



THE SALES INFORMER

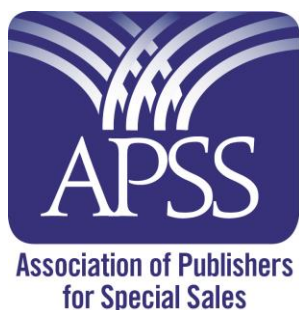
Association of Publishers for Special Sales

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

Volume 6, Issue 7, Number 62 July 2018

Here is your July 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



The APSS Author Acceleration Program Can Turn Your Authors into Selling Machines

Most authors do not like to - or do not know how to -- promote their books. So, they don't. But you know that getting them involved increases sales. The APSS Author Acceleration Program can stimulate and enable your authors to actively participate in marketing their books.

Whether your authors are introverted or extroverted, have fiction or nonfiction, we can help them get better at selling their books while increasing your sales, revenue and profits. Here are some ways in which we can do that.

Book-Selling University is a series of self-paced, online, on-demand, courses to educate and motivate your authors. BSU is sponsored by Bowker, BookLife (*Publishers Weekly*) and Ingram Spark.

One-on-one mentoring for one or more authors. Your authors will leave each meeting with a "To Do" list for the following session, with commitments for timely completion.

Ten Steps to Greater Sales and Profits. For non-fiction, fiction, children's books, cook books, or any genre. The tools in this program will lead your authors through a process that can help them sell more books

Hate to call prospective buyers? We show your authors how to get prospects to call them. Your authors and staff do not have to make any phone calls to buyers to make more sales.

Mastermind groups. A series of monthly video-conference calls.

Special-sales training in your office. Two sales pros come to your office for a full-day workshop that can help your authors and staff make more sales to non-bookstore buyers.

Media training is conducted over the telephone or via Skype for individuals or groups.

Sell books to non-retail buyers. We have a program to sell books on a non-returnable, commission basis to buyers in corporations, associations, schools, the military, etc. See our current catalog at <http://www.premiumbookcompany.com/catalog/catalog.pdf>

Join the Association of Publishers for Special Sales. APSS is the major source for tips and tactics on topics to increase your revenue and profits by selling your books in large, non-returnable quantities. Discover more and join us at <http://pro.bookapss.org/join-application>

Discover more ways in which APSS can help your authors become selling machines

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APSS Tip for Finding Potential Non-Bookstore Buyers

Many product ideas came from observing a phenomenon in one area of life and applying that to a totally different product. The idea of Velcro arose when Swiss engineer George de Mestral took his dog for a walk. He noticed how burrs of the burdock plant stuck to the dog's fur. He replicated that to invent the product. As another example, Clarence Birdseye was on vacation in Canada when he saw some salmon that had naturally frozen in ice and then thawed. When cooked, they tasted fresh. That was the origin of the frozen food industry.

Nature is one source, but there are analogies all around. Use "creative blending" to find them. The essence of this process is to generate ideas by taking a concept and blending it with another to create a third one that addresses your objective. Start with something you know. Then envisage something else that is known. Now blend the two and develop a third idea. For example, *deodorant* and *ball-point pen* could lead to *roll-on deodorant*. Or, *beer* plus *mobile phone* might lead to *pre-ordered drinks at a bar*.

Here is a technique to force the creative blending process. Suppose you are trying to find new places in which to sell your products. Across one line write all the places in which your target buyers might shop or look for the information in your products. Along a vertical line, list all the forms in which you could deliver your content. Then check the intersecting box that could offer a new opportunity for sales. Your chart might look like this:

	Airport Store	Super-market	Discount Store	Gift Shop (Hospital, hotel, cruise ship, museum, park, etc)	Association meeting or conference (national or local chapter)	School (public, private, home, college)	Military (exchange, book club, school, libraries)	Corporations (sales, HR, mktg.)
Pbook								
Ebook								
Audio book								
DVD								
Seminar								
Personal Presentation								
Work-for-hire								

This exercise is intended to look at something with which you are familiar (your content) and searching for what you don't know about it. This may sound counterintuitive, but in fact, familiarity breeds conformity. In other words, we stop thinking about familiar things in our old ways. Examining them from a different perspective reignites our curiosity and leads to better answers.

Update on Book Selling University (Sponsored by APSS, BookLife, Bowker and Ingram Spark)



New to Book Selling University – a live course. BSU-501: “Lead Generation, Book Sales and Follow Up” is a virtual, one-on-one meeting with Guy Achtzehn. This is a live course – not pre-recorded. You will spend at least 60 minutes with an expert in selling books in both small and large, non-returnable quantities to corporate buyers. Discover how to sell your book – not just books like yours. You will leave with an understanding of the people who are most likely to buy your books, a list of your top prospects, how to contact them and most important, how to easily repeat the process for long term benefit and growth of your business.

See it and more at www.booksellinguniversity.com

APSS Tip for Making Persuasive Sales Presentations

Your presentation must be complete in the time you are allotted. You will not have time to tell your audience all you know about your book. Describe only what is relevant to this prospect but be as complete as possible in what you say. Therefore, know how much time you have to make your presentation. Describe your appropriate benefits as fully as possible in the prearranged time. Present your content's value and prove how your book meets this prospect's current needs. Always allow time for questions.

Websites with Information to Help You Sell More Fiction

Writers Relief <http://writersrelief.com>: Writer's Relief began in 1994 to help creative writers make targeted, professional submissions to agents and editors. This organization of writers, researchers, motivators, organizers, proofreaders and submissions strategists helps writers submit their most creative work. The FAQ page answers questions about the process, clients and success rate to help writers accomplish their goals.

APSS Tip for Negotiating Large-Quantity Orders

Others in the negotiation process expect you to stand by your proposal,* defending it with all your research. They anticipate your response and may have their reply in waiting. However, when you catch them a little off guard you refocus their attention on your argument.

This could be done through a bold or unexpected statement or strategic move that could surprise or derail them from a negative track. If you are placed in the position of defending numbers in your proposal that are merely estimates, say something like, “Before we get too bogged down in minutia, let's go up to 30,000 feet and take a broader look at the overall situation. What if we...” This will get people's attention off the details and on to the larger benefits of implementation.

Or, try this. If someone speaks up and says he or she doesn't like your proposal say, "Actually, I agree with you. I would have come to the same conclusion with the facts on the table now. But if you consider..." and then describe some other benefit that could help the person change his or her mind. People need a rational reason to change their minds, particularly in front of their peers. Give them a handle to grasp that will help them gracefully remove themselves from a potentially embarrassing situation.

If one person seems particularly opposed to your proposal and asks seemingly unassociated questions, turn the tables back on them with, "I can go in several different directions with this; tell me more about what you want to accomplish..."

***Editor's note:** See a related article about how to create a proposal in the *Answer to a Reader's Question*

APSS Creative Exercise

Post-It Voting. Write down all the ideas that erupt during a creative session. But instead of using a flip chart, write them on post-it notes and affix them to a wall. Or if you have a large corkboard, write the ideas on pieces of paper and pin them to the board. Don't worry about organizing them by category initially, just get as many pieces of paper up as quickly as possible. When you get to a natural breaking point, ask all participants to leave and check their mail or phone messages or have lunch. During that time, group the ideas in a suitable format for review. When people return, lead a session in which they vote on which to proceed. It could be a "yes" or "no" vote, or it could be ranking them, or some combination. This can eliminate unfruitful ones to be eliminated early, leaving room for more innovation.

Be careful not to let a strong personality or "the boss" unduly influence the voting. Allow discussion on those ideas that have reasons for eliminating them or keeping them. Ranking may be helpful here. You could have people vote in private if there is a particularly contentious topic under discussion.

Best Practices of Email Marketing for Events

By Camille Moore

(Contact Camille at camille@takticalmail.com)



Email marketing is the foundation of any robust marketing strategy. Far outstripping social media and content marketing, email marketing revenue contributions reached an all-time high in 2017.

Considering that email marketing campaigns can contribute over 20% of overall revenue to businesses and have the ability to reach the right people in the right place at the right time, it's effectiveness is unparalleled.

Just as other marketers view the tool as an essential element of all marketing efforts, email marketing for is critical to ensuring

occasions are well attended and promoted.

Just like with a campaign aimed at selling products, best practices apply. Tracking performance metrics, using an email address verifier, and maintaining a consistent voice are all still important. Below is a list of additional do's and don'ts to help event marketers get the most from their email campaigns.

Email Campaign Do's

Reaching potential attendees for an event is just the first of many hurdles for event marketers. To ensure you have the best possible response to invites and promotional emails, follow these steps:

Start With A Plan - It is best to plan your content in line with the entire campaign. Choose a range of material that fits your event's overall marketing strategy. This includes crafting content that will work well on social media, other types of digital advertising, and email. Doing so will help to maintain the continuity of your message.

Formats, visuals, and text can and should be changed to match each channel, and links within emails should take recipients to new and relevant blogs about your event. An email content calendar can be created to aid your planning of relevant copy, visual content, and design elements. This will help ensure the whole process moves at a smooth and steady pace instead of becoming a last-minute struggle to meet deadlines.

Give Immediate Value – From subject lines that entice email recipients to follow your call to action to the email's content, make sure that your message is straightforward, un-garbled, and has a clear intention. Be concise and direct so potential attendees know exactly what they need to do to register or buy tickets for your event.

Stick to the rules – Any location you are emailing from and wherever to will have defined laws and policies around contacting recipients and what you can promise in your message. Stick to the rules and follow best practices to ensure you do not violate the rules and regulations in either your or the recipient's location.

Make it mobile friendly – Around two thirds of all emails in the US are opened and read on mobile devices. Make sure your message isn't deleted without being read by ensuring your email is accessible from mobile devices. Optimize features like registration buttons to streamline the user journey.

Personalize and segment – Segmenting your email recipients will enable you to craft targeted messages that feel personal to each email recipient. Segmenting can also aid with learning optimal delivery times which often lead to higher open and click-through rates.

When crafting individualized content, look beyond simply using recipient's names and focus on the objectives that will be most important to the receiver. Keep your tone casual and friendly while maintaining a consistent brand voice throughout. It is important that each email recipient feels valued and that your message is seemingly intended just for them.

Event Email Marketing Don'ts

Just as personalization, mobile optimization, and segmentation are all important 'do's,' ensuring you avoid the following don'ts will help you earn the best return from your email campaign.

Unattractive, confusing emails – Stick to clear and snappy content formatted in an attractive and easy-to-follow template. Overcrowding your text, including multiple slow-loading images, or inputting unclear requests will harm your campaign.

No response – Forgetting to follow up with potential attendees is like leaving money on the table. It's also sure to damage the return on your email campaign investment.

Initial email messages can be easily overlooked by recipients. Follow-up emails should contain a slightly different message to the initial contact and act as a friendly reminder of your first email. Follow-up emails should go out at least two days after your first contact and are best sent between Tuesday morning and Thursday evening.

Forget to Track and Analyse Results – With so much else to do, following the results of each and every email you send and then analyzing them to spot trends can easily get pushed aside. Records of all emails sent, along with open rates, CTR's, and conversions should be kept. Analytical tools can be used to help analyze the results and work out what is succeeding and what needs adjusting to get better results.

There are many actions to complete and keep track of for an email campaign to be fruitful. Remember to follow the above do's and don'ts to get the most from your event email marketing campaign.

APSS Top Ten List

The next time you are in a networking meeting and want to impress people with your knowledge of literary trivia, mention one of these facts to get the conversation started. All are from, *The Book of Useless Information*, by Noel Botham

1. An estimated 2.5 million books are shipped every year with the wrong cover.
2. During his entire lifetime, Herman Melville's timeless classic, *Moby Dick* sold only 50 copies.
3. Mary Shelly wrote *Frankenstein* at the age of nineteen.
4. *Guinness World Records* holds the record for being the book most often stolen from public libraries. *The Bible* is the most shop——lifted book from all sources
5. In 1898 (14 years prior to the Titanic tragedy) Morgan Robertson wrote the novel *Futility*. The plot turned on the largest ship ever built hitting an iceberg in the Atlantic Ocean on a cold April night.
6. Samuel Clemens (aka Mark Twain) smoked 40 cigars a day in the last years of his life. He was born in 1835 when Halley's Comet appeared, and died in 1910 when Halley's Comet returned. *Tom Sawyer* was the first novel written on a typewriter. (Do you know what a typewriter is?)
7. Dr. Seuss pronounced his name so it would rhyme with rejoice. He also coined the word *nerd* in his 1950 book, *If I Ran the Zoo*
8. Sherlock Holmes archenemy was Professor Moriarty. Holmes had a smarter brother named Mycroft, and Holmes never said, "Elementary, my dear Watson."
9. Jacqueline Kennedy Onassis was the most famous editor at Doubleday & Co.
10. Dr. Jekyll's first name is Henry.

APSS Featured Supplier – TLC Graphics



Move from dream to reality with the team at TLC Graphics! We love transforming manuscripts into beautiful, salable books and will escort you along the way with outstanding, personal service. Providing custom publishing guidance for the serious small or indy publisher for 20+ years, services include award-winning cover and interior design, editorial, printing, ebooks, and beyond. Contact Tamara for a free consultation:

tamara@tlcgraphics.com or www.TLCGraphics.com

Want to Deliver a Sales Pitch That Succeeds?

By Debbie Fay

(Contact Debbie at dfay@bespeakpresentaions.com or <http://bespeakpresentations.com>)



Who doesn't? Unfortunately, most pitches are filled with stuff the prospect could care less about. The typical pitch begins - and goes on and on - about the pitcher; his or her company, their years in business, their locations, their org chart (?), all of their products and services... In short, it's the 'them show'. Meanwhile the audience is thinking, "Who cares?"

Instead of filling your precious time (and your prospect's) with tons of info about you, begin by talking about them; most likely their favorite subject. Let them know that you see very clearly who they are, what their goals and challenges are, what their world looks like. Now you've got their attention.

Next, tell them how your product or service is uniquely suited to help them achieve their goals or solve their problems. Give them five (but no more than five) great benefits they can expect from adopting your product or service.

At this point in your presentation heads may start to tilt a little, arms may cross, eyebrows may lift. "Really?" they're thinking, "Can you really deliver on these benefits?" (As my sister says, they may have been born at night, but they weren't born last night.) Now you prove that your product or service can deliver on your promises. Tell them about clients much like themselves, who had similar goals or problems, and how your solution helped them. This may be the time to talk about your company's longevity or its global reach. (But for the love of you-know-who can we please leave out the org chart?)

Heads begin to nod. Bodies sit up straighter. Now you're ready to bring it all home. ASK for the logical next step. Or ask what questions they have before you move to the next step. They'll be right there with you. Pitch success! Make your next pitch about them - not about you - and you'll be heard.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Over the years I have come to believe in the benefits of selling books to non-bookstore buyers – otherwise known as special sales. But when I tell others to do it, the first question usually is, "How do I get started?" Here are some steps that will help you on the path to a new and better way to sell books. These steps are not meant to take the place of selling through bookstores, but to augment your current marketing.

Describe your target readers. Who are the people who would benefit from reading your book? Why would they benefit? Where and when do they shop and in what form do they want your content (printed, audio or ebook).

Organize them in groups based on those reasons. there are two paths for reaching prospective buyers. One is retail and the other is non-retail. In most cases you can follow both paths at the same time. For example, if you are selling a children's book you could sell it through retailers such as toy stores, discount stores, supermarkets or gift shops in airports, museums or parks. You could also sell your books to children's libraries, daycare centers, homeschooling groups, moms' and parents' associations. Each segment buys in different ways and for different reasons.

Get started. The best place to start is through retailers. If you are selling through bookstores you will find this a similar process. You work through distribution partners, books are sold off the shelf and unsold books are returned. Check with your current distributors to find if they already call on these buyers.

Find non-retail buyers. A few quick hits among retailers will build your confidence and get you motivated to contact buyers in non-retail establishments such as corporations, associations, schools and the military. Search for the names of

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?

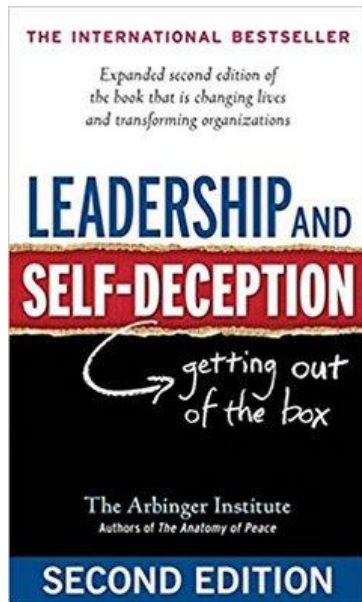


Who says rhyme doesn't pay? Entrepreneurial and creative poets can find new ways in which to sell their work.

This applies to authors and publishers of any genre. Find new sources of revenue by creatively finding new ways in which to sell your content.

Read It and Reap

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



Leadership and Self-Deception: Getting Out of the Box by The Arbinger Institute (This book is the "prequel" to *Leadership and Self Deception* by The Arbinger Institute.) Since its original publication in 2000, *Leadership and Self-Deception* has become a word-of-mouth phenomenon. Its sales continue to increase year after year, and the book's popularity has gone global, with editions now available in over twenty languages. Through a story everyone can relate to about a man facing challenges on the job and in his family, the authors expose the fascinating ways that we can blind ourselves to our true motivations and unwittingly sabotage the effectiveness of our own efforts to achieve success and increase happiness.

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)

"I finally got through to a potential buyer, and she asked me to send her a proposal. What is that?"
Erin Grasso

Great question, Erin. When negotiating a large-quantity order your prospects will expect you to present your recommendation of how to proceed, your solution to the buyer's problem. That is your proposal. Give your prospect an answer to her unspoken question, "How will your product make a credible improvement over the existing or previous ways in which I have conducted other promotional campaigns?" Here are ten tips for creating a sales proposal.

1. Give a summary of what you propose, why it will benefit the buyer and how much it will cost – all on one page.
2. An 8 – 15% improvement gets attention. If you predict a result that is too low, they are not interested. If too high, it is not believable. Make a reasonable and doable claim that is backed by credible data. Do not offer a guarantee.
3. Make your recommendation for this upcoming campaign, but think about your answers to potential questions such as, "What's next?" or "How do we top that?" A well-conceived answer may result in significant recurring revenue.

4. Lead them to come up with the solution of the problem on their own, using your ammunition.
5. Do not present your solution as the “one-and-only.” Give them option and choices. These are the “Good-Better-Best:” or “Best Case – Worst Case – Most Likely” cases. Lead them to choose your solution for the right reasons – their reasons.
6. Clarify all options and terms. There may be words and phrases that are used regularly in the publishing industry but unknown to your prospects. Concepts like “French flaps” might leave them scratching their heads.
7. What are the decision points? If you are proposing a significantly large order, you might propose a test of the concept.
8. Be aware of the impact of what you are saying. Instead of using the words *price* or *cost*, use the word *investment* to reinforce the fact that your prospects will be better off implementing your plan than rejecting it. Instead of asking them to *sign a contract*, get them to *OK the agreement*.
9. Use charts and graphs to summarize the spreadsheets and to make your point visually and demonstrate how effectively you can show success.
10. If you offer a discount for an immediate order or a higher quantity, make the difference immediately discernable. When you drop your total price from \$99,985 to \$97,360 the buyer would have to stop to calculate the difference, perhaps distracting him or her. On the other hand, if you drop the price from \$99,985 to \$97,985 the difference is immediately clear.

