IN THE BUSINESS TRACKING FORM DAILY, and ad materials, if they take an ad, to any FCS Front Office (Baseline, Grand, or Preschool). THIS WAY, WE PREVENT OVERLAP AND ANGRY BUSINESSES.
- Be sure to bring in your completed YES ads with all the paperwork and the companies checks and turn them into the front office of any of the 3 campuses.
- A list will be kept up, and placed on the FCS website, so you can keep track of visited businesses. SO CHECK THE WEBSITE REGULARLY TO SEE IF A BUSINESS HAS BEEN VISITED.
- IMPORTANT NOTICE !!!!!.....The inside back cover and back cover will be given to the first person to turn in that ad with the correct paperwork, and the payment for the ad from the company. Remember, it is a first come, first sold ad.....SO TURN IN THAT AD IMMEDIATELY. DON'T WAIT....because even if there are 2 people to turn in the ad form, it will be given to the first to arrive at Mr. Kitchel's DESK.
- Revised 5/27/11.

- Sample text of selling an ad to a business.
- FCS person: Hi, my name is “__”, and I attend Foothill Christian School, which is part of Foothill Christian Church, in Glendora. We are celebrating our 45th year. We are trying to raise money that will benefit programs at our school, as well as raise money for a Washington DC trip that I will take as an 8th grader.
- A few years ago, we started a business directory that features businesses in the area. Over the last 6 years, over 600 businesses covering 35 different cities throughout Southern California have advertised with us. (*show them your sample directory, and the location photo of businesses*).
- We are what you would call a traveling school. We have families come to our school from many different areas. From Glendale to Rancho Cucamonga, and as far south as Fullerton.
- We have over 1000 students at 2 campuses. Every student in the school gets a copy, as well as some of our businesses distribute the directories for us, thus increasing the distribution area.
- Would you be interested in taking an ad out in our directory?
- IF THEY ARE INTERESTED:
- Here is our price list of ad sizes.
- We have different ad sizes available. (THEN RUN THROUGH THE DIFFERENT SIZES FROM THE APPLICATION), and see which one they would like.
- Tell them to fill out the application, and the tracking form, and that we would prefer an electronic version, camera-ready, ad if they have it. If they do not have one ready, we can also scan in their ad. They can either give you the materials, ***or they can email them.***
- IF THEY NEED HELP DESIGNING AN AD.....
- Refer them to David Bauer 626-335-0463, and we can help them with their ad for an extra fee of \$50-\$80, depending on work required.
- Checks payable to Foothill Christian School.
- In the MEMO line, write FCS Business Directory.
- Then collect the money, the ad, and say goodbye.

- IF THEY ARE NOT INTERESTED:
- Say thank you, and leave. Then fill out the Tracking Form (only the top 3 lines), and **TURN THIS IN TO ANY FCS FRONT OFFICE DAILY**, or if during the summer, you can email the information to Foothill.
- This way we can track the businesses that everyone is visiting.
- Revised 5/27/11