



Ten Steps to Large-Quantity, Non-Returnable, Profitable Sales

The term *special sales* is commonly used to describe sales opportunities outside of bookstores. Also referred to as non-bookstore (or non-traditional) marketing, it can be a profitable source of new revenue.

Many people dream of selling their books in large, non-returnable quantities, but most people never achieve it. They get mired in doubt, confused about how to proceed, and totally overwhelmed by the complexities of the process. To rectify that situation APSS has developed a step-by-step process that helps you get started and keep moving toward large, profitable sales.

Whether you want to sell non-fiction, fiction, children's books, cook books, or any genre, the tools in this program will lead you through this sequential process that can help you sell more books to non-bookstore buyers.

The secret to success lies in how you begin. The instructions in this kit will save you the frustration that comes from selling without a clear plan, actionable strategies and successful selling techniques.

The best way to exploit this opportunity is to divide it into two segments and sell to buyers in each according to their traditional ways of purchasing. One is the retail segment where you reach buyers using a network of middlemen. The other segment is comprised of direct sales to non-retailers that use books as marketing tools to sell more of their products or help their employees, members or students.

1) Selling to retailers. You are already familiar with this sector. You find distributors or wholesalers to get your books into retail outlets where they are sold off the shelf to consumers. Payments are made in two or three months and unsold books are returned. Examples of non-bookstore retailers are discount stores and warehouse clubs, airport stores, supermarkets and pharmacies, museums, zoos and national parks, gift shops, and specialty stores.

2. Non-retail sales. Corporations, associations, foundations, government agencies and the military buy books directly from publishers for use as premiums, incentives, sales promotions, for educational purposes, and sometimes for resale. The factor differentiating this segment from the retail sector is that you sell directly to buyers in these organizations. Sales are typically made in large quantities, returns are rare and payment is received more quickly.

Special-sales marketing is not a separate way of doing business. It is not even a new way of doing business. It is an integral part of overall marketing strategy. Simply divide non-bookstore marketing into its two component parts and you may find hundreds, if not thousands of prospective customers for your titles.

Most people do not address this vast source of large-quantity sales because they don't know how the process works, how to get started or who to contact. That is why this program was created. It gives you everything you need to know to understand the enormous opportunity for potential sales, where to find prospective buyers, how to contact them and how to negotiate large, profitable sales.

This program describes each step in the special-sales process. It gives you instructions, examples, forms and the details you need to implement a complete sales campaign. And the process can be duplicated, refined and customized to your level of skills, time and desire. Here are the files in the ten parts of this program.

Step One: Discover how special sales can increase your sales, revenue and profits

- **Map Your Course:** how to conduct a personal brainstorming session to organize and direct your efforts
- **Nine kinds of sales opportunities:** how to apply different strategies for frontlist and backlist titles
- **Seven focus points of special sales:** seven ways to direct your attention to the most profitable sales opportunities
- **A comparison of retail vs. non-retail buyers:** once you understand the pros and cons of these two segments you can approach more effectively and efficiently
- **Ten benefits of special sales:** ten reasons why you made a good decision to sell to non-bookstore buyers
- **18 tips for creating a winning book:** a quick list of the critical attributes of successful books
- **33 tips for successful book marketing:** brief reminders of all the things you can do to sell more books
- **Fastart™ checklist:** an overview of all the steps you can take and in order in which to take them

Step Two: Define your target readers and buyers

Who are the people who can benefit the most from reading your content? Who else? Where do they work? Shop? Associate? Go to school? Who could be a decision influencer? The answers to these questions will make all your promotion and selling efforts more effective and efficient.

- **How to find new buyers:** a question-and-answer document to help you find places to sell book that you probably never considered before
- **A worksheet to define target buyers:** Answer these questions about your target buyers and you will have a much better understanding of them (who, what, where, when, why and how)
- **Organize your prospects into groups:** people buy for different reasons and in different ways; group people with similar needs and purchasing habits
- **Prioritize your prospects:** rank them in the order in which you will contact them
- **Worksheet to segment target buyers:** complete this worksheet and your buyers will be in identifiable groups, waiting for you to reach out to them

Step Three: Promote

Begin your niche promotion efforts so potential readers, buyers, store managers and other prospects become familiar with you and your book's title. Continue to build your platform as you publicize, advertise, promote and sell to non-bookstore buyers.

- **Build and expand your platform:** two documents to build your special-sales platform, which is different from your trade platform
- **Promotions and channels worksheet:** fill in the blanks to plan your non-traditional promotion
- **How to build a following:** a fun, five-minute video demonstrates how to build a following
- **Writing persuasive marketing copy:** eight tips for writing more persuasive marketing pieces
- **Direct marketing tips:** how to use direct marketing to reach more prospective buyers and sell more books
- **Direct mail BEP:** This spreadsheet helps you calculate your break-even point for a direct marketing campaign
- **Trade show success:** how to use trade shows to find prospective buyers and sell more books
- **Trade show BEP:** This spreadsheet helps you calculate your break-even point for exhibiting at shows
- **How to write a persuasive press release:** new ways to get attention and write better press releases
- **Instructions for writing a press release:** step-by-step instructions for writing a business press release
- **PR ready to print:** press this button and your press release is automatically printed and ready to send
- **Get your word's worth on the air:** tips for saying the right thing to sell more book on TV and radio shows

- **Sail the Seven Cs of good media appearances:** the seven “must dos” for all media appearances
- **Marketing planner:** a worksheet to help you organize all aspects of non-traditional book promotion

Steps Four: Search for prospects among retail buyers to create new opportunities

First create your distribution channels to the different retail segments

- **How to create retail distribution:** how to design multiple distribution channels to reach a variety of retail segments
- **Create retail distribution (part two):** how to choose the best distribution partners for your product line
- **Distribution checklist:** which distributor to choose? This checklist will help you make the right decisions
- **How to create dual distribution:** how to create the most profitable combination of distribution partners
- **Distribution profit calculator:** this spreadsheet guides you to making profitable distribution combinations
- **Quick tips for effective book distribution:** 24 quick reminders to keep your distribution network running smoothly
- **Blank contract:** an example of a distribution contract
- **Contract FAQs**

Once your distribution is in place, it’s time to begin contacting your potential retail buyers, showing them how they can benefit by ordering your books through the distributors and wholesalers with which they already work

- **Webinar about selling to retailers:** view this 90-minute overview of selling to non-bookstore retailers
- **Sell to airport stores:** not just airport bookstores
- **Discount stores and warehouse clubs:** is this opportunity right for you? If so, here is how to make it happen
- **Selling to Walmart:** Want to sell through the world’s largest retailer? You might be surprised by how much they want you to contact them
- **Museums, zoos and parks:** these offer a huge and relatively untapped source of revenue – if you do it right
- **Supermarket and pharmacies:** is your content appropriate for target buyers who shop here? Find out how to get your books on these shelves
- **Home shopping networks;** a source of significant sales and exposure
- **Gift shops:** think of all the gift shops in hospitals, hotels in addition to Hallmark and Spencer Gifts, among many others
- **Book clubs:** if your timing is right, book clubs can sell books and communicate your content to a vast audience
- **Display marketing companies:** an often overlooked source of large-quantity sales

Steps Five: Search for prospects among non-retail buyers to create new opportunities

Create a prospect list to find new buyers for your books among buyers in non-retail segments. These could be marketing people, C-level executives, HR managers, sales managers, association meeting planners, and prospects at government agencies, military buyers, or at schools.

- **Webinar about selling to retailers:** view this 90-minute overview of selling to non-bookstore retailers
- **Large and small businesses:** there are millions of businesses in the US and this information will show you where to find the names of people to contact as well as all their contact information
- **Associations:** each association has multiple sources of sales
- **The academic segment:** opportunities abound from daycare centers to adult education, in formal

schools and through home schooling

- **Government agencies:** not just the federal government but buyers at the state and local level, too
- **Selling to the military – domestic:** the military exchanges sell books and there are more places to sell to military associations, book clubs, schools and more
- **Selling to the military – overseas:** the service personnel and their families buy books among many other products outside the US
- **Libraries:** do you limit your sales to public libraries? That segment represents only about 10% of all libraries

Step Six: Meetings with each prospect

Once you have a few good leads, meet with them to introduce yourself and your ideas. You may have to meet several times to set the buying criteria, objectives for the campaign, and plans about how to proceed.

- **Discover buying motives**
- **How to use the telephone to make appointments**

Step Seven: Write your proposal

Detail your plans and recommendation describing how your book will most cost-effectively reach your prospect's stated objectives. Organize this information into a proposal describing why your proposition is the best solution among competitive proposals, given the buyer's criteria. First, conduct creative sessions to come up with the best solution to buyers' problems

- **How to get more marketing ideas:** the top ten ways to make your creative sessions more productive.
- **Where to find ideas:** seven new sources of profitable book-selling ideas
- **Eliminate creative blocks:** How to get around the things that are keeping you from getting better ideas
- **Left-brainstorming:** analytical people can be creative, too – here's how

Next, price your books for maximum sales and profits

- **Pricing for special sales:** You'll be surprised to see that non-traditional pricing is almost the opposite of bookstore pricing
- **Humanize pricing:** remember that you are still selling to people, and they expect certain qualities
- **Quick pricing guide:** a one-page reminder of profitable pricing tactics

Once you have all your facts, it's time to create your proposal

- **Why companies buy books:** 12 reasons why books are better than other promotional products
- **How companies use books:** business buyers use books as premiums, gifts, and 11 other ways
- **How to write a sales proposal:** if you don't include all these parts, your proposal will fall flat
- **Ten tips for writing a proposal:** quick tips to give buyers an answer to their primary unspoken question

Step Eight: Initial presentation

Next, present your proposals to the decision makers. If there are multiple decision makers (or if the potential order is very large), you may have to return several times to meet with each, securing the agreement of every person involved in making the decision.

- **How to make a sales presentation:** 55 pages of information to help you prepare the content of your presentation and deliver it persuasively (vocally and visually); includes tips for using audio/visual aids

Step Nine: Negotiation

Rarely is your initial proposal accepted in totality. All parties typically negotiate in good faith to get the best deal. Negotiate in a way that creates long-term relationships resulting in recurring revenue.

- **Negotiation tips and tactics:** 62 pages of traps to avoid, how to handle objections and how to make

sales without high-pressure tactics

- **Ten tips for getting to *yes* after you hear *no*:** most sales are made after your prospect says no; here is how to make that happen
- **Ten sales tiebreakers:** Once buyers have reduced the list to a final few, they may ask the finalists to offer something more. Those not familiar with the negotiation process usually offer a price concession, and thereby lose the sale.

Step Ten: Service the order

Once the order is placed, track it closely to make sure the correct books are shipped at the right time in the right quantity.

- **Maintain and grow your business:** Non-retail customers can be a steady source of recurring revenue if you stay on top of each order to make sure it is delivered on time and on budget

Each of these steps could require a few weeks to complete. You can perform all these steps yourself, or you can hire promotional salespeople to do them for you (see www.premiumbookcompany.com). Regardless of who does it, all these actions should be taken in the proper sequence to close the sale, build the relationships and create lasting revenue. This package will give you everything you need to complete your journey to more sales and profits.

- **The entire ten-step program for one payment of \$199**
- **The entire ten-step program, but with the names of five potential buyers customized to your books – people you can contact today, for one payment of \$249**

Please go to www.paypal.com (account brianjud@bookapss.org) to complete the payment process. If you prefer to call with your card number, please call (860) 675-1344. Or, email your card number to BrianJud@bookapss.org. Or, let us know a time to call you for the number.

If you want someone to call you to discuss the details, let us know a number and a good time to call. The email address is BrianJud@bookapss.org. Or call me at (860) 675-1344.

We at APSS wish you success in your new journey to book-selling success in special markets.

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