



# 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 9, Issue 6, Number 95 June 2021**

**Here is your June 2021 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.**

Visit our Website

## **APSS Update from the Executive Director - Brian Jud**

Last week APSS completed the second 2021 Free, Virtual Book Selling University. It was a great success, and the accolades continue to pour in. If you did not attend and would like to receive a link to recordings of any one (or all) of the informative sessions, they are available. Individual recordings are \$14.95 (\$19.95 for non-members) and recordings of all sessions are \$99 (\$129 for non-members). Contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org) to place your order. Here are the courses:

**What are special markets and why are they good places to sell books?** by Brian Jud and Guy Achtzehn

**Book Sales And Publishing Details,** by Michelle Vandepas

**Reviews & Endorsements - How to Get Them, How to Use Them to Increase Sales,** by Sharon Castlen

**Foreign Rights and Wrongs,** by Jan Yager

**Selling to Libraries 2.0,** by Sharon Castlen

**Interactive Program for Immediate Leads,** by Brian Jud and Guy Achtzehn

**How To Package Your Book So It Looks Like A Commercial Title, Not A Self-Published Book,** by Rudy Shur

**Turning Your Book Into a Business,** by Karen Strauss

**Get Known Everywhere Using Publicity,** by Jan Yager

## **The APSS July Free, Virtual Meetings**

APSS conducts free consultations

every Tuesday (3:30 – 4:30 pm ET). Brian Jud will answer your questions about non-bookstore marketing, and book marketing in general. All consults will be held at <https://zoom.us/j/3671572517>.

**July 17 at 10:30 am ET, Pitching You and your Book to Media: How to find (and pitch!) the right media for your book! By Penny Sansevieri**

Whether you are a fiction or non-fiction author, getting more media is a big goal for a lot of authors, but it can be tricky because media isn't always waiting for your topic. So how do you get them interested?

In this class we'll discuss different types of media, what the media wants, and how to create an irresistible pitch!



- What media is looking for: polishing your author platform and brand
- Perfect Pitch: How to create a pitch the media will love
- Podcasts are changing the world: how to pitch your book to the right ones!
- How to find the best media for your book
- The best timing for your pitch
- How early should you start pitching media?
- Tricks of the trade

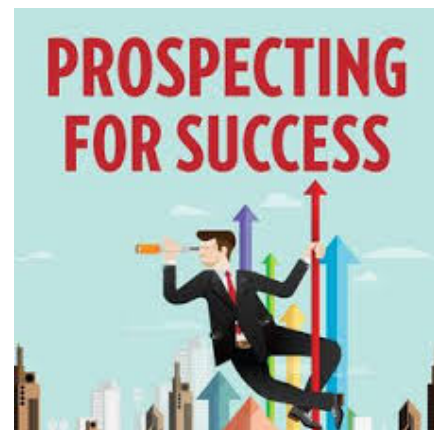
The link to attend is:

<https://us02web.zoom.us/j/6762224705>

## **APSS Tip for Finding Potential Non-Bookstore Buyers**

When police begin an investigation to solve a crime, they think about all the possible suspects who might have committed the felony. They narrow down the list by eliminating those without a motive or the opportunity and means to carry out the misdeed (the MOM technique). Their final list comprises the “persons of interest” upon whom the investigation focuses. Your qualified potential buyers are your persons of interest.

If your potential buyer is at a retail



For example, the customer at a Hallmark store is different from a person who patronizes a Spencer Gifts store. A museum gift shop will carry different products than will a hospital gift shop. Buyers at

establishment you actually have two people to consider. The first is your customer, the person who purchases your books from you. The other is the customer of your customer, and these can vary widely within a target segment.

these places will seek different items to sell to different customers for different reasons.

## 18 Ways Authors Can Persuade Others To Buy Books

By Brian Feinblum

Having the power to persuade others is a strong asset for anyone, especially the writer who must persuade publishers to publish them, literary agents to represent them, consumers to buy their book, and the media to give coverage and exposure to their book. The secrets to convincing others can be found in a book, ***Persuasion: Convincing Others When Facts Don't Seem To Matter*** by Lee Hartley Carter. Here are 18 tips and strategies to persuade others:



[Read the complete article here](#)



### APSS Tip for Making Persuasive Sales Presentations

Tony Robbins' five rules on how to give a presentation (*Fortune* magazine)

Rule #1: "Do your homework. Know your audience and what their deepest needs are, their deepest desires and their deepest concerns."

Rule #2: "Respect your audience. That gives me a connection with them that I – and they – can feel."

Rule #3: "Go deep quickly. The question is to ask, 'How am I going to engage them from the very beginning – to quickly get to what matters to them?'"

Rule #4: "Know your outcome. I pick outcomes that I'm passionate about. I don't think anyone should ever speak about anything they're not passionate about."

Rule #5: "Embrace spontaneity. You have to be able to flex so that you can be real and in the moment."



### APSS Tip for Negotiating Large-Quantity Order

Did you see the old TV show or movie, *The Beverly Hillbillies*? If so, you recall Jed Clampett shot into the ground and “up came the bubbling crude.” He became instantly wealthy. However, the oil was always there, and he only became wealthy after he recognized it. You, too, have hidden resources that are yet to be discovered. For example, you may think you are not good at negotiating a sale of your books to corporate buyers. But recall the last time you haggled over the price of a major purchase, or the time you persuaded your boss to give you a raise. You were negotiating then. Simply apply what you already know to the art of selling your book.

### APSS Top Ten List

The days of the hard-charging sales closer are over. Today’s corporate buyers are savvy, informed people who know what they want. They search the Internet looking for the providers of those products and call them in for a negotiation to get the best price. Our job as book salespeople is to work with buyers to let them know how to use our books as promotional items – a fact of which they may be unaware. Creativity and flexibility trump high-pressure selling. Here are **Ten Ways in Which the Sales Process Is Changing**.



1.

1. The new environment favors innovative and adaptable consultants who professionally challenge customers with disruptive insights into their business. And offer unexpected solutions
2. Insight selling is flexible due to the many possible paths to a win/win solution; you are creating demand rather than responding to it
3. Begin at the end. Find out what your prospect wants to accomplish and then describe how your book can lead them there in unexpected ways
4. The path to the sale may vary from deal to deal
5. One must not be a “born salesperson” to thrive under these circumstances
6. Today’s sales managers should act as coaches, providing guidance and support rather than quotas and direction.



7. Success is judged on long-term outcomes rather than short-term sales. Build more pipelines rather than increasing the velocity through existing pipelines, shifting the emphasis from a focus on unit sales to a focus on increased revenue and profitability
8. Shift the decision-making process from a choice among competitors vying for the lowest price to a choice among the various solutions that you propose
9. Become a partner in the creation and implementation of a recommended path to reach your customers' goals
10. Our job description changes from book salesperson to creative thinker, able to exercise judgment and assume responsibility for long-term business growth



## **Using Metadata as an Author: A Beginner's Guide**

**By Jeniffer Thompson**

As an author, if you're not using metadata where and how you need to, you may be unknowingly stifling your book sales. And here's the thing—Metadata seems intimidating, but that doesn't mean you can't use it as one of your most powerful book selling tools. Below is your beginner's guide to demystifying metadata, so you can use it with confidence and increase your book sales.

[Read the entire article here](#)

## **Tips for Selling to Non-Bookstore Buyers**

**By Guy Achtzehn**

Ask yourself two questions, the answers to which could make you more successful for the remainder of this year. First, "Wouldn't it be great if this year I ...?" The second is, "But I can't because ...". For example, "Wouldn't it be great if I could sell Xoo,ooo books in large, non-returnable quantities? But I can't because I don't know how." The answer to the first question sets your objective and the answer to the second points out the obstacle(s) to overcome so you reach your goal.



## 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)



**"I was close to a sale and the buyer asked me to send her a proposal. What is that?" Edie Ethelman**

If you are successful in getting prospective buyers interested in what you have to offer -- as you were -- they may say, "Send me a proposal." What they are asking for is a summary of what you discussed, confirming your price and terms. This may be used as a delaying tactic, or they may be truly interested in what you have to say. Since you do not know for sure, give them a written proposal and then follow up.

### **What is a selling proposal?**

A selling proposal is a tool to put in writing everything you have already discussed. It reminds prospects of all the reasons they liked your idea in the first place, summarizes your proposal, presents your pricing and then makes it easy for them to make a favorable decision.

This is not the time to bring up any new information, terms or conditions that "raise a red flag." You are dealing with experienced buyers who expect to see a professional presentation. Give them more than they expect, and all they need to make their decision.

The sequence of presentation of your material is based on your strategy. Reminding the prospects of how gloomy the current situation is, and subtly leading them step by step to the undeniable conclusion that things could be much better if they accept your proposition. It is also a good idea to present this in person. If you send it to the buyers, they may go directly to the bottom line, bypassing your carefully planned sequence that justifies your final number.

### July Special Days



(P) The Seneca / Marriot Quinn

## **Special Marketing Periods in July**

National Baked Bean Month  
National Hot Dog Month  
National Ice Cream Month  
National Purposeful Parenting Month  
National Parks and Recreation Month  
National Tennis Month



## Eight Ways To Improve Your Business Writing Skills

By Brian Jud

Strong writing skills are essential for anyone in business, and they can help you effectively communicate better on the job and in your marketing material.

[See the complete article here](#)

### Read It And Reap

**An APSS book recommendation that can help you and your business grow.**

*Building a StoryBrand: Clarify Your Message So Customers Will Listen*, by Donald Miller. Seven proven elements of powerful stories that will dramatically improve the way you connect with your customers and drastically grow your business. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides listeners with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services.

