



THE SALES INFORMER

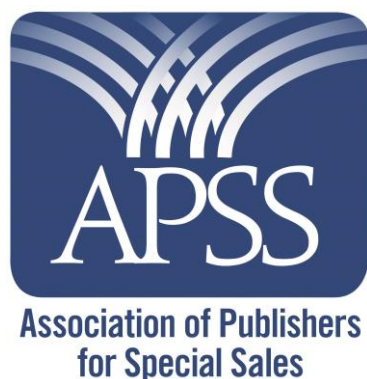
Association of Publishers for Special Sales

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

Volume 6, Issue 5, Number 60 May 2018

Here is your May 2018 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



Display your books at the American Library Association Conference Only \$115 with the APSS discount

Have you ever wanted to display your books before 10,000 librarians, but didn't want to spend thousands of dollars to do it? APSS has an agreement with The Combined Book Exhibit® (CBE) to display APSS members' books at the American Library Association annual conference.

ALA deadline is June 6 to display your books with the APSS discount.

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- You can also provide your own order forms/ promotional materials
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

Register for ALA (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

To Your Success,
Brian Jud
Executive Director, APSS

APSS Tip for Finding Potential Non-Bookstore Buyers

Prospective buyers want to know how your content can help them before they will make an appointment to talk with you. Communicate the list of your content's persuasive features and benefits to your prospective customers. If you do not have a list, make one. Next to each feature and benefit put the answers to the questions below.

What is the most attention-getting statement I can make about this feature and benefit?
 Which feature and benefit will be most useful to this prospect?
 What are the most interesting case histories, testimonials or examples I can use to back up my claims?
 What is the most effective story I can tell to bring this benefit to life?
 What is the best way to translate logic into a compelling story that will benefit this prospect's business?
 What is the most effective visual aid I can use to demonstrate this benefit?
 What audience-participation techniques can I use to get my audience involved in the presentation?
 What practical test can I suggest for proving the validity of my claim for this feature and benefit?

APSS Tip for Making Persuasive Sales Presentations

Open your presentation by appealing to the buyer's curiosity. This technique arouses curiosity about your book by, in most cases, asking a question. However, it could make a curious statement. There is a twist to this opening that can focus attention quickly. Your audience may expect your presentation with an introduction, then go to the body, and conclude with a summary. Therefore, you can get attention if you reverse it. You could open your presentation with the "bottom line" conclusion, then move into an opening that spells out the benefits they will achieve by listening to you. By starting with your conclusion, you have defined your destination. You can peak their curiosity with this unexpected opening.

Novel Ideas Tips to Help You Sell More Fiction in Special Markets

- Be specific in your writing. The more specific the detail, the more real the story will seem to the reader.
- The best fiction can come from the preposterous imaginations of writers who are good storytellers.
- Revision is important. A writer can always do one more revision. At some point the writer has to stop revising and get the work published.
- Show, don't tell.
- Avoid starting a story with dialogue.
- Don't use clichés.
- The more detail in the story, the more interesting the story.
- Revise, revise, revise, revise, . . .
- Write what you like to read.
- Don't use exclamation points.
- Use surprise and irony.
- The shorter the story, the more important each word becomes.
- Descriptions and technical details must be authentic; when the reader suddenly realizes that the writer made a mistake, the reader is jarred out of his or her temporary acceptance of the story as reality, i.e., author intrusion.
- Avoid overused words.
- Success breeds success. The more published you are, the easier it is to get published again.
- Every word can be used appropriately somewhere in some story.
- Don't tell what happened; recreate what happened.
- The beginning of a story must be interesting. Readers can be lost on page one.
- Scorning the work of a writer does not make that writer a better writer.

APSS Tip for Negotiating Large-Quantity Orders

Negotiate a solution to the buyers' problems such that you are compensated fairly. For example, HR may want to motivate the company's employees. But a large company may have three generations of employees, and not all are motivated in the same way. Your content may be appropriate of only one part of the employee population. Offer to get other titles more appropriate to those you do not serve, and get a percentage of the sale from the other publishers. Your total compensation will probably be greater than you would have made by selling only your book, and the HR manager will have a better solution.

APSS Creative Exercise - Four Corner Walkabout

Sometimes just getting people up and moving about stimulates creative thinking. Place a flip chart in each corner of an open room. Have one person stand in front of each, and give everyone a question that will generate ideas to solve the problem at hand. The people at the flip charts will write their idea(s), and then all move in unison to the next chart. Here they add to the existing information, expanding on the ideas already given.

APSS Pro-File – Hope Brooks Vice President of APSS-So New Jersey and Greater Philadelphia



Hope Brooks was raised in Brooklyn, New York, and earned both her Bachelor of Science and Master's degrees in Elementary Education. Upon graduation, she dedicated thirty-eight years of her professional life to teaching children of all levels of ability, including gifted children and children with special needs, in both New York and New Jersey. Hope's memoir, *A Mother's Survival: Finding Balance Through the Storms*, is her candid account of struggle and success that she hopes will help others emerge from personal despair.

After retirement, Hope sat at her computer one day, and began writing the story of her life's journey, which had lived within her for years. From a childhood marked by sexual abuse, Hope became empowered to rise above the fallout of lost innocence, marriage to a man with mental illness, and the consequences of bitter divorce on both her children and stepchildren. While dealing with her personal life, she also faced unrelenting crises as a classroom teacher in the City of New York.

APSS Top Ten List 10 Tips Before You Jump into Self-Publishing by Dawn Hardy

Everyone who publishes a successful book doesn't have a deal with a major publisher. Over the last two decades self-publishing has flourished and the books sold by independent authors have done amazing things in the industry, including winning awards, becoming national bestsellers and even landing television or movie option deals. Whether you are working on a children's picture book, a romance novel, a photography or business book, or writing your memoir, if you are choosing to self-publish the following tips will help guide your endeavors.

1. **Know Your Dual Role and Responsibilities.** If you are writing a book you are more than likely focused on your role as an author, the creator of content and the voice behind the message. However, when you self-publish you also take on the role of publisher. As such, you become the “company” producing this material. You must develop the plan and budget to support your book’s marketing, public relations, graphic design, pricing, sales, distribution activities and unexpected expenses.
2. **Create Two Task Lists.** Develop an author to-do list and publisher to-do list. This will help you to see what needs to be done and place you in the proper frame of mind for each role. Creatives aren’t necessarily the best at linear and logistical thinking and that is why you must see the separate tasks per role to better organize yourself.
3. **Do Your Research.** To self-publish, an author must map out the logistics necessary for publication. This involves vetting printers and fulfillment centers, editorial services, setting a budget and hiring a designer. Also, research E-book conversions and working with aggregators for online distribution.
4. **Know Your Target Audience.** Your book will not be for everyone, so authors must be clear on who targeted primary and secondary audiences. This means that if only this selected demographic bought your book, you would still achieve healthy sales and success.
5. **Position Your Book Strategically.** Authors should know at least the top 10 bestselling books in their categories, outliers included. For example, if you are writing a book on social justice and civil rights you must be familiar with books written by authors such as: Bryan Stevenson, Michelle Alexander, John Lewis, D. Watkins, Marc Lamont Hill and Ta’ Nehesi Coates among others. Knowing the key players in your category will help you as a self-published author position your book for introduction to readers and reviewers. Remember your audience is currently reading something already. They know the books in your category and you as the author and publisher should as well.
6. **Understand the Implications of Cover Design.** We’ve all heard the phrase “don’t judge a book by its cover”, but rest assured that the cover design of self-published books will be heavily critiqued by readers, reviewers, book store staff, and media. It sucks to have a quality piece of fiction, yet a far from appealing cover. Book cover includes front, back and spine. Check out the covers of books in your category from a diverse group of writers. Yes, you want to be unique but not so unique that you push readers away because the cover is overcrowded with images and mismatching fonts. The spine should simply include author name, book title and company name. The three sections should have a seamless design layout. It’s best to work with a designer who does more than just books, and is skilled at creating polished covers with seamless graphics.
7. **Write Compelling Back Cover Copy.** Take the time to write an informative or entertaining book description. These few hundred words will follow your book everywhere from blogs to retailers. For a novelist, it is important to write an entertaining and engaging synopsis giving details that make readers want to dive in. Don’t be vague—many book descriptions fail to capture a sale because the description is too bland and falls short in securing an emotional reaction from the reader. If you are writing non-fiction, such as a business book on networking or financial planning, let the reader know what they will learn if they buy this book. Make it clear that your book has something they are in need of, and that you, the author, are qualified to deliver.

8. **Design the Inside Pages Professionally.** Typesetting the interior pages is very crucial to its readability and respectability. Remember, self-published authors are heavily scrutinized based on the appearance of their book. Don't leave out page numbers. Make sure the author name and book title are visible on inside pages and be sure to check and double check spacing. Also, consider making the final page an order form for your book. Your distribution as a self-published author will be limited and this is a way to open it up. For every person that has a copy of your book they can share the order form with another potential reader.
9. **Use a Professional Editor.** Hiring a copy editor and a proofreader are smart investments. Copy editors have a keen sense of grammar, syntax, and punctuation. They check for technical consistency in spelling, capitalization, font usage, numerals and hyphenation. They also double check that names and locations are spelled correctly and dates and statistics are accurate. Proofreaders work from a printed version of the content and are looking for errors everywhere including missing pages or paragraphs. They are fresh eyes checking to make sure that what appears on the computer translated correctly when the material is printed.
10. **Know Your Publishing Options.** Although you have chosen to self-publish please understand this does not mean that you cannot obtain a literary agent and land a book deal with one of the big five traditional publishers (Harper Collins, Simon & Schuster, Penguin Random House, Hachette Book Group and Macmillan). If you do an outstanding job this go-round and obtain impressive sales, press mentions and solid reviews this can all help in your cause to find an agent for the next book.

Dawn Hardy is a publicist and literary agent. Reach out to her at [Serendipity Literary Agency](http://www.serendipitylit.com/): <http://www.serendipitylit.com/>

APSS Featured Supplier – McNaughton & Gunn



Since the printing of our first title in 1975, McNaughton & Gunn has been proud to share your stories. Today, the team at our Michigan-based headquarters produces over 6,000 titles annually. We specialize in short to medium runs for web, sheet fed, and digital printing. We also provide eBook conversion. Most recently, McNaughton & Gunn received its certification as a Woman-Owned Business! Contact: ConnieS@mcnaughton-gunn.com

Give them your APSS membership number for a special discount! Place a four-color print job with M&G by June 29 and get a \$100 discount. Just mention "ShortRun" when you place your order

Upcoming APSS Marketing Webinar

June 6: "Midyear Marketing Evaluation," By Brian Jud; 6:00 pm ET; <https://bit.ly/2IP0VC4>

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Continue to probe even after a deal is lost. If you lose the order, follow up by asking *why* you did not get the order. In a bidding situation, you may have had the low price, but did not mention some needed service or feature. Always ask for constructive feedback by saying something like, “What would it have taken for us to reach agreement?” It might be something you can accommodate such as providing the content in another form, making the books returnable, or offering a larger quantity discount.

For example, let’s say you have content that a company wanted to use in its training workshops. Since your book is perfect bound, it won’t lay flat on the table during the classes. Make a revised offer with your books produced with a wire or comb binding that would lay flat.

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

Ask, Don’t Tell (And More Books You’ll Sell)

By Brian Jud



Doctor asks questions to get information before making a diagnosis. Litigators ask questions of witnesses to build their cases. Journalists ask questions to generate information for their articles. Similarly, when selling to a corporate buyer, authors and publishers should ask questions to acquire information, exchange ideas, build their case, establish rapport and trust, and uncover unforeseen pitfalls to mitigate risk. Do you want to sell more books? Then stop talking about your book, and ask more questions.

Dale Carnegie advised us to be a good listener in his classic book, *How to Win Friends and Influence People*. He told us to, “Ask questions the other person will enjoy answering.” Yet most people fail to use this advice when selling their books to corporate buyers.

Why? Authors and publishers try to impress the buyers with their books, the one they took years to write. You feel the necessity to describe your expertise, giving you more credibility as the author or publisher. Or, you may feel you know what the buyer wants to accomplish so you tell him or her how your content is the best or most up to date on the topic. But the buyer is thinking, “So What? What does that have to do with what I want to accomplish?” Rapport -- and most likely the sale -- is lost. “In a selling situation, the least important thing is your book,” says sales pro Guy Achtzehn

The first step in becoming a better questioner is simply to ask more questions. However, don’t frontload them in the first half of the sales call. It may appear as if you are making your way through a to-do list. Scatter your questions throughout the sales call. They are more likely to be well received and lead to a conversation, a dialogue between professionals, in which you ask a question and then follow where it may lead.

In addition, not all questions are created equal. There are basically four types: introductory questions (“How are you today?”), mirror questions (“I’m fine. How are you?”), leading questions (“What types of products do you use as premiums in your marketing campaigns?”) and follow-up questions (“What was your experience using them?”). Learning when and how to use these is a key to successful selling.

Begin by building rapport and trust

Your sales conversation has two main goals: impression management (rapport, trust) and information exchange (learning). When first meeting, build rapport by asking introductory questions. Set the tone of the meeting by inquiring about a diploma on their “ego wall,” or about the family photo on their credenza. Don’t just walk in and start bombarding your prospects with questions about their business.

Learn about their objectives and needs

As you feel an end to the “small talk,” make a subtle transition to the task at hand. There may be a little uneasiness here, since each party seeks to uncover information from and about the other. As you both become more comfortable with the other’s intentions, a trusting relationship begins to form.

It’s time to move into the information-gathering stage. Ask questions to find out what pains the buyer before you diagnose and prescribe the dosage of your content. Ask leading (“What went right or wrong in previous campaigns?”) and follow-up questions (“What do you want to accomplish in the upcoming campaign?”)

Follow-up questions may have special power when selling. They signal to your prospects that you are listening, are interested in what they have to say, create an aura of conversation, and reduce tension. Follow-up questions don’t require much thought or preparation, so they demonstrate that you didn’t come with a preconceived plan (although you probably did), and you want to help them solve their problems rather than just selling them books (even though that is your ultimate objective).

Ask open-ended questions.

No one likes to feel they are being interrogated, and a string of closed-ended questions (yes or no, this or that) can make people feel they are under attack. Open-ended queries can counteract that effect and are useful for learning something new. These queries begin with words like who, what, where, when, why and how. They get your prospects talking about a topic in which you are both interested - them. The bonus is that they often lead the conversations to unexpected topics, giving you more fodder for your follow-up questions and closing remarks.

It is acceptable -- even necessary -- to begin with a closed-ended question to direct the topic of discussion (“Have you ever used books as a promotional tool in your marketing campaigns?” may be answered with “yes” or “no.”). Then you follow with an open-ended question (“Why not?” or “What was your experience using them?”).

Two other parts of the equation.

Just as the way you ask questions can facilitate trust and the sharing of information, so too is the way you listen to the replies and answer questions that are asked of you. Actively listen to the responses when you ask a question. And when you are asked a question, reply openly and transparently, even if the answer may be detrimental to your position. For example, if your prospects ask why your book is more expensive than a competitor’s book, don’t deny it or get defensive. Instead, give reasons why your content is more informative, valuable and likely to achieve the prospect’s goals.

A successful sales conversation is like a dance that requires partners to be in sync. It’s a mutual push-and-pull that unfolds over time. Good questioning technique, active listening and thoughtful answers can foster smoother, more effective sales interactions as they strengthen rapport and trust. Ask and answer questions as if you are truly interested in creating a mutually profitable business relationship. And remember, prescription before diagnosis is malpractice.

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

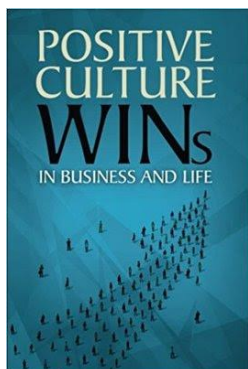
What's the Big Idea?

Your goals should be specific so there is no misunderstanding about what you want. For example, a request for an 18-carrot (vs carat) necklace may be misinterpreted. Similarly, if your plan for 2018 was to “lose weight,” you already reached it if you lost even one pound. If your goal is to sell more books than last year, one more book sold will accomplish that. In both cases, your intention was probably something different. These plans demonstrate the importance of writing specific, measurable goals. How much weight do you intend to lose? How many books do you intend to sell this year? Be more precise, and you are likely to get what you really want to achieve.



Read It and Reap

An APSS Recommendation for a Book That Can Help You and Your Business Succeed



Positive Culture Wins, In Business & Life by Gary Wilbers. Johnny has a serious problem: even with his beautiful wife, great kids, and successful career, he struggles with work, family, and his health. Estranged from his wife and worried about the job he's about to start as Director of Sales with NCI Systems, Johnny looks like a man on the edge of disaster. Fortunately, Johnny's new position finds him entering the most positive work environment he's ever experienced. Under the guidance of a well-loved coach, he learns the "High Achiever Mindset" that forms the basis of the company's culture. Johnny finds out firsthand that Positive Culture Wins. Filled with practical strategies and an action plan for readers at every level, Positive Culture Wins is all about changing lives for the better.

Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to BrianJud@Bookmarketing.com and he will answer it here)

“Why should I divide my prospective buyers into groups? Why not just sell to everybody?” Nicole Brown

Selling books is much like selling housing. Not everyone in the housing market is seeking a similar residence. There are groups of people with preferences for apartments, condominiums, colonials, contemporaries or ranch houses. Within each segment, some people may also demonstrate a unique preference for layout, location, yard size and color. There are demographic breakdowns in age groups that buy certain styles, as well as psychographic differences among people who buy homes to express themselves. There is also geographic segmentation for those who prefer city dwellings vs. homes in the suburbs or in rural settings.

Perhaps an example will help you transfer this concept to selling books. Michael Andrew Smith’s *Business-to-Business Golf: How to Swing Your Way to Business Success* is a book that can help sales people develop successful business relationships while playing golf with their clients. He could market to companies that sell sporting goods, or appear on national or local television and radio shows. But much of his effort would be wasted on people who are not interested in his subject.

The total market for sports products is could be school athletic programs, retail sales through sporting-goods stores or even in the sporting-goods section in stores of larger retailers such as Target or Wal-Mart. But few of the people in these segments are prospects for Michael’s book. He is targeting one sub-segment: sales people interested in using golf as a means to improve relationships and sell more of their products.

Instead of creating a mass-communications program, he chose to implement a strategy of marketing only to people who could use the information in his book. To approach people in this segment he sold through online stores such as www.GolfWarehouse.com and golf pro shops. Mr. Smith could barter advertising space for articles written for golf magazines (*Golf* and *Golf Digest*). The readers of airline magazines might be interested in articles about business-to-business golf, as would editors at magazines whose readers include sales people and business executives.

Sales managers might purchase *Business-to-Business Golf* to give to their sales people. Firms that manufacture golf equipment & accessories could use it as a premium or as a self-liquidator. The national PGA and the state PGAs might use it as a sales promotional tool to promote golf as a business sport. Michael could approach associations like National Association of Sales Professionals (<http://www.nasp.com/>) the Hospitality Sales & Marketing Association International (<http://www.hsmi.org>) or the Canadian Professional Sales Association (<http://www.cpsa.com/>) to speak at their conferences or have them use his book as a premium.

The essence of special-sales marketing is this concept of *segmentation*, the act of breaking the mass market down into smaller pieces, each more relevant to your particular title. Once these niches are selected, you create and implement a separate marketing strategy for each.

