



THE SALES INFORMER

Association of Publishers for Special Sales

**A monthly e-zine dedicated to helping APSS members sell more books
to more buyers, more profitably.**

Volume 4, Issue 2, Number 34 February 2016

Here is your February 2016 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Update from the Executive Director - Brian Jud

APSS Book Selling University is coming near you. Last year APSS began organizing an international network of local chapters to bring information about non-bookstore marketing to authors and publishers around the world. We now have 14 active chapters in the United States and two international chapters. Our objective is to offer members the benefits of a national organization with the opportunity for local networking, camaraderie and speakers. Here are some upcoming local meetings that can help you sell more books more profitably:

Feb 21: **APSS-Orange County** launched their chapter with its first meeting

Feb 21 – 27: **APSS-Canada** sponsored Freedom to Read Week.

Feb 23: **APSS-CT** held its quarterly in-person meeting with a Sales Training Day featuring speaker and professional salesman Guy Achtzehn

March 8: In-person launch of **APSS-New Jersey** at Seton Hall University with a brainstorming session to give attendees ideas for where and how to sell their books. RSVP to Kathy@bookAPSS.org to receive building, room and parking info.

April 1 – 2: **APSS-Canada** is holding its first Book Selling Extravaganza in Toronto (Contact Monica Palmer at monicapalmer@bookapss-canada.org for information)

April 1: **APSS-Canada** introduces the 2016 Publishing Achievement Award competition in Toronto

April 15 – 16: **APSS Nebraska** is holding its first Book Selling University (Contact Lisa Peltó at lisa@conciernemarketing.com for information)

April 29 – 30: **APSS-New Jersey** is launching with a two-day Book Selling University (<http://community.bookapss.org/page/new-jersey> for information)

May 14: **APSS-Chicago** will hold a joint one-day Book Selling University with Chicago Women in Publishing (CWIP), the Saturday after BEA. More information to come

APSS-Atlanta (Dave Savage at Dave@DaveSavage.com) and **APSS-Santa Clarita** (Willa Robinson at willa@knowledgepowerinc.com) both hold regular monthly meetings. Willa's 2015 Book Selling University was a huge success and we will duplicate that later in the year.

APSS-Santa Fe (Mary Neighbor at mary@medianeighbours.com) is planning the launch of her chapter with a Book Selling University event to be announced soon.

More information to come about similar events for **APSS-MidAtlantic, APSS-Central Florida, APSS-Nashville, APSS-Grand Rapids, APS-West Texas and APSS-Phoenix**

Our most recent chapter is **APSS-Nigeria** with Awele Illusanmi (Aweleilusanmi@bookapss.org) in charge is working on organizing her chapter. She is attending the APSS-Canada event as part of her orientation

Please get involved with an APSS Chapter near you. If you would like to start a local chapter, contact Brian Jud at BrianJud@bookapss.org

APSS Tip for Finding Potential Non-Bookstore Buyers

If retailers don't sell your books, they return them; corporate buyers do not. Therefore, buyers want to make sure they are making the right decision before committing company funds. Consequently, a typical sale might follow a lengthy sequence of events once you have a qualified list of prospective customers:

Determine buying criteria: Each sale is unique. Learn the needs of each buyer and how your content can help him or her.

Create your proposal. Buyers want to "see it in writing." You become a consultant instead of a publisher, solving their problems by detailing the ways in which they will benefit by purchasing your books.

Make your presentation. You may have to present your proposal to the decision maker, and later to various decision influencers, depending on the size of the sale.

Negotiate. Rarely will a prospective buyer accept your initial proposition as is. Be prepared for some give-and-take before you close the sale.

Confirm the sale. You are not making sales, but making customers. The second sale is much easier than the first, and generating recurring revenue may be as simple as making sure the first sale proceeds successfully.

Top Ten List By APSS

Top 10 Reasons Companies Implement Promotional Programs

1. Acquire new customers
2. Keep customers loyal
3. Increase their "share of wallet"

4. Generate goodwill
5. Increase sales, revenues and profits
6. Promote additional purchases
7. Create a sense of momentum
8. Personalize employee or customer recognition
9. Create or relate to an ongoing theme
10. Motivate or award employees

APSS Tip for Negotiating Large-Quantity Orders

Actively listen to people as they speak. Demonstrate that you understand their questions and concerns, and then deal with each in a non-confrontational manner.

How to Speak Off the Cuff Like A Pro By Anett Grant



1. Give Yourself a Structure To Start With

One way to ensure a strong start is to incorporate the questions you're asked into the beginning of your answers. For example, if someone asks you a "Why?" question, start off by saying, "One of the reasons why . . ."

2. Have a Story Or Two In Your Back Pocket

If you want to make your ideas memorable every time you're asked to share them, you'll need to have a story or two lined up and ready to go.

3. Don't Try To Be Profound

It probably isn't the best idea to wait until you have something really significant to say before speaking up. One of the keys to great impromptu speaking is a simple confidence that your input is potentially valuable even in small, modest bursts. Sometimes you can advance a conversation merely by providing your perspective.

4. Make Eye Contact, and Maintain It

You need to make consistent eye contact to project confidence, particularly in spontaneous situations. While you don't have to look exactly into your listeners' eyes, you do have to keep your gaze focused on the area around the eyes—what I call "the triangle of face"—from the eyebrows to the tip of the nose.

5. Know You Won't Be Perfect

One of the reasons you may loathe spontaneous, in-person communication is because you're terrified of messing up. This is a common theme in Sherry Turkle's book *Reclaiming Conversation: The Power of Talk in a Digital Age*. In it, Turkle explains that many people "actively want to avoid the spontaneity of conversation" and prefer "the edited life" that digital communication now affords us.

We Make A Mistake In Conversation Roughly Every 4.6 Seconds.

Everyone makes mistakes. So don't hesitate because you're trying to be perfect; you'll be fighting a losing battle. You'll sound far more engaging if you speak naturally than if you try to curate every

word you say-even if you slip up a bit. Relax, and speak from the heart.

(Read full article:

<http://www.fastcompany.com/3055664/how-to-be-a-success-at-everything/how-to-speak-off-the-cuff-like-a-pro>)

Finding A Use For Old But Unread Content

By Brian Feinblum



What do you do with unexposed content? It would first depend on the following:

- What exactly is the content quality and the subject matter?
- How old is it?
- Why didn't it get attention the first time?
- How long is it?

It would then depend on:

- Does it need to be updated and revised?
- Should it be expanded or shortened?
- Does it need to be reformatted to fit a different type of publication, such as turning a Facebook post into a tweet?
- Do you want to recycle it, as is, to the same or a different readership?

Sometimes old or underexposed content was released at a bad time (on a holiday or during a breaking news cycle). Or, it wasn't promoted properly. Or, you didn't have many people to distribute it to initially.

Or maybe the content just sucked and came off as boring, poorly written, or too far off your targeted readership.

The content you create can live many lives, thanks to the Internet. But it needs to be shaped for the needs of the different readers out there.

You can take, say an essay, and chop it up into three or four blog posts. Then you can chop those up into many tweets or Facebook posts. If you have visuals, you can post it to Instagram or Pinterest. Or orally read the content and make a podcast. Or videotape something and say the words for a post on YouTube.

Consider taking a blog post that didn't generate many readers and spice it up. Re-write it so that it appeals to more people. If it's dry, make it funny. If it's deeply personal, see if you can include in-the-news examples and references so that it broadens its reach.

You can take your blog post and turn it into a letter to the editor or an article idea submission to a newspaper or magazine.

Think about packaging multiple blog posts together or supplementing an old post with something new. Dress it up with statistics, quotes, factoids, questions, or something catchy.

Never be content with your content. What's old is new to someone, especially when few know it

exists.

Brian Feinblum's views, opinions, and ideas expressed in this blog are his alone and not that of his employer, the nation's largest book promoter. You can follow him on Twitter @theprexpert and email him at brianfeinblum@gmail.com. He feels more important when discussed in the third-person.

APSS Tip for Making Persuasive Sales Presentations

A key to making your words believable is to write them yourself. Do not rely on someone else to write them for you. Of course it is good to have others review your work and suggest changes, but the basic content should be in your words. You will be more comfortable delivering them, and you will be better able to answer questions. This will also help you to be more relaxed during the presentation since the words will reflect your personal style, beliefs and terminology.

APSS Chapter Spotlight – APSS-Southeast Texas



President: Ben Jorgensen (benaiah77@gmail.com)

Ben M. Jorgensen has a background of sales and marketing in the environmental remediation and construction industries. He is a family man with four home-schooled children ages 10 through 17. He started Supernatural Christian Books (SCB) in 2013 for the purpose of publishing a religious biography called "Supernatural – The Life of William Branham". The book had previously sold about 50,000 copies through a now defunct church publishing outlet and has sold almost 20,000 through SCB. Now, SCB is working to re-print the biographies and to produce two new titles in the year 2016 and to expand distribution of these titles through the principals inculcated through APSS.

Further Your Career By Getting Published By Jeff Davidson, MBA, CMC



Years ago, as an employee of a small consulting firm in Vernon, Connecticut, I approached my boss during a slow period in the work week and asked what I could do to help the firm. He suggested writing an article, an activity that would never have occurred to me, a B- student in English composition with no aspirations of writing.

After several false starts, I hit on a simple formula to help me through my first piece. The title of the article was "Ten Tips on Survival for Small Business." The concept was simple. I came up with 10 different tips that would be the start of a paragraph or two. I

would then add opening and closing paragraphs and that would be my whole article. The article was easy to write. I later found that when you attach a number to your title, such as "Eight Ways" to do

something, you finish the article with less struggle, even if you don't come up with eight ways (you might only reach six).

One at a Time Submissions, Ugh

I mailed my manuscript out to a publication that sat on it for five months and then rejected it. I then mailed it to another magazine, The New Englander, which sat on it for four months. One day, without advance notice or word of any kind, a package arrived. It was thick. I opened it and found that my article, "Ten Tips on Survival for Small Business," had been published in the current issue of The New Englander.

It was the last article in the issue – the least of my concerns. The graphics and artwork that they had done were wonderful, and the article made an attractive reprint. I was so excited to have my name in print that I probably photocopied that article 500 times and sent it to everyone I knew.

Although the magazine paid me nothing, I learned a priceless lesson. Up until then, I thought that only superstars and the privileged classes got their names in print. When I discovered portable dictation equipment a couple years later, I began dictating articles at the pace of about one a month, increasing within a year to one per week.

Wheeling the Dial

Much later, I wrote an article entitled, "How to Build a Law Practice," following a consulting engagement I had with a Washington, D.C. law firm. The article essentially followed a "14 tips" format, although I didn't use that title. I sent the article to Case and Comment in Rochester, New York, which accepted it for publication.

About a year later I was going through my files and came across the article. It dawned on me that with little time and effort I could convert that article to "How to Build a Medical Practice." In the previous year I'd worked with a couple of doctors and dentists and was now familiar with their terminology and the differences required to restructure my earlier article.

I reworked "How to Build a Law Practice" 14 times, including versions for dentists, real estate agents, insurance agents, accountants, graphic artists, consultants, and others.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Ten Steps to More Profitable Sales

The corporate-sales process begins with knowing what you are selling (no, it's not books) and defining the people who can make large purchases. Then you learn their needs, propose solutions, make presentations, negotiate the terms of each sale and service the business once the order is placed. This takes time, if for no other reason than the buyer's risk of making the wrong decision is considerably higher than in the retail sector where unsold books are typically returned. Here will be a description of each of the ten steps required to make a large, non-returnable sale to

a corporate buyer over the next few months

Step Two: Define your potential buyers

In special-sales marketing you have two sets of potential buyers. Your customer is the purchasing agent placing the order for your products. In addition, you have to understand your customer's customer in order to recommend ways that your prospect can most effectively use your content.

Begin by describing the ultimate consumers who can get the most benefit from your content. Define

them objectively (age, income, gender, education) and subjectively. Why would they be interested in what you have to say? Where and when do they shop? The more carefully you define your prospective readers, the more likely you are to find new ways in which to reach them through business buyers.

Once you understand your ultimate consumers, think about the businesses that provide products and services to them. Then learn more about those businesses before making an appointment with them to sell your books.

Know your prospects and their businesses

Before calling on a potential buyer, find out as much as you can about the company and make a list of the reasons why your content will benefit it. Review its website or go to trade shows and talk with its sales people. If your prospect is nearby, go there and pick up their literature to understand how your book could help them become more profitable.

One problem most businesses have is how to increase their sales and profits. A creative tie-in between your content and their product may be the solution. A company that makes cribs or mattresses may use your children's bedtime story book as a gift-with-purchase. Or perhaps the character in your book could be licensed for display on a company's line of children's sleepwear. Your travel book might help a luggage company sell more suitcases.

In addition, prospective customers must know and trust you before talking to you about their marketing plans. They may be planning two years into the future and they do not want competition learning of their intentions. You have to earn their confidence before selling to them.

Begin the process by selling yourself. Demonstrate your trustworthiness and confidentiality by taking time to build relationships. Sales in this sector take a year or more to consummate because it takes an extended period to establish a degree of trust.

Earn their confidence by *assisting* them instead of *selling* to them. Help them be better marketers. Prove you have done your homework by giving them accurate figures on the potential size of the audience for your content. Show how yours is different from and better than that of your competition. Make suggestions on how your content may be used to stimulate their sales. Explain how they could offer a coupon, implement a continuity series or sell your book as a self-liquidator to reach their goals. Your preparation will cause you to have a ready answer to the question, "Why will my customers or prospective customers be more inclined to buy my product simply because they get a free copy of your book with it?"

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

Dealing with Emotions While Selling Your Books

By Brian Jud



Negotiating a large-quantity book sale is a little like playing poker, requiring both hard and soft skills. To be good at it you need practice and experience. You also need a little chutzpah, the creativity to recognize alternatives, the ability to assess odds, the willingness to take calculated risks and the confidence to bluff when necessary.

But unlike poker, selling to a corporate buyer is not a winner-take-all game. It is not zero sum activity where one's slice of the pie is increased at the expense of the

other. Negotiating is a give-and-take exchange seeking a larger pie to split.

Pursuing that end can cause consternation among the participants, particularly if they have not dealt with each other before. Both sides enter the negotiation with various degrees of tension or anxiety. If you manage the emotional tenor of a negotiating session you can be more successful bargaining and bring it to a win-win conclusion.

Inexperienced book salespeople ignore this responsibility. Instead, they wear their bargaining blinders and focus on substance issues like price, terms and shipping costs. Experienced negotiators also attend to the process, the path leading from the initial meeting to the close. Typically, neither considers how emotions impact what is happening around them.

People cannot leave their emotions behind when they are at work. These feelings may be positive or negative, and they can vary in intensity under different conditions. The psychological lens through which the parties view a negotiation session has a significant effect on where they end up.

Those on both sides generally experience neutral or positive emotions at the bargaining table. These are easily recognized and contribute to a successful conclusion. On the other hand, people attempt to hide or deflect the negative emotions that can deteriorate the process if not handled deftly. This attempt at deception can make your task of managing them more difficult.

The most likely negative emotions that you will encounter are anxiety and anger, either in the other person or in yourself. Anxiety is usually internal to the salesperson and anger typically displayed by the buyer. Your job is to be aware of your feelings, recognize the other's emotional position, and then respond accordingly.

Managing your anxiety

Anxiety is a trait common among inexperienced negotiators and can result in suboptimal outcomes. It makes them uncomfortable and can trip the "flight" switch of the "fight or flight" syndrome. Anxious people may be more interested in ending the session than confronting their feelings. If they remain longer at the table, they may be taken advantage of especially if the other party senses their distress. Either situation is counterproductive to successful negotiating where affability and cooperation are essential.

A little tension is actually beneficial to keep you alert, but it behooves you to avoid extreme anxiety. How do you do that? Learn more about the process, work with a coach and rehearse regularly. Practice your newly learned negotiating skills when you are in less-stressful, personal negotiating situations (making a large purchase, planning a family vacation).

While practicing, notice the emotions of others. Establish a base position and recognize changes to it. The more familiar you become with negotiation strategies and skills, the more comfortable you will feel when in a major book-bargaining position. It eventually feels routine and no longer an anxiety-inducing experience.

People prone to being anxious under pressure should take steps to limit their nervousness and make it less obvious to their adversaries. Minimize the outward appearance of anxiety by having a firm handshake with a dry palm, talking slowly, maintaining eye contact and having good posture. Know what you are going to say so you do not fumble for words. Have a ready answer for difficult questions or objections. Communicate effectively as the discussion unfolds and you can feel your confidence building.

Another technique for reducing apprehension is to go into the meeting with another person on your

side. This could be a colleague from your firm, the author, your designer or a representative from your printer. Having someone else on your team can go a long way to reducing nervousness.

Additionally, you could employ a third party to represent you in the negotiating session. Outsourcing this service is done regularly. Examples are having an agent represent you to a publisher or having a salesperson represent you to the corporate buyer. One such person is Guy Achtzehn of the Marketing and Sales Group (Guy@msgpromo.com).

Dealing with the buyer's anger

Anger is a negative emotion that is usually directed at another person. It can trip the "fight" switch of the "fight or flight" syndrome. Anger can evolve from miscommunication, especially if people feel you are trying to take advantage of them. Infrequently, buyers feign anger, thinking it makes them appear more powerful, especially if they feel you are inexperienced.

Angered conflict, whether real or contrived, can irreparably damage the negotiation process. It decreases trust and cooperation, intensifies competitive behavior and makes it more difficult to reach an equitable conclusion.

It is not difficult to recognize anger in others, and it is important to deal with it quickly. It is fruitless to continue selling until you have eliminated wrath. Here are a few techniques that can help you do that.

Let them get it out. Your buyer's body language or your intuition will tell you something unstated is amiss. In this case, bring it out in the open so you can understand and deal with it. Say something such as, "I get the feeling that there may be a question in your mind. Is that the case?" Do not say, "You really look mad. What's the matter?" That may trigger an emotional outburst.

Make it as easy as possible for people to disclose their feelings. Let them state their case without interrupting or being defensive. Do not try to match their anger with equal force. If you attempt to retaliate, they may escalate their emotions by saying, "That was only one of my concerns. In addition..."

Listen. At times, the protesters simply want to be heard. They may state their case vehemently, and sometimes just getting it out in the open is their objective. Actively listen without judgement while maintaining eye contact. Do not allow your body language to show how ridiculous you think their outburst is, if it is indeed unfounded.

Allow retreat without humiliation. People may realize the folly of their anger as they disclose it. Or, they may agree with the logic of your response but not be willing to say so if it means losing face in front of their colleagues.

Make your reply and take responsibility for the missing information. "I'm sorry I didn't make myself clear when I covered that point earlier. Here is what I meant to say." And then restate your point and summarize facts that remove the opposition. This allows the previously angered person to extricate himself harmlessly by saying, "Well, if I had only known that I would not have objected."

There are certainly other emotional positions to consider while negotiating, and each has varying degrees of strength at any given time. Just be aware of yours and theirs and changes in base positions. Reinforce positive emotions and try to eliminate or control negative ones. Prepare for the emotional side of a negotiating session as you would for the substance and process. It will be time well spent.

Brian Jud is the Executive Director of APSS and the author of *How to Make Real Money Selling Books*. company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; brianjud@bookmarketing.com or www.premiumbookcompany.com @bookmarketing on Twitter

What's The Big Idea?



Tips for Tips Booklets

Paulette Ensign



With all that you know, and for as much as you want to serve people and keep, them happy, it's often a great temptation to over-share. Giving a lot at the outset is more harmful than helpful, whether you do that personally or professionally. Imagine telling your entire life story to someone on a first date. Too much too soon is likely to be a turn-off. The same is true with your clients and prospective clients.

Sheldon Harris' *52 Tips for Putting People First* brought him new executive coaching clients, new facilitation service bookings, and an invitation to co-author a full-length book with a celebrity author. You can be sure those 52 tips

barely scratch the surface of all that Sheldon knows.

ACTION - Give small bites of your brilliance to entice people to want more from you once they digest the first tastes, whether you do that in writing, by listening, through watching video, or by all three. You'll help them learn better and they'll keep coming back as happy, well-served customers.

Paulette Ensign is founder and Chief Visionary at Tips Products International. Since 1991 Paulette has personally sold well over a million copies (so far!) of her one and only tips booklet in multiple languages and formats, without spending one cent on advertising. Contact her at Paulette@tipsbooklets.com

Why Use Active Verbs Instead of Passive?

Barbara McNichol



This is part of a series by editor Barbara McNichol to provide tips that help you write like a pro.

You've probably been urged to use "active" verbs when you write but do you know why? Because sentences written with active verbs:

- Clearly spell out the action being performed and who is doing it.
- Convey the ideas more quickly and directly than passive sentences.
- Frequently require fewer words than passive sentences when space is limited.

Two clues help you identify "passive" use in a sentence: 1) the word "by" and 2) variations of the verb "to be."

Passive—"Employees are seen by their managers as responsive and enthusiastic."

Active—"Managers see their employees as responsive and enthusiastic."

In addition, passive sentences can foster weasel-like communication and hide who's responsible for an action and, in this way, evade accountability rather than declare it. For example, if a contract states "the rules for the homeowners will be enforced" but doesn't note who will enforce those rules, what results? Ambiguity. Confusion. Inaction.

In an active sentence, someone (subject) does something (verb) to someone/something (object). Example: The employees (subject) implement (verb) the new strategy (object). Who's doing the implementing? The employees. Thus, it's clear who's accountable for the action.

Your challenge: Use the clues here to notice passive sentences and change them to active.

Today's Word Tripper:

Compliment, complement – "Compliment" means to praise while "complement" means to complete or enhance something. (Note: the words "complete" and "complement" both use the letter "e") "The wine steward deserves many *compliments*. The wine *complements* the food extremely well."

When you know how to write with precision and accuracy, your professional reputation builds and your career can soar. Barbara McNichol is passionate about helping business professionals add power to their pen. To assist in this mission, she has created a word choice guide *Word Trippers: The Ultimate Source for Choosing the Right Word When It Really Matters* with details at www.WordTrippers.com.

News From APSS Chapter and Partner Organizations

APSS is launching a program to create Mastermind Groups around the United States and Canada. Fifteen people have agreed to form three groups to test the concept and make improvements before our launch of the program later this year. Ben Jorgenson (President of APSS-Southeast Texas) and APSS Executive Director Brian Jud are conducting the test meetings.

Upcoming Marketing Webinars

March 24: How to Start a Publishing Business for the Self-Published Author, by Carol Topp; 6:00 pm ET, Register at <http://tinyurl.com/ha6kk66>

April 12: “Your Book is Your Business: Steps to Prepare for Social Media” by Barbra Drizin 6:00 pm ET, Register at <http://tinyurl.com/h6433kw>

April 19: “How to Leverage Your Book to Expand Your Client Base and Build a Profitable Business,” By Cloris Kylie; 6:00 pm ET; Register at <http://tinyurl.com/gnss3f4>