



THE SALES INFORMER

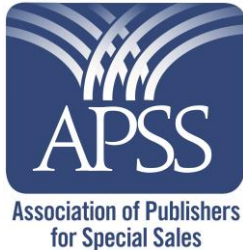
Association of Publishers for Special Sales

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

Volume 7, Issue 6, Number 73 June 2019

Here is your June 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 book to 10,000 managerial people -- \$50 with the APSS member discount

APSS works through Association Book Exhibit to display your book(s) at many niche conferences such as the Academy of Management (AOM) meeting. ABE is the only book exhibit there. **They expect approximately 10,000 attendees.**

Deadline for listing is July 19: **\$50 for APSS members (\$75 for non-members)**

Show Dates: August 9-12, 2019. Location: John B. Hynes Veterans Memorial Convention Center, Boston, MA

- All books are displayed face out, visible to all attendees
- All titles would be listed in a "Titles on Display" ordering catalog listing full ordering information handed out at each exhibit. 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.

For each title, please email the title, author, pub date, list price and discounted price (if any) to brianjud@bookapss.org. To make the \$50 or \$75 payment (per title) please use Paypal account brianjud@bookapss.org or contact brianjud@bookapss.org for other payment arrangements. The display company will need two copies of your book and after you register I will email you the address to which to send them.

To learn more about APSS go to www.bookapss.org or contact brianjud@bookapss.org

To Your Success,
Brian Jud
Executive Director, APSS
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APSS Tip for Finding Potential Non-Bookstore Buyers

Build and maintain customer relationships for long-term value. If you want to sell 10,000 books in the retail sector you have to sell one book to each of 10,000 people. Your “customer” provides value for one moment in time.

But to sell the same quantity of book in the non-retail segment, you could get one person to buy 10,000 books now, and perhaps again in the future. The value is in aggregate profitable revenue, not charging a premium price. Here the test of a customer’s value is not in its ability to deliver profits, but the ability to make a long-term contribution to your recurring revenue.

Give more thought to how you define your customers. Your new answer could make an important difference in the relative success of your business.

Don’t Be Scared of the Boogeyman in Your Head By Nancy Erickson, The Book Professor

In October, millions of children will be dressed up in their favorite Halloween costume to go trick-or-treating. And they’ll be adorable! But do you know what I haven’t seen? The boogeyman. I know you remember the boogeyman. The funny thing is, I can’t exactly explain who or what he was, but I was terribly afraid of him. I eventually grew out of my boogeyman phobia and sleep quite peacefully at night these days. As the Book Professor, I need my brain to be at full capacity!

But do you know what I still struggle with from time to time? Negative thoughts. To me, that’s like having a “boogeyman” in my head. Negative thoughts—if they go unchecked—can invoke fear, anxiety, allow toxic emotions to reign, and prevent me from living my life to its fullest. It wasn’t until I learned to change these thoughts that I became free to be the person God created me to be.

What we innately believe about ourselves can be the driving force behind the decisions we make. As a child, my family moved around a lot due to my father’s corporate job. I was always the new girl and it wasn’t easy. Every place we moved was so different. What were the rules here? Who could I trust? Who should I be?

It was important that I figure things out before I shared myself in any way. I needed to learn the rules and customs and behaviors in a new place, so I could mimic them and fit in. I became a completely different person every time we moved, and I adopted new personas to match what I saw in others. That’s when I developed my three most crippling self-defeating beliefs:

If people know who I really am, they won’t like me.
No one cares about me.
I don’t matter.

It’s been a long time since I was twelve years old, and I wish I could say that those internal messages disappeared with my youth, but they did not. To the contrary, these became my core beliefs about myself, and they kept me in chameleon mode for far too much of my life. These negative beliefs caused me to neglect myself and my own needs, to marry an abusive husband, to work in a career that I hated (before I found my calling as The Book Professor), to be under-developed as a human being, and to live a life of crippling anxiety — always trying to figure out what to do, who to be, how to act.

With the help of some good therapy, journaling, and a daily practice of meditation, I’ve worked through these issues, have changed my thoughts and can officially say: the “boogeyman” is out of my head.

As The Book Professor, I help people write books that change lives, save lives, and transform society. But it's the people that I sadly meet that don't believe they have anything to offer that's worthy of writing about in a book that breaks my heart. When you've built your life on a lie, it's hard to overcome that thinking. The lie becomes the truth and the truth becomes a lie. I believe it's the lies we tell ourselves that prevent us from doing the things we were meant to do and for which we are gifted. I don't know what lies you tell yourself, but I know the truth. You do matter. You are important. You can help other people. And once you change your thoughts, recognize the lies you've told yourself over the years, you too can break free from negative thoughts and finally put that boogeyman out of your head forever.

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-101: How to Define Your Target Readers and Buyers, by Brian Jud. See it and more at <https://bit.ly/2IAQn55> View each course up to 5 times

APSS Tip for Making Persuasive Sales Presentations



Once you have made your presentation and reached a conclusion, give a brief summary of what everyone has said. If one person was the "Devils Advocate," be sure to recognize the dissenting comments, but give the reasons why they were countered. Make sure that person is in agreement with the consensus, even if not wholeheartedly. Of course, if that person is the major decision maker, do not proceed without his or her unconditional concurrence.

Your prospects are not interested in what they can do for you, but what you can do *for them*. Demonstrate how you can solve their problems and make their company more successful as a result. Do this as briefly and creatively as possible. Follow the Seven Cs of effective communication and you can get more sales.

APSS Tip for Negotiating Large-Quantity Orders



You will run across varied personalities on your path to negotiating large-quantity sales. Some of these people will have a hidden agenda when dealing openly in front of their colleagues, and they may assume a more confrontational behavior. This may result from a desire to perpetuate -- or establish -- a reputation as "playing hardball," and not compromising easily.

They view a negotiation as a zero-sum pie, i.e. "your gain is my loss." It's difficult to work under these conditions because it is politically incorrect to point out another's irrational bias. Try to manage the tension between *cooperative* actions needed to create value and *competitive* ones needed to claim it. In essence, the pie must be both expanded and divided.

Negotiating large-quantity sales generally involves give-and-take on both sides. You each begin with your initial position, and then compromise gradually until you find a mutually acceptable middle ground.

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 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?



The APSS Shipping Program, managed by PartnerShip®, is a comprehensive inbound and outbound shipping program that combines simplicity, savings, and value to all APSS members. As the APSS-endorsed shipping management provider, PartnerShip works with nationally known carriers to provide unparalleled customer service and significant savings on every shipment.

Members who enroll in this free program receive discounts on small package, LTL freight, and tradeshow shipments. Call PartnerShip at 800-599-2902 or visit PartnerShip.com/APSS to sign up for these savings today. See a [video](#) about Partnership

APSS Top Ten List

Ten Steps for Selling More Books to Corporate Buyers

1. Know how books are used as premiums, ad specialties and incentives
2. Prospect for potential buyers
3. Qualify and prioritize your prospect list
4. Contact and follow up to make initial appointment
5. Meet to gather information about their objectives
6. Create a proposal describing your recommendation
7. Present your proposal to decision makers
8. Negotiate the terms and close the sale
9. Follow up to make sure the delivery goes smoothly
10. Get new orders and referrals for other prospects

Do you want more detail on each step? If so, go to <http://tinyurl.com/jmxbxu5>

APSS Featured Supplier



Book publicist Scott Lorenz is President of Westwind Communications, a public relations and book marketing firm with a special knack for working with authors to help them get all the publicity they deserve and more. Westwind clients have been featured by Good Morning America, CNN, ABC Nightly News, Nightline, TIME, PBS, LA Times, USA Today, IBD, Wall Street Journal, Washington Post, Howard Stern, NPR, Woman's World, FOX News, Entrepreneur and many more.

Lorenz utilizes the latest methods and tactics including Facebook, Twitter, Pinterest, book trailers, YouTube and his long-time relationships with members of the media and top Amazon reviewers. You name it Lorenz employs it! For more information contact Lorenz at: <http://www.book-marketing-expert.com/> or scottlorenz@westwindcos.com or 734-667-2090.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Penguin Random House is getting in the T-shirt business. A recent issue of *Wall Street Journal* (page B3) described how people “want a souvenir from the reading experience “and will wear a t-shirt, socks or get a coffee mug or other promotional item with their favorite book cover or character on it.

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See Brian Jud's article about 10 ways your book can be used as a corporate promotional tool and get more sales for you, at <http://tinyurl.com/n5pkv7g> In addition, APSS can help you use promotional items to:

- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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

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)

“You say that it is important to research buyers to find out what they want. But I don’t have a lot of money to spend on research. How else can I find that information?” Ellie Masters

There are many sources of information that require more time than money to survey. Use those below to uncover information that can serve as fodder for your creative thinking.

1. Online stores. Search online for competitive information such as pricing, cover design, book size, number of pages and binding. On Amazon.com you can sort by relevance, bestselling, price, average customer review or publication date. See what makes your competitors' books bestselling.

2. Bookstores. You can perform RBWA (Research By Walking Around) in bookstores. Talk to employees and ask them what books are selling well, particularly in your category. Why are they selling? Is it the content, size, price, cover design, number of pages or internal layout? Peruse the shelves for examples of cover designs that you like. This information will benefit your sales wherever your books are displayed face out, such as in airport stores, supermarkets, catalogs, or drug stores.

3. Web sites. Go to your favorite search engine and explore the Internet using your topic as a keyword. An excellent by-product of this exercise is that you should find many ideas for new places in which to sell your books.

4. Trade shows. BookExpo (www.bookexpoamerica.com) is perhaps the single best source of firsthand information about the book-publishing industry in the United States. Here, most of the top companies in the publishing industry gather to introduce their new titles.

5. Distributors. If you have a relationship with a distributor, talk to your contacts there. Go to their exhibit at BookExpo and ask them why one book sells over another. How can you work with their sales representatives to increase your sales to non-bookstore markets? Do the same thing with exhibitors at gift, premium and incentive shows.

6. Publisher associations. APSS (Association of Publishers for Special Sales) has a list of our partners (<http://pro.bookapss.org/partner-organizations>) . Find and join one of these local groups of publishers. Attend their meetings and educational events to network and learn.

7. Discussion groups. Join online groups and participate in the discussions. Ask questions and read the posts of others. Keep in mind that while the participants mean well, their postings contain opinions that may or may not be in your best interests to adopt. Evaluate what you read and apply that which seems most relevant to you.

8. Read. Subscribe to and read all the major industry magazines such as *Publishers Weekly* and *Writer's Digest*. Purchase and read the books by top authors such as Brian Jud (*How to Make Real Money Selling Books*), John Kremer, Shel Horowitz and others, too. Read their newsletters as well. Find proven ways to sell more books from the top people in their fields in the publishing business at <http://tinyurl.com/3urj5fg>

Maximize Your ROI – Return On Ideas

By Brian Jud



Publishing companies need to innovate regularly to create new value for their customers. But innovation in itself should not be the final goal. Not only must you spot opportunities, but you should capture value so you get paid for it, too.

There are two kinds of innovation. One is in value “creation” and the other is in value “capture.” Many businesses stop the creative process when a good idea is developed, believing that once it is implemented it will generate money. But unless value capture – maximizing the return on your idea – is also contemplated, you can leave money on the table.

For example, publishers look to authors as the source of ideas. But when a significantly new concept is acquired, the process typically falls back into a routine. The content is published and distributed as has always been done -- through bookstores (bricks and clicks). After a certain period the tome is relegated to backlist status, profit is not maximized and potential gains lost forever.

As revenue decreases, thoughts of increasing sales often fall back on pricing issues. But changing the price of a book from \$15.95 to \$14.95 or running a special offer for a limited time do not constitute pricing innovation. When sales and revenue bottom out, the blame is placed on the product life cycle, the belief that the book has run its course and it is time to replace it with a fresher title.

But a key to increasing revenue and profits is not to publish more books, but to sell those you already have on hand. Here are some ways in which you can apply a little strategic thinking to increase the return you get from your ideas about selling your existing books.

The most familiar is value-based pricing. This occurs when the publisher charges according to the content's worth to the customer and stops setting prices by simply marking up production cost or calibrating against competitive prices. The challenge is how to determine the perceived value. When selling to corporate buyers you can use your presentation and negotiating skills to communicate the benefits of your content, increase the value of your proposal, and subsequently the amount of money you receive for the sale.

Change the value carrier. What is the value carrier in your offering? It is the part of the experience on which you hang your price tag. This could be your slogan ("The only book that gives you..."), or it might be your author's reputation. Ask yourself two questions, "Is my price tag affixed to the right part of the package?" and "What would happen if I moved it?"

Bundling represents another way to change the value carrier. In this practice you offer several products as a package, and the total price is less than purchasing each individual piece separately. You could bundle a backlist title with a popular one in your frontlist (or perhaps from a different author). A variation is the all-inclusive offer. Here you include a book (or books) as part of a seminar or consulting package. These actions make price comparisons more difficult.

In addition, you can increase the value of your book to those who are mentioned in it. When you name a person or company in your text, it becomes worth it for them to help you promote it. You might even get people or companies to pay you to include their name in your book.

Get a corporation to sponsor your book. Two bachelors researched a book about why some marriages last so long. In Project Everlasting they induced a company to give them a motor home in which they could travel the country interviewing people in successful marriages. They also received sponsorship money from hotel chains, jewelers and 800-FLOWERS.

Another technique is to auction your books. This could work not only on an auction site, but if your book is being used as a fundraiser by an association or school. The downside of auctioning is that the final price may be below what you had expected. You can eliminate that problem by setting a minimum bid as Association of Publishers for Special Sales (APSS) did when auctioning seats to its annual Book Selling University. The auction for each day began with a minimum bid (see <http://bookapss.org/auction/index.php> for an example).

Demand-driven pricing relies on fluctuations in demand to drive changes in price. This could apply in cases where you are selling seats to your seminar or workshop. An early-bird special might entice early adopters to register, with later deals to lure laggards.

You could also mimic Priceline and allow prospective buyers to name their own price. You might use this technique as the starting point when negotiating with a corporate buyer interested in purchasing a large quantity of your books. The buyer will start with a low offer, expecting you to respond with a higher price. Generally, the final price is somewhere in between the two.

Use your book in a razor-and-blades model similar to a company like Gillette selling a razor inexpensively (or giving it away) to lock you into years of purchasing blades for it, thus securing a future revenue stream. An

example is to give away the first chapter of your book through your website, enticing people to purchase the remaining chapters. A continuity program is another example of this technique, as is giving your book away as an enticement to attend your workshop.

Change the segment to which you sell. Instead of selling your children's book through B&N and Amazon.com, sell it to children's hospitals, children's libraries, Parent-Teacher Organizations, private schools, home-schooling groups, daycare centers and moms' clubs. When selling directly to buyers in these categories you might price your books based on the quantities purchased. Since there are no distribution discounts or returnable books you can be more profitable even at a lower price.

Sell books in large quantities to corporate buyers, associations or even the military. This introduces pricing incentives such as coupons and self-liquidators. See several articles on this topic at <http://tinyurl.com/85o9f3k> among many other free articles.

The lesson is not to set a price and live with it for the life of the title. Be innovative. Devise new ways to present the value you offer buyers and charge an amount that reflects that value. You should see a profitable return on your ideas.

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

People Buy from People, by Beth Standlee. As a salesperson, do you find it challenging to engage in meaningful conversations with clients? In a world driven by social media, email, and the day-to-day demands, it can be hard to make the most of your time when you do have the opportunity to present your product or service face-to-face. It can feel like the culture only wants to connect through social media and stifle real conversation. But it doesn't have to be. If you're a salesperson looking for ways to make meaningful conversations that lead to sales and increased profitability, you must remember one thing, no matter how computer savvy your client may be: People will always buy from people.



What's the Big Idea?



Monkeys and Book Marketing.

You start with a cage containing four monkeys and inside the cage you hang a banana on a string, and then you place a set of stairs under the banana. Before long a monkey will go to the stairs and climb toward the banana

You then spray ALL the monkeys with cold water. After a while, another monkey makes an attempt. As soon as he touches the stairs, you spray ALL the monkeys with cold water. Pretty soon, when another monkey tries to climb the stairs, the other monkeys will try to prevent it.

Now, put away the cold water. Remove one monkey from the cage and replace it with a new monkey. The new monkey sees the banana and attempts to climb the stairs. To his shock, ALL of the other monkeys beat the crap out of him. After another attempt and attack, he knows that if he tries to climb the stairs he will be assaulted.

Next, remove another of the original four monkeys, replacing it with a new monkey. The newcomer goes to the stairs and is attacked. The previous newcomer takes part in the punishment - with enthusiasm - because he is now part of the "team." Then, replace a third original monkey with a new monkey, followed by the fourth. Every time the newest monkey takes to the stairs, he is attacked.

Now, the monkeys that are beating him up have no idea why they were not permitted to climb the stairs. Neither do they know why they are participating in the beating of the newest monkey. Having replaced all of the original monkeys, none of the remaining monkeys will have ever been sprayed with cold water.

Nevertheless, not one of the monkeys will try to climb the stairway for the Banana. Why, you ask? Because in their minds, that is the way it has always been!

Remind you of selling only through bookstores and not selling to and through non-bookstore buyers?