**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Overcoming Objections**

*Directions: Keeping in mind our discussions about why a yearbook is still relevant and necessary, consider the following scenarios and how you might address the situation.*

1. You’ve been such a good publications staff and have distributed yearbook order forms to every student who hasn’t ordered a book yet. Sadly, not all of the students are thrilled with your tenacity. One such student, a freshman boy who plays several varsity sports and is active in several clubs, hands the order form back to you, saying, “You might as well keep this, I’m not ordering a book until I’m a senior. It’s just not necessary until then.”

What do you say?

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2. Your yearbook company has just started a new feature that allows students, parents and other members of the community to send you photos that could be used in the yearbook. Your staff is so excited that you decide to pass out fliers at the home basketball game against your biggest rival, knowing that most of the school will be there. You see one of your friends, a junior girl whom you know takes lots of photos, because she’s always posting them to Instagram. You approach her and tell her about the program, but she tells you, “Why would I need to buy a yearbook? I take so many of my own photos, and I can always see my friends’ photos on Instagram. I’ll never need an actual book to remember high school.”

What do you say?

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3. You’ve sent out an email blast to remind parents that the next yearbook sales deadline is approaching, when you receive an angry email back from a senior parent. She claims she had no idea the price of the yearbook would increase throughout the year (even though this is your third email campaign and you’ve sent several notices home). She does not understand why a yearbook needs to be so expensive and is demanding that you offer her the original price of $35 (it is now $55, and will be $60 next week). The parent claims that there is no reason for a journalism class to make money and, honestly, everyone should just get their yearbook for free anyway. Why pay for content they can get on Facebook?

What do you say?

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4. Your principal approaches you and says he has a great idea. He just went to an administrator’s meeting and found out that a neighboring school in your league has gone to an online-only yearbook. It is password-protected and the yearbook staff adds to it throughout the year. This means that *no one* has to pay for the book, it can always be changed, and you’ll never lose money. It’s a win-win! He wants you to cancel your contract with your yearbook company and switch to this new format next week.

What do you say?

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5. Now it’s time to create your own. Come up with your own scenario about talking to a student, parent, or administrator about the necessity and relevance of the yearbook in today’s society. Frame it just like the above scenarios so we can role-play with them in class tomorrow.