

JA Sales and Media Guidelines

Media

JA Companies, students and mentors, are encouraged to seek opportunities to highlight Company Program events and successes with local media outlets. Any such media opportunity must be approved by the JA Office who can provide approved messaging regarding JA and the Company Program.

Please send an email with the details of the media opportunity to your JA Program Manager in advance.

Company Sales Opportunities

JA Companies may schedule sales events in local markets, malls, etc. Once arrangements have been made with the location, event information must be forwarded to the Program Manager. At least one-week notice is required so that any necessary documents and an insurance certificate can be issued. Sales people must present themselves in a professional manner.

Companies may also choose to coordinate door-to-door sales blitzes. Such sales blitzes should be scheduled to take place outside of the normal company meeting times.

During a sales blitz, JA Companies must ensure proper safety precautions are in place:

- There must always be 2 members working together at all times
- Members are not to enter inside houses

Efforts should be made to avoid targeting the same neighborhoods repeatedly.

Any sales blitz taking place during regular program hours must be planned at least one week in advance and have the prior approval and commitment from the JA Mentors involved.

Students should not pressure Mentors to supervise sales blitzes.

Each JA Company is encouraged to coordinate their own sales opportunities.

Sales event opportunities can include setting up a sales booth

- During parent/teacher interview at your school
- Over lunch at your school
- During a community event (with appropriate permission and insurance obtained)
- At a local store (with appropriate permission and insurance obtained)
- Be creative!

The company agrees to the following rules and regulations:

1. Company members shall dress accordingly. Keep in mind who you are selling to and dress for your audience. No jeans.
2. All sales personnel, when in the display booth, are to be attentive to the customer and be available to serve him/her.
3. No more than 4 sales personnel are to be in a display booth at a time. It is the responsibility of each Company to create a schedule.
4. The company will ensure that set up and take down times are strictly followed and that adequate personnel are provided.
5. Sales shall be conducted near the display booth only.
6. All company members must abide by the rules of the hosting facility.

Sales Event Expectations

Each Company is expected to:

Company Identification

- company name visible
- identified as a JA company
- JA Charter logo displayed
- sponsoring firm clearly identified (if applicable)
- product price clearly identified
- nametags identifying all sales personnel

Knowledge of Product and JA

- able to demonstrate knowledge of product and benefits
- demonstrates knowledge of JA and the Company Program
- JA product stickers on all products
- able to identify unique product qualities
- demonstrates pride in product/company

Sales Staff

- demonstrate professional appearance
- welcoming to the public
- attentive to customers
- customer service is evident
- body language and speech of salespeople
- booth adequately staffed at all times

Salesmanship

- appropriate opening line
- ease of sale
- ability to close the sale
- sales books on hand

Appropriateness of Booth Display

- visual impact
- booth appeal; professional, attractive, neat, clean
- booth set up is welcoming to customers
- creativity of the display

