



THE SALES INFORMER

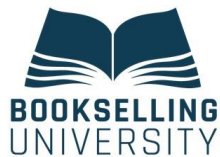
Association of Publishers for Special Sales

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

Volume 6, Issue 11, Number 66 November 2018

Here is your November 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



New! Live, One-On-One Meetings With Authors for Sales Tips Customized to Their Books

Book Selling University now offers live, virtual “classes.” Authors will have at least 60 minutes with Guy Achtzehn -- an expert in selling books in both small and large, non-returnable quantities to non-bookstore (special sales) buyers.

Individuals will discover how to sell their book – not just books like theirs. They will get an understanding of their target prospects, the steps for selling to them, and how to easily repeat the process for long term growth of their sales and profits. Authors will get...

- A list of target buyers customized to their content
- Basic contact information for each prospect
- Tips and techniques for reaching them
- Networking hints for meeting buyers in person
- Role playing to build their confidence
- Tips to follow up with buyers successfully
- Ways to build recurring revenue from each customer

Book Selling University is an online, on demand series of pre-recorded courses to help self-published authors and independent publishers produce better books and sell them in large quantities more profitably. Students get book-marketing information on their schedules to help them plan, produce, price, distribute and promote their books more effectively and efficiently online or offline All courses are conducted by instructors who are experts on their course material.

Book Selling University (www.booksellinguniversity.com) is sponsored by BookLife, Bowker, Ingram Spark and the Association of Publishers for Special Sales (APSS). It is an attempt to create an awareness of special sales (non-bookstore marketing), the steps that should be taken to achieve greater revenue, and establish consistent, high-quality standards to which published items should be produced.

APSS Tip for Finding Potential Non-Bookstore Buyers

Do you have a book for prisoners? The Federal Bureau of Prisons Library offers a wide variety of traditional and automated information services. There is a wealth of resources covering the field of corrections and related fields of study including, criminology, sociology, psychology, and business. Federal Bureau of Prisons Library, 500 First Street, NW, 7th Floor, Washington, DC 20534; <http://bop.library.net/>

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

Book Selling University has courses to help you produce better books and sell more of them. Today's featured course BSU-125: Tax Tips for Authors, by Carol Topp. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

APSS Tip for Making Persuasive Sales Presentations



How to overcome nervousness. There are many things you can do to bring your tension to the right level. Some will work for you, others will not. Find those that help you and work with them on a regular basis so that when you feel anxiety tightening its grip, you automatically respond in the most appropriate manner. Some are to be used before your performance and some during it.

Much tension is self-inflicted. Authors imagine severe negative consequences if they do not perform to perfection and present poorly. The worst that will happen is that you will lose the order. While that is certainly not desirable, it is not life threatening. You might get the order even with a bad presentation if your proposal is solid. If not, there will always be other opportunities for orders, and you are more likely to get them if you use a particularly negative performance as a learning experience. So, do not be too hard on yourself.

If you did a comprehensive job in your information gathering and proposal writing phases, you should have a good grasp on all the issues and questions that might arise. That is itself will help you relax. Focus on the benefits that you bring to this prospect. Your passion and belief in yourself, your book and your proposal will serve you well in your quest for equanimity.

Practice is perhaps the best way to deal with pre-presentation jitters. You know your book's content precisely. You know your prospect's needs and you have an ally in your sponsor at the prospect's company. That knowledge should help calm your nerves and eliminate any concern that you will not get through it, be embarrassed or be asked questions for which you have no answer.

APSS Tip for Negotiating Large-Quantity Orders



Find out as much as you can about the other side's *concerns* (do not refer to them as *objections*). Why did the buyer not accept your initial proposal? How far apart are your positions? If close, can you split the difference?

In most complex negotiations, issues are discussed one at a time. You might start by discussing what's presumed to be the most important (for example, price).

When you have reached some agreement on price, turn your attention to another concern such as delivery, and then to another such as exclusivity.

On the other hand, when only one issue remains on the table, both sides behave as if it is the most important issue. When you move to the second concern, *it* appears to be the most critical. Often it is better to negotiate multiple issues simultaneously. That is, identify all the issues up front and put everything on the table at the same time. Then go back and forth, perhaps trading one off against the other.

APSS Membership Benefit

Are you taking advantage of all APSS has to offer?



Discount on Staples products. Staples will provide you with your own Staples Business Advantage account. You can get discounts on your in-store and online purchases plus special discounts on other services. APSS has paid the registration fee for all members to join – there is no charge to you

You will have a Staples Business Advantage account in your name. You pay directly to them. You receive free shipping for online purchases. You have a Staples customer representative assigned to you to answer your questions and help with your purchases

In addition, you get discounts on other services such as:

- Up to 30% off Avis and Budget
- 20% off flowers and gifts at FTD
- 10% off professional chauffeured car service at GroundLink. Plus 25 off your first ride!
- Free procurement service for hard to find items
- Up to 50% off event planning services at GoGather with a free 1-hour consultation and free site selection
- 6% off business catering
- 5% off fresh fruit delivery

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APSS members contact Kim@bookapss.org for the IngramSpark Promotion code

The link to IngramSpark: <https://myaccount.ingramspark.com/Account/Signup?source=APSS>

APSS Top Ten List

Changing your company's business model may be the singular most important thing you can do to significantly increase your profits. Amazon.com demonstrated that when they expanded their sales to products other than books. The *Wall Street Journal* ("Scholastic Graduates to Educational Software") described a change in the business model for children's book publisher Scholastic Corp. Here are the Top Ten Components of a Business Model:

1. Business Plan (mission, vision, financial, marketing, personnel plans)
2. Key partners (value chain)
3. Key activities
4. Key resources
5. Value proposition
6. Customer relationships (how to get, keep and grow customers)
7. Target segments (for whom are we creating value)
8. Distribution channels (how to reach segments)
9. Cost structure (most/least expensive resources and activities)
10. Revenue streams (what are our pricing strategies per segment)

APSS Featured Supplier



The Novel Factory is writing software focused on productivity. It helps you plot your story structure, develop your characters and keep track of progress. Features include easy image uploads, click and drag plot editor, plot templates, automatic backups and an optional step-by-step guide to writing a novel, for beginners. <https://www.novel-factory.com/>

The Invisible Book Chain: An Overview of the Publishing Process

Michael Larsen

(Larsen-Pomada Literary Agents / larsenpomada.com / larsenpoma@aol.com)

You write your proposal or manuscript.

V

You or your agent submits your book.

V

Your editor likes it enough to do a proposal to buy it.

V

An editor-in-chief or editorial board decides whether to buy it and for how much.

V

You sign a contract and receive the first part of your advance against royalties.

V

If you sold your book with a proposal, you write your book.

V

Your editor edits your manuscript.

V

You respond to your editor's suggestions.

V

Your editor accepts your manuscript.

V

You receive the second part of your advance.

V

Your editor sends your manuscript to the production department, so it can be published simultaneously in print, and as an ebook and audio book.

V

The production department copyedits your manuscript.

V

You respond to your copyeditor's comments.

V

The art department creates or outsources the interior design and the cover for a paperback and ebook or the hardcover jacket.

V

In a series of launch meetings, your editor and the sales, marketing, publicity, and advertising departments:

- position your book on one of your publisher's seasonal lists
 - create a trade and consumer-marketing plan
- choose the print, broadcast, and electronic trade and consumer media to carry out the plan
 - prepare sales materials for sales conferences.

V

Throughout the rest of the process, your agent and your publisher try to sell subsidiary rights.

V

Your publisher will print advance reading copies (ARCs) and send them to early reviewers and for cover quotes.

V

Your book and the plans for it are presented to the sales reps.

V

Sales reps sell your book to on- and offline bookstores, distributors, wholesalers, specialty stores, warehouse clubs, and mass-market distributors; and to school, college, and public libraries.

V

Your publisher's education department sells books with adoption potential.

V

Your publisher's special-sales department tries sells bulk orders for books with premium and bulk-sales potential.

V

The production department arranges to print your book, based on pre-orders.

V

Your publisher's warehouse receives books from the printer, ships orders, and later receives returns.

V

Your publisher's advertising and publicity departments:

- do prepublication promotion
- send out review copies of your book.

V

Your book is published and has a brief launch window in which you and your publisher try to generate sales momentum with publicity, reviews, promotion, reading groups, and traditional and social media.

V

Readers learn about your book in a bookstore, in a library, from on- and offline media, a reading group, a review, or a friend. They read it, love it, and tell others they must read it.

V

Your publisher promotes your book for as long as sales justify it.

V

You promote your book for as long as you want it to sell.

V

Reprint meetings decide when to:

- reprint and how many copies
- sell or remainder part or all the stock if sales are too low
- make your book available in a print-on-demand edition
 - put your book out of print

at which time you can ask for the rights back and republish it.

V

You write the proposal or manuscript for your next book.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



The way to find a better mousetrap is to ask people how they would alter their existing one. And if it were changed to their specifications, how many would they buy? Do this by asking incisive questions. You will not have a complete sense of the market until you get the answers. This process may lead you to discover that you already have an existing title that solves their problems, but the marketplace does not know about it. Then your strategy becomes one of improved communications.

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

Five Touchpoints to Any Sale

By Brian Jud



Whether you are selling yourself to a potential employer, to your boss for a promotion, or to a prospective buyer to purchase thousands of your books, it takes five touchpoints to make the sale. A touchpoint may be a phone call, videoconference, extended email exchange or a personal meeting.

Business-to-business selling (B2B – selling to buyers in companies, associations, military, etc) is much different from selling to retail buyers. Selling to retailers (including bookstores) requires a distribution partner. The sales process is less time consuming because if your book doesn't sell, the stores return it. However, that is not an option for B2B buyers who purchase your book on a non-returnable basis as a promotional item.

B2B buyers have something you want (money) and you have something they want (a solution to their problem). But you cannot just meet once and ask for the order. How would you feel if someone came up to you and said, "Nice to meet you. Do you want to buy a car?" You don't know the person and probably feel he/she just wants to sell the car, not help you. That is how business buyers feel when you try to sell them something before they know anything about you or how you can help them. Proposing the sale of thousands of your books requires five points of communications, and at least three of them should be personal meetings. Here is an ideal sequence for the points of contact leading to a profitable, large, non-returnable sale.

First touchpoint. This is the meet and greet, grip and grin meeting -- like two dogs sniffing each other. You want to make a good impression, but it is too soon to begin selling. Instead, demonstrate your pedigree and discuss common links (schools, jobs, people), the information you uncovered in your pre-meeting research. This visit should take less than 30 minutes. Let them know you probably have the solution to their problem, but you need to learn more about their circumstances. You only want to leave a scent – a reason to meet again.

Second touchpoint. This could be a telephone call or video conference with the decision maker. Your goal is to learn more about the buyer's objective for the upcoming campaign, or the problem that needs to be solved.

Third touchpoint. If you are selling to a large company, this would be an exchange with another person in the decision chain. The purchasing manager, marketing manager, sales manager, HR manager – someone other than the ultimate decision maker. Your two objectives are to learn more about the problem to be solved and to

develop an internal ally. Create positive word-of-mouth communication by having your ally pre-sell your proposal to the decision maker.

Fourth touchpoint. Meet personally with the decision maker to present your proposal, your recommendation about how your content can solve the buyer's business problem. Use case histories, testimonials and examples to prove your point and get your ally involved to help make your case.

Fifth touchpoint. The final meeting should be in person with the decision maker and your ally if possible. Handle any remaining objections and negotiate any open issues such as price, quantity or delivery date. Then ask for the order.

Negotiating a large book sale with a corporate buyer requires some of the same skills as playing poker. You need a little chutzpah, the creativity to recognize alternatives, the ability to assess odds, the willingness to take calculated risks and bluffing when necessary. But unlike poker, selling is not a winner-take-all game. Manage the emotional tenor of the negotiating session and bring it to a win-win conclusion.

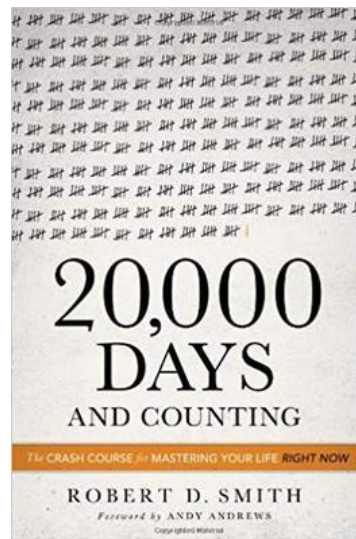
Everyone is in a hurry these days with likes, one-click buying and retweets. And authors expect to sell their books quickly. But building a relationship with buyers for long term, recurring sales and revenue takes time. Allow the process to unfold naturally, but keep in on track with these five touch points

Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. His 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

Read It and Reap

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

20,000 Days and Counting: The Crash Course for Mastering Your Life Right Now, by Robert D. Smith. The message of *20,000 Days* is that we don't know how long we will live but we do know how long we have lived. We should celebrate milestones such as 20,000 days. Importantly, however we can't just celebrate what has been, we need to rush to achievement. We need to complete our work every day. After we are gone, all that will be left is our legacy. At its smallest, our legacy will be memories in the minds of those few people in the world who knew us. At its greatest our legacy can be on-going institutions, concepts we have developed, and unmeasurable impact we have had on others. Our legacy can be a model for others as they work through their lives.



What's the Big Idea?



APSS Pro-File

Awele ilusanmi

(President of The Nigerian Chapter of the Association of Publishers for Special Sales)



Awele ilusanmi is a Nigerian Author, motivational speaker, talent promoter and marketer. She presently resides in Lagos, Nigeria. She is the bestselling Author of the Talent Success Series. She is also the host of the launching program “Launch Paddy” that helps people to launch out their talents successfully, getting financial assistance and teaches Talent Success Secrets.

She is very passionate about teaching and inspiring people to succeed with their talents and make positive impact in their society.

Her first self-published book *Comforting Arms* published in 2004 and it is still impacting lives, giving out encouragement to as many people that need it.

Launch Money, her second book, was published in May 2015. People have been talking about how ideas in the book have helped them to successfully launch out their talents, make money and see the importance of what true talent appreciation is. It is a must read.

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)

“When selling to a corporate buyer who is evaluating other books, how can I separate my book from competitive books?” Elijah Frame

A successful presentation transcends the expected attributes of your book. It recognizes that people are willing to pay more if they perceive extra quality worthy of the additional cost.

For example, consider the title, *It's Show Time* about helping people perform on radio and television. The *generic* product is a stack of trimmed, numbered pages, perfect bound and protected by a soft cover. People *expect* it to be a helpful, descriptive narrative about the techniques for performing successfully on the air. Most marketers stop here, presenting only these undifferentiated expectations.

Successful marketers take their message further by *augmenting* this expectation, offering prospective customers more than they envision receiving or have been accustomed to expect. In this case, *It's Show Time* promises practical advice about media performances based upon interviews with producers of top national television and radio shows. The *potential payoff* is that executives will perform better when confronted by reporters.

A book *is* what it *does* for each of its readers; the benefits they receive when reading it. Even though your book may be undifferentiated as a *generic* or *expected* product, you can still distinguish it from competitive offerings by means of value, brand identity, content and promotion. Choose the right words in your presentations to make that happen.

