



# THE SALES INFORMER

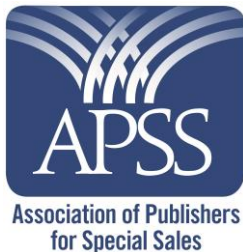
## Association of Publishers for Special Sales

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

Volume 7, Issue 5, Number 72 May 2019

Here is your May 2019 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 annual conference (ALA) - 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 May 31** to display your books with the APSS discount -- just \$140

- 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

Given limited amounts of time, money and energy, begin by defining the ultimate readers who are most likely to be interested in your content, and why. Then think about where they shop, work, go to school or congregate. This will direct your prospecting efforts and create the criteria against which you can qualify and prioritize your prospects. Perform these two activities before you start prospecting.

1. Define your ultimate readers. These are the people who are most likely to be interested in your content. Start first with your content and think about who would most likely be interested in it. If your material is suited for children, then your target would be young parents or grandparents. Describing their general level of education will define the vocabulary you will use in your promotion.

2. Organize them in segments: Where do they work, live, congregate, shop; what associations. You do not have to know that your readers make \$100,000 or more annually. But if your content is about wealth management, you are more likely to reach your buyers at an airport store or on a cruise ship than at a Family Dollar Store or a Walmart.

## **7 Factors to Marketing Your Book**

### **By Brian Feinblum**

1. Energy -- Everyone has their style of communicating and one cannot change their personality much, but we can all come out with a higher energy level. Take effort to get proper rest, diet, exercise or medication to make sure you come across as alive and alert.
2. Enthusiasm -- Similar to your energy, come across as positive, optimistic, and excited to be where you are to present whatever you have to say. Express gratitude and appreciation, smile, and have pep in your step.
3. Humor/Wit -- Everyone loves to laugh. You don't have to give one-liners and be a comedian, but it always lightens things up when you can show an understanding of an issue with humor. Don't assume they will laugh at sensitive issues regarding race, religion, politics, sex, etc. but you can be playful about your book topic.
4. Vocabulary -- You need to speak at a level people understand but also at a higher level to display you are intelligent and know your stuff. Use industry jargon where it is relevant, not just to come off as a know-it-all.
5. Curiosity -- Ask questions and express your concerns for others. Let them know that you are striving to know more and to grow in a way they can identify with. People want to feel you have comprehensive knowledge on a subject area but they don't want you to come off as perfect or as presenting the one and only way to do something.
6. Paint A Visual -- People learn in different ways. For some, you need to paint a picture. Set the scenario for them so that in their minds they can see what you speak of. In other cases, you will have to display a visual – whether on a board, a screen or with a handout so they can fully appreciate what you are talking about.
7. Research Tips -- One of the ways to generate a winning marketing strategy rests in your ability to generate good research results. Your ability to find the people and groups that you want to market to, identifying the right contact information, and to learn what you need to know about them, will dictate your success.

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Brian Feinblum's insightful views, provocative opinions, and interesting ideas expressed in this terrific blog are his alone and not that of his employer or anyone else. You can – and should -- follow him on Twitter @theprexpert and email him at [brianfeinblum@gmail.com](mailto:brianfeinblum@gmail.com). He feels much more important when discussed in the third-person. This is copyrighted by BookMarketingBuzzBlog ©2019. Born and raised in Brooklyn, he now resides in Westchester. His writings are often featured in The Writer and IBPA's Independent. This was named one of the best book marketing blogs by Book Baby <http://blog.bookbaby.com/2013/09/the-best-book-marketing-blogs> and recognized by Feedspot in 2018 as one of the top book marketing blogs. Also named by WinningWriters.com as a "best resource." He recently hosted a panel on book publicity for Book Expo America.

## 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 is BSU-103: Speaking for Authors (Beginner) by Dan Blanchard. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

## APSS Tip for Making Persuasive Sales Presentations



Think of your presentation as a sandwich. The opening and summary are like the bread and the body is the meat of your communication. The opening and summary should be brief and simple.

Your summary gives you the chance to reinforce the central theme and purpose of your presentation. Briefly reiterate the decision criteria, and then list your key points. A critical element to this step is to repeat the fact that after you discussed each point

everyone agreed that it met a decision criteria.

## APSS Tip for Negotiating Large-Quantity Orders



Negotiating implies personal interaction and is made up of people with varying attitudes, objectives, perceptions, strategies and tactics. Rational and emotional elements come to play when people become involved in what they think is a test of wills.

During your presentation you may experience a variety of responses. These range from acceptance to objection, from disinterest to skepticism. If not properly reinforced (acceptance) or addressed at the time, they may be carried over into the negotiation. If people were skeptical then, they probably feel the same way now.

Focus on these positions and emotions. Do not plunge ahead with your prepared game plan regardless of the issues at hand. If people have a question or objection that was not addressed before, or addressed insufficiently, they will hold that same feeling for the duration of the negotiation. Ask if there are any unanswered questions before plowing ahead. If there are, answer them and confirm that your answer is accepted.

## Eliminate the Ingram Spark \$49 set-up fee -- With Your APSS Discount

Save \$49 set-up on the IngramSpark set-up fee with your APSS membership. IngramSpark is an award-winning online service for indie authors that provides the same quality print and distribution services enjoyed by big-time publishers. Once you finish and format your book, IngramSpark makes it possible to share it with the world, including readers, over 39,000 booksellers, and librarians, and more than 70 online retailers. Focus on what you do best — creating innovative content — and let IngramSpark do the rest: print, ship, and distribute your book.

APSS members contact [Kim@bookapss.org](mailto:Kim@bookapss.org) for the IngramSpark Promotion code

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

## APSS Membership Benefit

### Are you taking advantage of all APSS has to offer?

#### **\$50 Discount on a Baker & Taylor distribution program**

##### ***Premium Program - \$350.00\****

Your title(s) will be listed on our database as available for order to our customers.

Title(s) will be purchased initially to fulfill our customer backorders only. Your title(s) will not be stocked until consistent demand is established.

Advertising for paid title(s)\* in one of Baker & Taylor's nationally circulated catalogs. A one-time super annotation featuring your book description and jacket art, provided by the publisher, will appear in one of our catalogs. We will support the placement of your superannotation with a minimum inventory purchase to be determined upon acceptance.

*\*\$350 is for one advertised title and includes a one-time, non-refundable set up fee. We will accept up to four additional titles for super annotations if submitted at time of enrollment. The cost is \$200 per additional title. Titles can be no more than one (1) year past publication date to be considered.*

You must first be accepted as a vendor (<http://btol.com/newaccount.cfm>). Then you will receive an acceptance letter via email that includes instructions that if you are an APSS member they are to submit the check at the reduced \$300 rate along with documentation of proof of membership. To contact Baker & Taylor about the program email [pubsvc@baker-taylor.com](mailto:pubsvc@baker-taylor.com)

## APSS Top Ten List

Business markets are very different from consumer markets. In consumer markets large numbers of buyers have similar wants small in value. The selling process is short and books are usually sold-off-the-shelf and may be returned. A formal distribution through the retailers. Here are the **Top Ten Differences of Selling Books to Business (B2B) Buyers.**

1. A business market has fewer customers and transactions tend to be larger, with no returns
2. Books are usually customized
3. The price is negotiated, and payments are typically made in 30 days
4. The selling process is long and complex, requiring that you find, qualify and prioritize potential customers
5. The target of the sales pitch is not the ultimate consumer
6. Books are purchased not for resale, but to solve the companies' problem (each customer purchases your books for a
7. A segment may consist of one buyer
8. There are no distributors to do the selling for you – the publisher does the prospecting and selling
9. Follow up is required to make sure the order was delivered properly and to tee up the re-order
10. You can be creative when selling and the product form is a variable

## APSS Featured Supplier



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](mailto:tamara@tlcgraphics.com) or [www.TLCGraphics.com](http://www.TLCGraphics.com).

## Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Your presentation probably just concluded with your committing question, asking your prospects to confirm the agreement. They will most likely reject your initial offer for any one of a variety of reasons, regardless of how reasonable it is. For example, they may think that you began with a high figure in anticipation of lowering your price during the negotiation. Or, they may truly believe that your recommended terms are in fact unreasonable, but they are willing to discuss alternatives. There are people who simply like to bicker, or feel their colleagues expect them to do so. And if the potential order is particularly large, some people want to get others involved in the decision so they can spread the blame if something goes wrong.

The ultimate fact is that your initial proposition was rejected and now you have to talk to your prospects to hammer out an agreement that works for both sides. That is the process of negotiation. It is as much an art as it is a science since you are dealing with a variety of people who are unwilling to divulge their true feelings, goals and motivations.

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

## 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](mailto:BrianJud@Bookmarketing.com) and he will answer it here)

**“Why should I ask prospective buyers questions instead of telling them how great my book is?”**  
**George Booker**

If you ask questions properly you get your prospects to discover the solution. For example, if you ask, “If we did this, how would that help to reach your objective?” Of course, you have an example or two to help them come up with answers. But the key is that when they reply with ways in which your book can help meet their goals, they become invested in the solution. Since it was their suggestion, they may be more inclined to make it a reality. And when they are forced to think of a response, your recommendation may become clearer to them. You could tell them the exact same example, but it would not mean as much to them. That is what is meant by having people *sell themselves*.

## Four Steps to Greater Profits

By Brian Jud



Publishers want to increase sales with new books and new ways to market them. Yet in practice they wait for authors to submit manuscripts and then sell the published books through bookstores and online. The quest for innovation is lost to habit and tradition.

It doesn't have to (and shouldn't) be that way. There is a reliable, systematic process for developing new, different and more successful ways to publish profitably and simultaneously grow your business. The objective is to close the growth gap --- the area between where you are now and where you want to be. There are four basic steps in this process.

**Step One: Define your growth gap.** Where are you now and where do you want to be in X years? Once you know the extremes of this continuum you can direct your creative efforts to close it. Do this in two ways. The first is innovation that extends your current core business. The second is innovation that generates long-term,



profitable growth. These should be addressed sequentially to strengthen your ongoing business (core innovation) and fund exploration with growth innovation.

New-growth initiatives push the edges of your strategy by offering new or complementary products to existing customers, moving into adjacent product or geographic markets, or developing a new business model. The larger your growth gap, the greater the creative stretch.

**Step Two: Focus your creativity.** Most likely you have limited resources of time and money. If so, it makes sense to productively channel your innovative thinking on a small number of opportunity areas. How do you choose them? One way is to ask potential customers what they want. Do this at trade shows, in discussion groups, make some phone calls or hire a telemarketing firm or an intern to do it for you. In any case, what will you look for?

- A new group of buyers that could use your content
- An unsatisfied need for information or delivery of that information (printed book, ebook, audio book, booklet, translation, seminar, workshop)
- An author with a new twist on a topic
- Different places in which to sell your content
- A way to export your core business model to another market

Qualify and prioritize your findings. Do not try to do too much at one time, too soon, or move too quickly into unfamiliar territory. Choose opportunities for which you can exploit your core strengths and avoid your weak areas. Direct your energies and resources to creating ways to resolve problems that need solving.

**Step Three: Form a team to develop your ideas.** You may be a sole proprietor or have a small staff without pertinent experience. You can still get the job done without an army to help you.

- **Hire a coach.** There are people who can walk you through the steps to codify your initial ideas. Others can do the work for you.
- **Join an association.** The Association of Publishers for Special Sales ([www.bookapss.org](http://www.bookapss.org))
- **Join or create a Mastermind Group.** Find other entrepreneurs who will meet on a regular basis to help each other plan solve business problems. APSS is forming Mastermind Groups to help its members in this situation.

**Step Four: Implement your ideas.** You now have a list of potentially profitable ideas, the names of prospective buyers and a team of people in place to help you implement your ideas. The next obvious step is to do it.

Did you ever hear the question, “How do you eat an elephant?” The answer is, “One bite at a time.” It is not necessary to do too much too soon, but do something and evaluate your progress regularly. Start with your A1 idea and take steps today to make it happen in 2019.

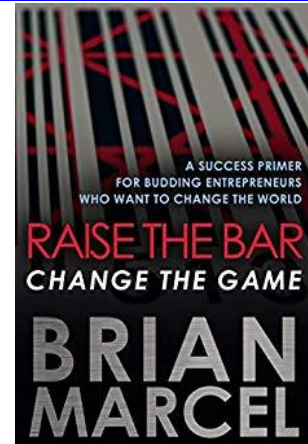
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*Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. His company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT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

## Read It and Reap

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

*Raise the Bar, Change the Game: A Success Primer for Budding Entrepreneurs Who Want to Change the World*, by Brian Marcel (Author) is a beautifully written autobiography of an entrepreneur. Rarely do you have a biography where personal humanity is intricately interwoven with the business successes and failures that occur when someone takes a road never before traveled; in this case, through the newly-fallen Soviet Union.



## What's the Big Idea?

The concept of product placement functions as much and as well in the publishing industry as it does in television shows and movies. If a brand name is mentioned in a book, the owner of that brand becomes a likely sales prospect. Furthermore, the capabilities of digital printing make it easier to change the name of the product if it is necessary to sell to a different buyer.

The 1882 painting “A Bar at the Folies-Bergère” by Edouard Manet is the earliest known example of product placement (see the bottles in lower right and left corners).

